

# Virtual Telephony

With Virtual Telephony, you can provide subscribers advanced communication capabilities even when the telephony infrastructure may not present or has been impaired. This powerful application makes it possible to service more subscribers than would otherwise be possible using available phone lines. Subscribers can be reached through private voice mailboxes and automatically paged when messages arrive. Subscribers pick up their messages using any phone, such as a shared phone or public terminal. It is ideal for areas where the telephony network cannot satisfy subscriber demand.

## Features

- Automatic notification when messages arrive.
- Direct-dial, multiple-occupant mailboxes store messages separately for each family member or associate.
- Flexible mailbox profiles.
- Personalized greetings for each subscriber.

## Prospect Profile

Virtual Telephony prospects are individuals who need to use a voice mailbox as their primary telephone number. Virtual Telephony is ideally suited for mobile subscribers and for regions with too few telephones. It can also be provided to citizens in times of natural disasters, while the conventional network infrastructure is being rebuilt.

## Benefits

Virtual Telephony gives subscribers a way to have the benefits of telephony communications when telephony access would not otherwise be possible or economical. For service providers, Virtual Telephony is an ideal way to achieve market penetration in developing areas without adequate conventional telephony capacity. You can capture a market that has little or no competition.

## Marketing Strategy

Target geographic areas with developing networks. Virtual Telephony can be an excellent first

service to develop customer loyalty while the communications infrastructure is developed or replaced. Even where adequate facilities exist, you can market Virtual Telephony to mobile professionals, or as a temporary telephony solution for visitors to your service region.

## Revenue Potential

You can gain revenue from a Virtual Telephony application in three ways: A flat charge for the mailbox and message storage, an access charge for leaving or retrieving a message, and/or a charge for message-waiting notifications. A flat charge of US \$7.50 per month with an access and notification charge of \$0.25 is typical. In addition, the service provider recognizes revenue for the completed calls. 1,000 Virtual Telephony subscribers who each receive 2 voice messages per day would generate \$20,000 of revenue plus 40,000 minutes of air time per month. Assuming \$0.30 per minute, 25,000 subscribers could generate \$18,500,000. Most service providers will create a rate package that combines some subset of these charges.

## Assumptions

Messages per subscriber per day	2
Access/notify transactions per message	3
Access/notify transaction charge	\$0.25
Air time per message	1 min.
Air time charge per minute	\$0.30
Monthly mailbox service charge	\$7.50

SUBSCRIBERS	1K	25K	100K
Messages/month	40K	1M	4M
Access/notify trans./month	120K	3M	12M
Air time per month (min.)	40K	1M	4M
Mailbox annual revenue	\$90K	\$2.25M	\$9M
Access trans. annual revenue	\$360K	\$9M	\$36M
Air time annual revenue	\$288K	\$7.2M	\$28.8M
Total annual revenue	\$738K	\$18.5M	\$73.8M

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