

# International Long Distance for your Subscribers

Offering international long distance (ILD) for your subscribers is an easy way to increase ARPU, improve subscriber loyalty and reduce subscriber churn.

Today, 15-20% of your subscribers have a need to call internationally. Right now, your subscribers are purchasing calling cards or pinless ILD products from convenience stores and the like, reducing your revenue stream and opportunity to meet their needs. By offering ILD, you keep your subscribers with you for all their wireless calling needs thereby **building loyalty and reducing churn**. ILD is a proven way to **attract new subscribers** to your brand and provide them with a new high-value and quality calling package resulting in **increased ARPU**.

NetworkIP, a leader in the international calling industry, will equip you with the products and tools needed to offer ILD at the best rates in the market. There is no need for infrastructure, switches or additional technical staff — we take care of all these items so you can focus on your relationship with your subscribers.

NetworkIP will provide you the following international calling products:

**PayGo International Calling:** Allows your subscribers to add a set (ex: \$5, \$10, etc.) dollar amount to their ILD account managed by NetworkIP, similar to how they may purchase an international calling card. When subscribers dial the local access number, the account is verified in real-time and they dial their destination. The NetworkIP system will tell them the number of minutes available to that destination and connects the call. We share in the revenue generated from those funds added to the ILD account.

**Unlimited International Calling:** Your subscribers pay a recurring set amount per month for unlimited calling to a set number of popular countries. For example, customers can pay \$10 per month to make calls to over 80 countries. Or, you can offer an Unlimited Plus product which is a combination of unlimited destinations and a set number of minutes to a particular destination such as 200 minutes to Mexico mobile. We share in the revenue of the subscription and NetworkIP manages the carrier rates and subscriber's usage so you have no risk supplying the unlimited international minutes.

**Promotional International Calling:** Sometimes subscribers want to test things out before committing. We offer a promotional incentive of \$1-\$2 for your new subscribers to confirm for themselves the quality of the calls and the value they receive. As money is deducted from the subscriber's promotional ILD account, there is opportunity to convert the subscriber to a PayGo and/or an Unlimited International Calling plan. In this product, you only pay a wholesale rate for the minutes used.

Experience how NetworkIP can make your business more profitable and competitive; contact us today for a no-obligation assessment.





# HelloEarth

## Easy ILD calling app for your Subscribers

According to Harris Interactive, nearly 60 million people in the United States, or one out of every four adults, makes international calls, with just over half of these callers using landlines or VoIP platforms. NetworkIP has a new over-the-top (OTT) international calling solution for mobile operators. competing directly with the “OUT” non-peer-to-peer products of Viber, Skype, Boss Revolution and Vonage. There is no integration required to get started or equipment to buy. NetworkIP’s solution enables Mobile Network Operators (MNOs) to offer a suite of very competitive OTT international calling options directly to their subscribers with smartphones.

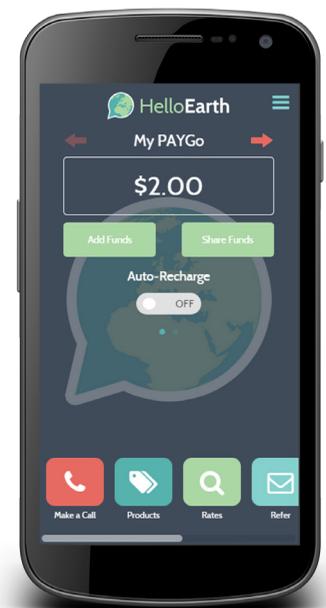
This OTT solution is comprised of an account management web app and a Wi-Fi dialer app that seamlessly integrate and offers competitive calling plans. After registering an account, subscribers download a free app from either iTunes or Google Play and make their international calls by dialing directly. Operators can offer Pay-as-you-go or Unlimited calling to 80+ destinations (including Mexico Mobile) and even offer promotional credits for subscribers to try out the service.

White-label branding is available. If branding is not a priority and time-to-market is short, carriers can opt to serve as affiliates promoting the off-the-shelf HelloEarth brand to their subscriber base. HelloEarth is offered on both the Android and iOS platform.

Try it out for yourself! Visit [HelloEarth.mobi](http://HelloEarth.mobi) or text HELLO to 972-362-4045

**We'll even give you \$2 to get you started.**

For more information contact [sales@networkip.net](mailto:sales@networkip.net)  
or call us at 800.259.3600



**NETWORK**  
**IP**

SMART TECHNOLOGY. SWEET SERVICE.