

Alaris Labs

Telecom Software Products
Carrier-Neutral, Protocol-Agnostic

2021

Alaris inVoice

Wholesale Voice Interconnect Solution

Voice Wholesale Decline - Time For The Smartest

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- Long-distance P2P calls have mostly gone to OTTs
- Wholesale margins have got so thin one can see through them
- Only large volumes can bring substantial revenue
- Even with large volumes you are yet to squeeze the profits out of them



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Must-Have Things
For a Wholesale Carrier

- **Very high throughput (CPS, BHCA CDRs)**
- **Exquisite routing capabilities to wring the profit to the utmost**
- **Feature-rich bilateral deal handling**
- **As much routine automation as possible**



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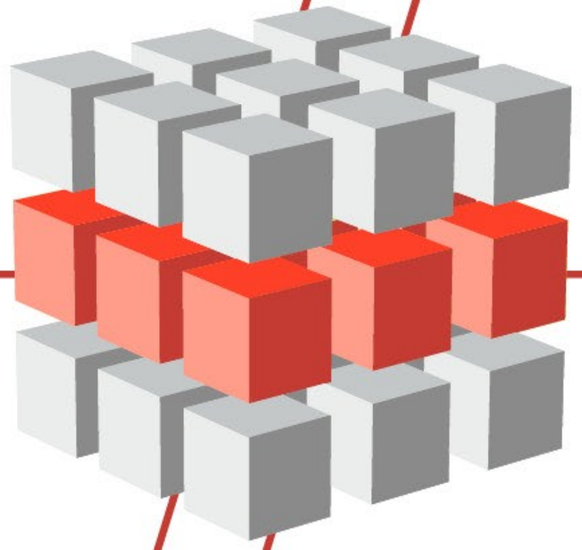
Alaris inVoice - Your Perfect Margin Squeezer

- **Extremal performance - 5K+ CPS, 3B+ CDRs/month**
- **Add-on business intelligence to empower a lot of softswitches/SBCs**
- **Flexibility and automation to fit companies of all sizes - from one-man bands to national telecoms**

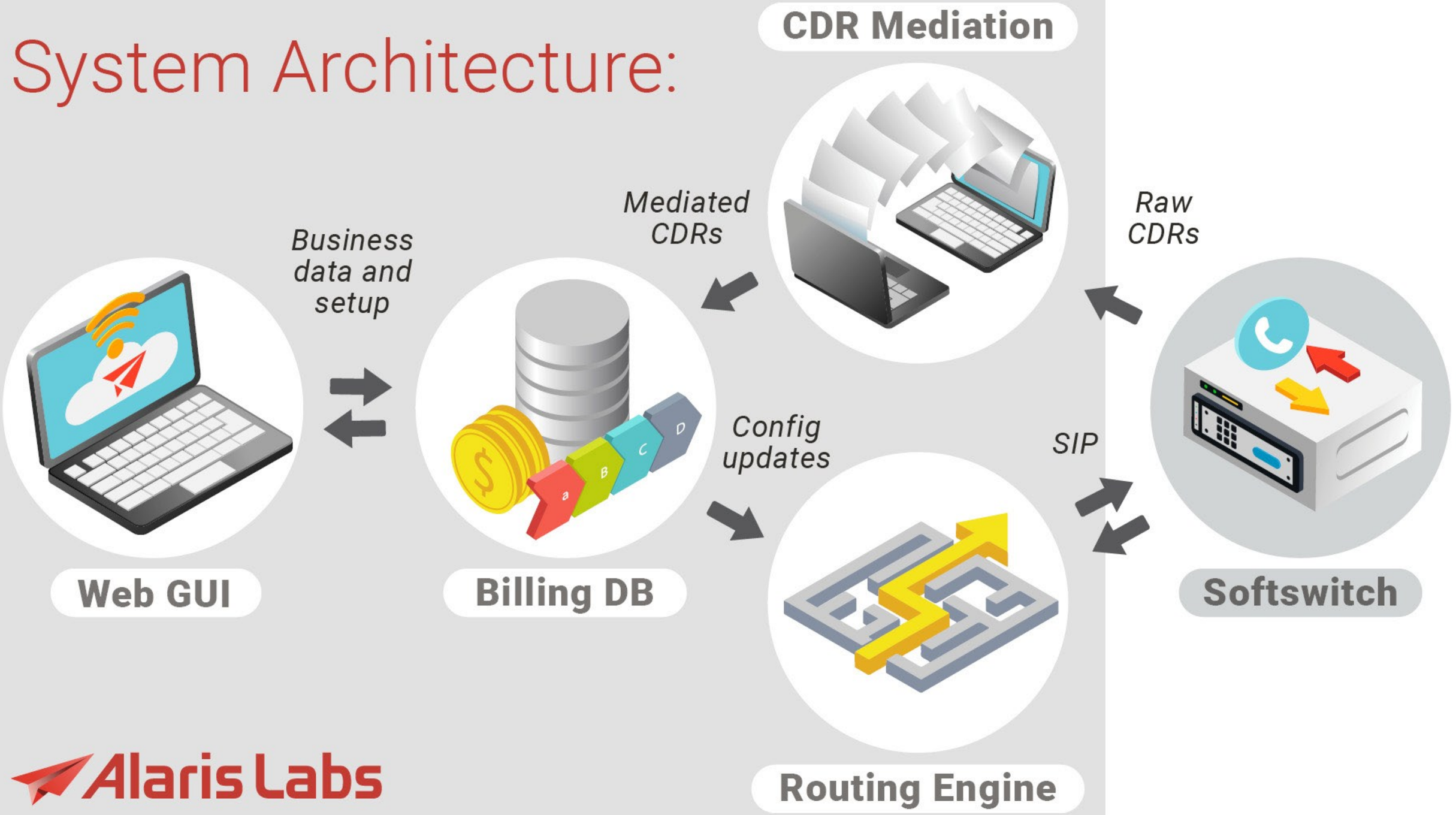
Tech Highlights

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- SIP 300/302 routing management with flexible header options
- Modular architecture scalable to any level - only depends on hardware
- CDR mediation for any text or binary format
- MNP/LNP dipping to handle calls to ported numbers
- Near-real-time billing and statistics (CDR import every 1 minute)
- REST API for integration into existing infrastructure



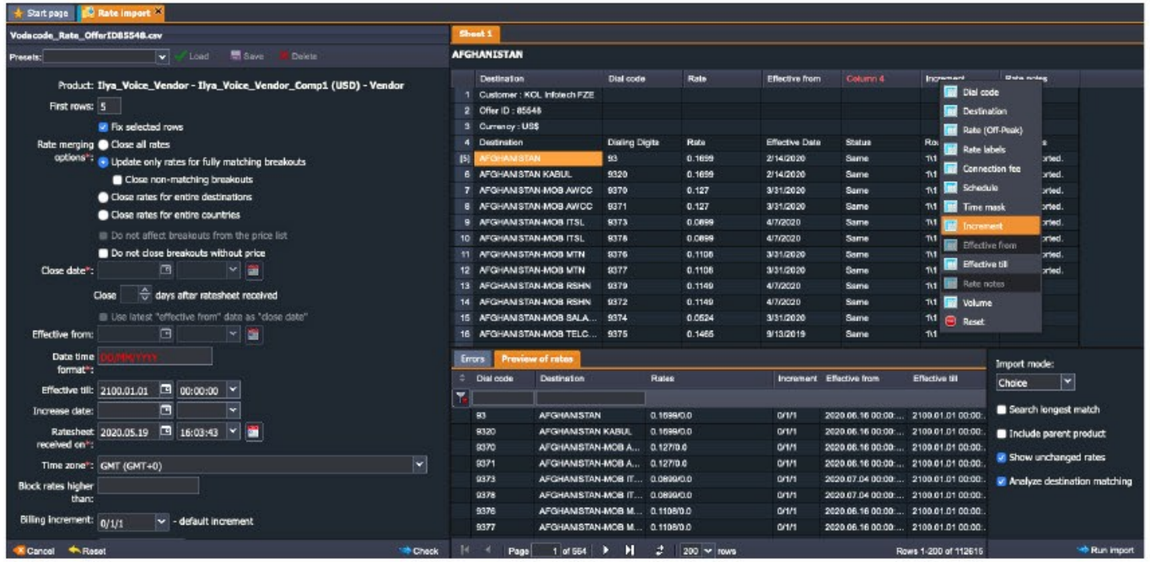
System Architecture:

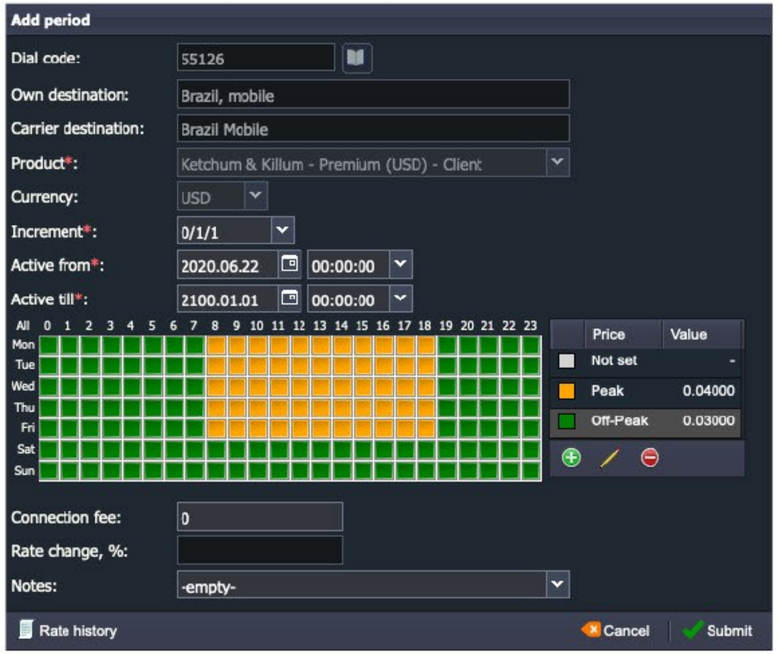


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Rate Management

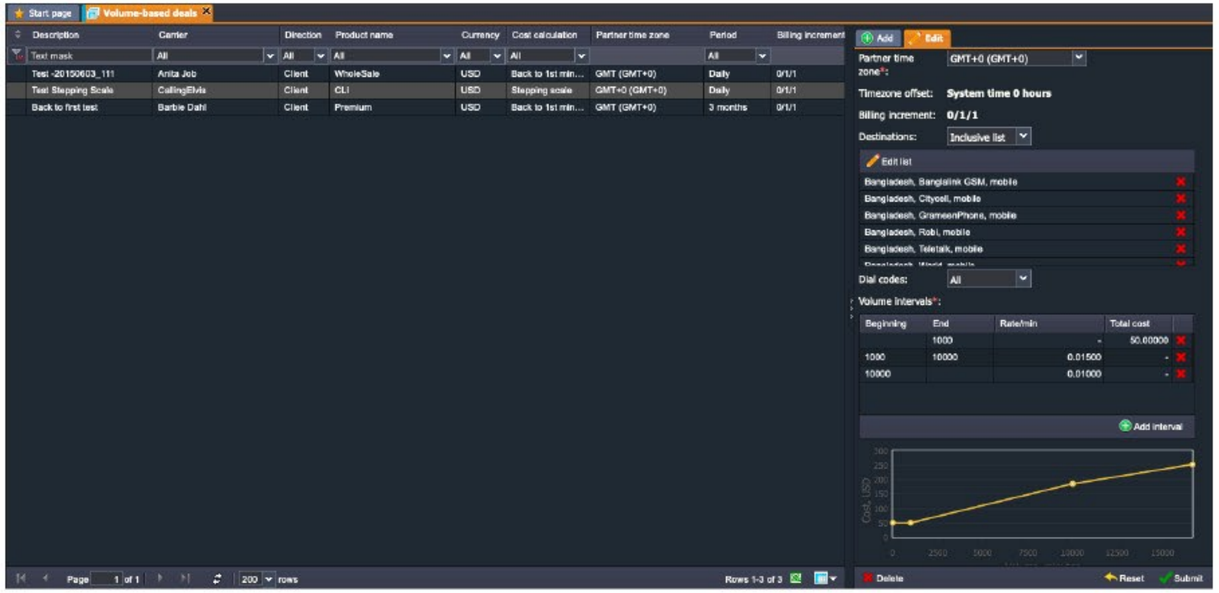
- Flexible structure of rate plans - shared or individual products, multiple products for the same partner account
- Fully automated import of Excel ratesheets directly from your mailbox - just the way they are, regardless of the format
- Support for origin-based and US domestic rates
- Client rate update delivery triggered automatically or by hand
- Efficient tools for partner rate analysis and auto-calculation of client offers
- Seamless roll-back of rate changes made in error

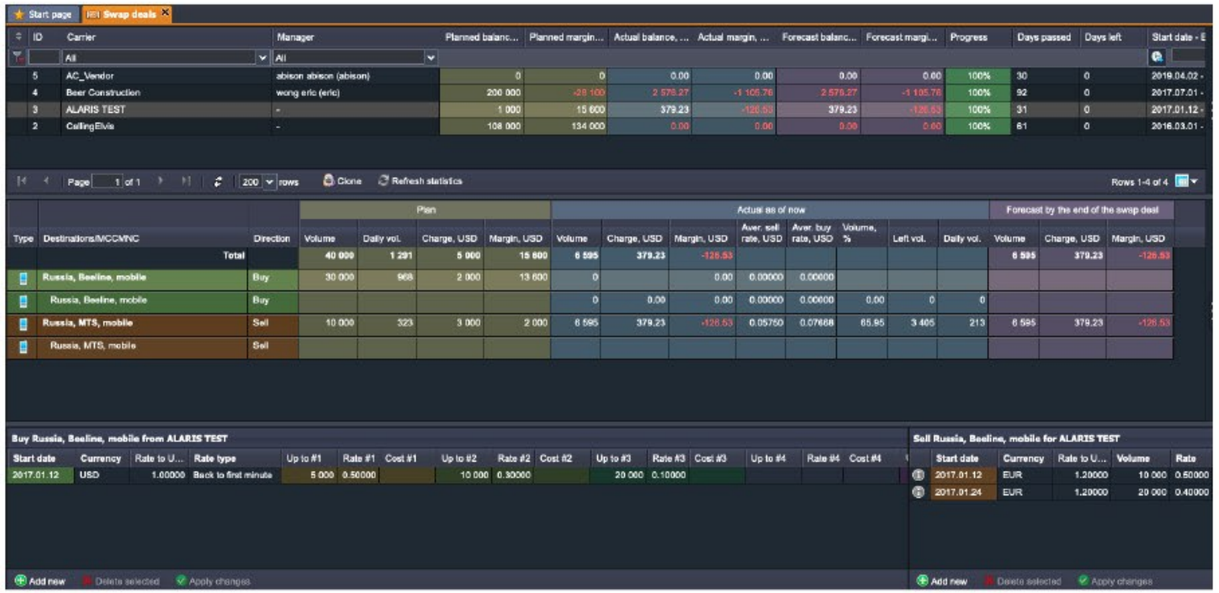




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Volume-Based Deals And Bilaterals

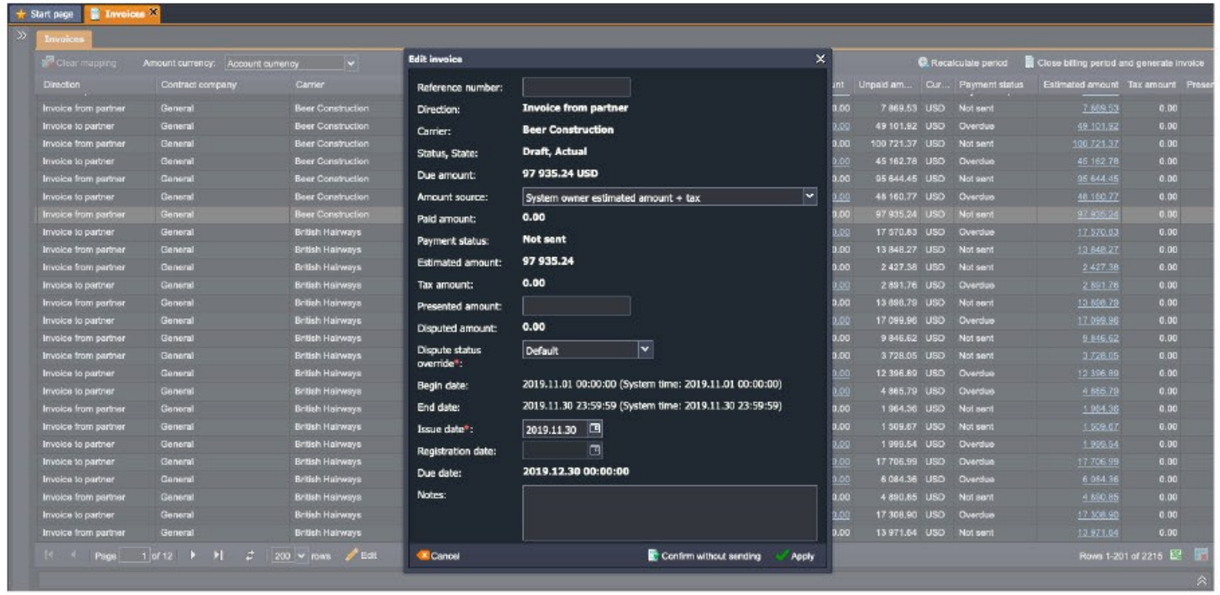


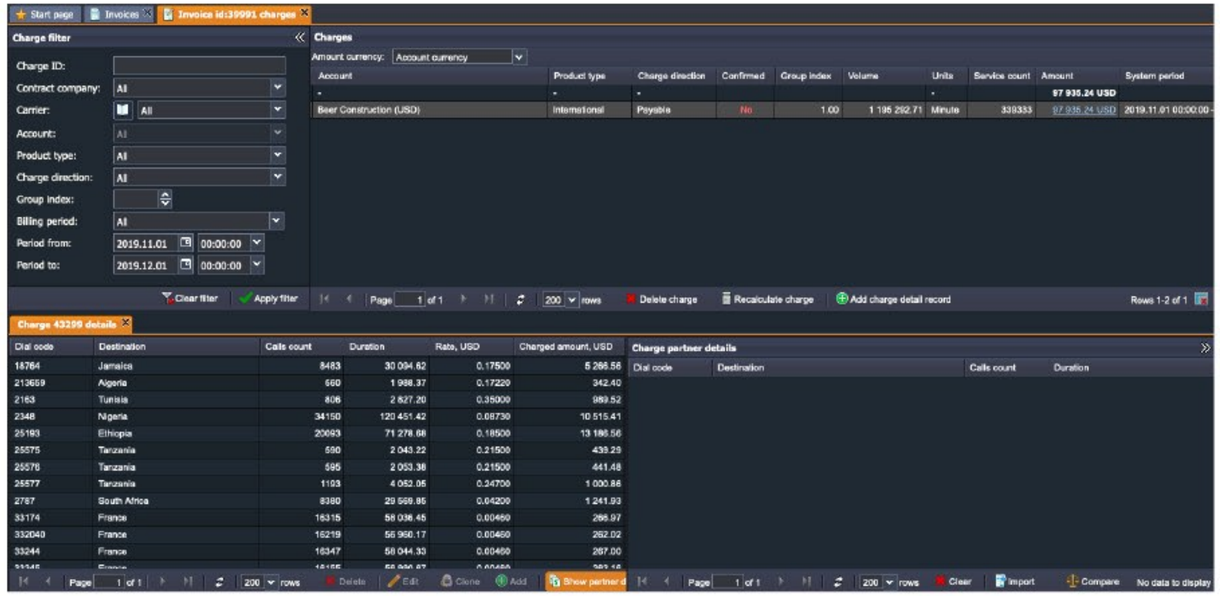


- Uni- and bilateral volume agreements supported
- Tier-based pricing structure for each destination in a deal
- Automatic price changes when volume threshold is reached
- Forecast for final results of bilateral deals based on current traffic trends
- Grace period if commitment hasn't been fulfilled
- Deal balance control for bilaterals

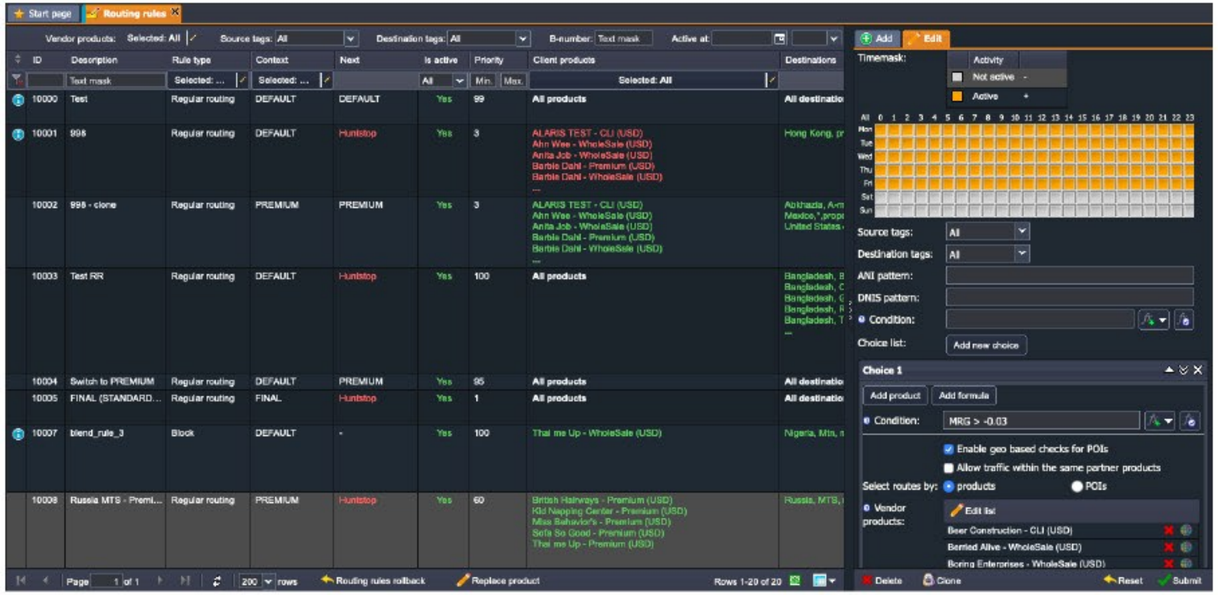
Billing Functions

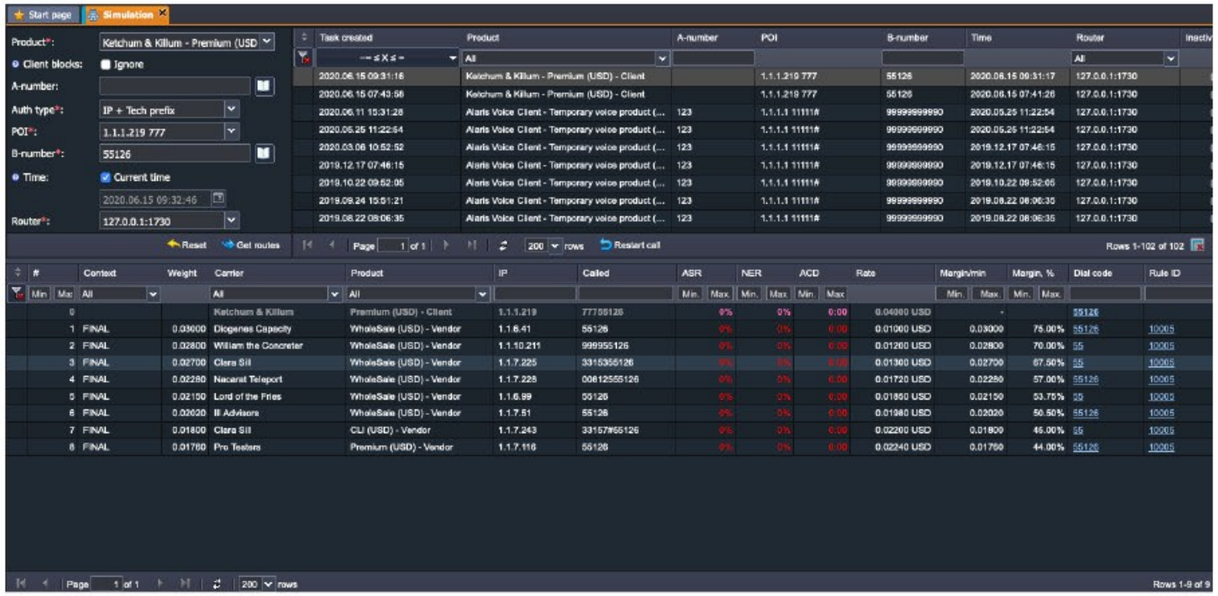
- Near-real-time credit control with multi-level balance and credit alerts
- Pre-paid and post-paid billing
- Support for multiple currencies
- Auto-invoicing
- Reconciliation of traffic usage details and CDRs with partners
- Multiple ways of payment registration: manual, import from 3rd-party systems, by PayPal or credit card, via API
- Automatic or manual invoice vs. payment mapping
- Flexible taxation rules
- DID management





Routing Functions



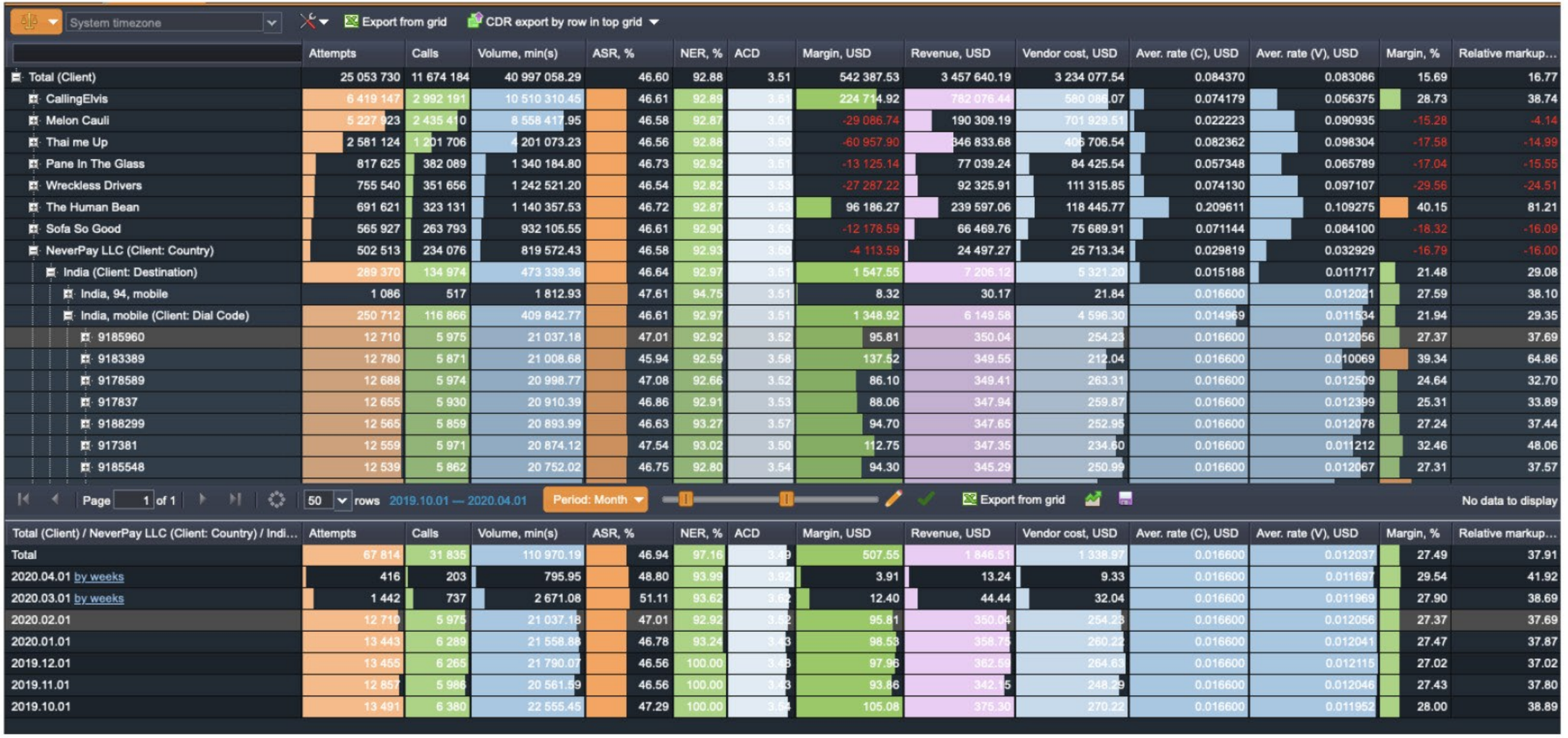


- Real-time routing management via SIP 300/302 messages
- Origin- and destination-based routing
- Fixed or dynamic vendor selection patterns supported
- Multiple routes per call with auto-failover can be configured
- Routing formulas can be based on cost, margin, quality or volume metrics Embedded protection against negative margin
- Blended routing to maximize margins while maintaining quality levels demanded by customers
- Simulation tool to check routing logic prior to sending live traffic

Traffic Analytics

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Advanced reporting system provides instant info on any significant aspect of your business data - from top-level KPIs to performance of single trunk groups



System timezone | Export from grid | CDR export by row in top grid

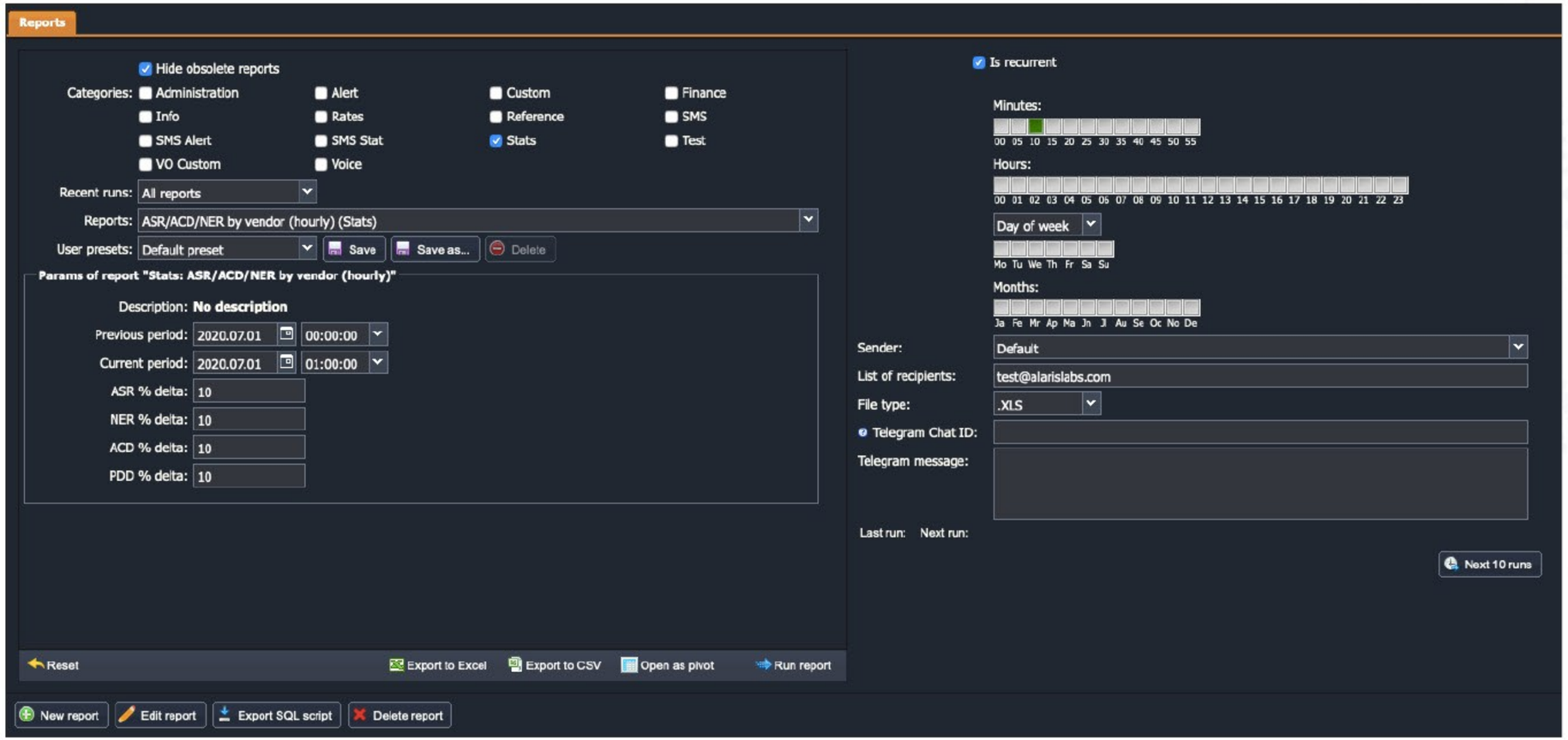
	Attempts	Calls	Volume, min(s)	ASR, %	NER, %	ACD	Margin, USD	Revenue, USD	Vendor cost, USD	Aver. rate (C), USD	Aver. rate (V), USD	Margin, %	Relative markup...
Total (Client)	25 053 730	11 674 184	40 997 058.29	46.60	92.88	3.51	542 387.53	3 457 640.19	3 234 077.54	0.084370	0.083086	15.69	16.77
CallingElvis	6 419 147	2 992 191	10 510 310.45	46.61	92.89	3.51	224 714.92	782 076.44	580 086.07	0.074179	0.056375	28.73	38.74
Melon Cauli	5 227 923	2 435 410	8 558 417.95	46.58	92.87	3.51	-29 086.74	190 309.19	701 929.51	0.022223	0.090935	-15.28	-4.14
Thai me Up	2 581 124	1 201 706	4 201 073.23	46.56	92.88	3.50	-60 957.90	346 833.68	408 706.54	0.082362	0.098304	-17.58	-14.99
Pane In The Glass	817 625	382 089	1 340 184.80	46.73	92.92	3.51	-13 125.14	77 039.24	84 425.54	0.057348	0.065789	-17.04	-15.55
Wreckless Drivers	755 540	351 656	1 242 521.20	46.54	92.82	3.53	-27 287.22	92 325.91	111 315.85	0.074130	0.097107	-29.56	-24.51
The Human Bean	691 621	323 131	1 140 357.53	46.72	92.87	3.53	96 186.27	239 597.06	118 445.77	0.209611	0.109275	40.15	81.21
Sofa So Good	565 927	263 793	932 105.55	46.61	92.90	3.53	-12 178.59	66 469.76	75 689.91	0.071144	0.084100	-18.32	-16.09
NeverPay LLC (Client: Country)	502 513	234 076	819 572.43	46.58	92.93	3.53	-4 113.59	24 497.27	25 713.34	0.029819	0.032929	-16.79	-16.00
India (Client: Destination)	289 370	134 974	473 339.36	46.64	92.97	3.51	1 547.55	7 206.12	5 321.20	0.015188	0.011717	21.48	29.08
India, 94, mobile	1 086	517	1 812.93	47.61	94.75	3.51	8.32	30.17	21.84	0.016600	0.012021	27.59	38.10
India, mobile (Client: Dial Code)	250 712	116 866	409 842.77	46.61	92.97	3.51	1 348.92	6 149.58	4 596.30	0.014969	0.011534	21.94	29.35
9185960	12 710	5 975	21 037.18	47.01	92.92	3.52	95.81	350.04	254.23	0.016600	0.012056	27.37	37.69
9183389	12 780	5 871	21 008.68	45.94	92.59	3.58	137.52	349.55	212.04	0.016600	0.010069	39.34	64.86
9178589	12 688	5 974	20 998.77	47.08	92.66	3.52	86.10	349.41	263.31	0.016600	0.012509	24.64	32.70
917837	12 655	5 930	20 910.39	46.86	92.91	3.53	88.06	347.94	259.87	0.016600	0.012399	25.31	33.89
9188299	12 565	5 859	20 893.99	46.63	93.27	3.57	94.70	347.65	252.95	0.016600	0.012078	27.24	37.44
917381	12 559	5 971	20 874.12	47.54	93.02	3.50	112.75	347.35	234.60	0.016600	0.011212	32.46	48.06
9185548	12 539	5 862	20 752.02	46.75	92.80	3.54	94.30	345.29	250.99	0.016600	0.012067	27.31	37.57

Page 1 of 1 | 50 rows | 2019.10.01 — 2020.04.01 | Period: Month | Export from grid | No data to display

Total (Client) / NeverPay LLC (Client: Country) / Indi...	Attempts	Calls	Volume, min(s)	ASR, %	NER, %	ACD	Margin, USD	Revenue, USD	Vendor cost, USD	Aver. rate (C), USD	Aver. rate (V), USD	Margin, %	Relative markup...
Total	67 814	31 835	110 970.19	46.94	97.16	3.49	507.55	1 846.51	1 338.97	0.016600	0.012037	27.49	37.91
2020.04.01 by weeks	416	203	795.95	48.80	93.99	3.92	3.91	13.24	9.33	0.016600	0.011697	29.54	41.92
2020.03.01 by weeks	1 442	737	2 671.08	51.11	93.62	3.62	12.40	44.44	32.04	0.016600	0.011969	27.90	38.69
2020.02.01	12 710	5 975	21 037.18	47.01	92.92	3.52	95.81	350.04	254.23	0.016600	0.012056	27.37	37.69
2020.01.01	13 443	6 289	21 558.88	46.78	93.24	3.43	98.53	358.75	260.22	0.016600	0.012041	27.47	37.87
2019.12.01	13 455	6 265	21 790.07	46.56	100.00	3.48	97.96	362.51	264.63	0.016600	0.012115	27.02	37.02
2019.11.01	12 857	5 986	20 561.59	46.56	100.00	3.43	93.86	342.15	248.29	0.016600	0.012046	27.43	37.80
2019.10.01	13 491	6 380	22 555.45	47.29	100.00	3.54	105.08	375.30	270.22	0.016600	0.011952	28.00	38.89

Custom Report Builder

- Reporting based on any data available in the system DB – stats, finance, administration, change logs, etc.
- One-time or schedule-based execution



- Threshold-based alerts to monitor traffic patterns
- Result can be delivered as HTML email, Excel file or Telegram message
- Read-only SQL editor to customize existing reports or create new ones

Carrier-Grade Reliability

- Every system component is fully redundant
- Clustering of routing modules for better scalability
- Embedded system monitoring module and watchdog to automatically track issues with billing DB, CDR mediation and routing modules
- Web-interface always connected to currently active DB instance





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Technical Support

- Available 24/7/365
- We speak your language: English, русский, Español, 中文
- Helpdesk, online chats, emergency hotline
- Frequent new versions at no extra charge
- Free online trainings
- Missing feature? Let us know!



Alaris Labs — Trailblazer in Telecom Solution Market

- **Founded in 2008**
- **Headquartered in Singapore**
- **Two R&D offices with 100+ team**
- **GSMA associate member**
- **Over 200 carrier customers in 40 countries**

Alaris Labs

Our Customers:

Rakuten Viber

orange™

中国电信 CHINA TELECOM

kaleyra

IDENTIDAD TECHNOLOGIES

Verscom carrier voice

SAMA

LANCK TELECOM

NTEC

acmetel

mediafon

ARQIA datora

Bankai
Innovative Technologies to Monetize Telecom Networks

TELINTEL

VOXOX

Alaris Labs

Thank You!

Should you have any questions, feel free to contact us at
sales@alarislabs.com