

# From Bits to Data, from Pipes to Clouds

*The network as an asset for convergence of Telecoms, IT and Media into an Internet of Knowledge*



4-7 October 2011, Berlin, Germany

## Telephony from the cloud – An example: Fonic Call Home



Stefan Brandes

42com Telecommunication GmbH

# Fonic Call Home



Since July, German low cost provider Fonic offers a new product:

## Fonic Call Home

Fonic customers can use it to phone from foreign countries to Germany at the usual Fonic prices



# Fonic Call Home



Very easy to use:

- Abroad, the customer receives an SMS from FONIC explaining the service and stating a local 0800 number
- There, he gets a personal access code and can transfer money from Fonic to Fonic call home over the phone
- He dials the freephone number from any fixed line phone, e.g. in the hotel
- He enters his FONIC number and access code and can phone home at the usual conditions

## Advantages of Call Home:



- 9 cent per minute from abroad to German fixed lines and 29 Cent to German mobile numbers
- No hotel fees
- No roaming costs
- No contract
- no base fee
- no minimum usage

# Realisation by 42com



- Fonic Call Home project is technically realised by 42com
- 0800 numbers are provided by 42com
- Fonic is using 42com's „Telephony from the cloud“ concept:
  - Customers are provisioned and authenticated (IVR/SMS)
  - Account balance is transferred securely via payment interface
  - Fonic balance can thus be transferred into Fonic call home balance
  - Real-time billing
  - Balance can be re-used for later trips

# 42com end user platform



http://login.42call.de/?m=mhome&msg=&SID=47hjdbq32ig83a9dro7lp4t52 — login.42call.de

Sprache: Deutsch | » Ausloggen



START

TECHNIK

IHR KONTO

IHRE DATEN

TARIFE

KONTAKT

Willkommen!



## Willkommen

**Stefan Brandes**

*Sie sind angemeldet als stefan.*

**Konto: Brandes, Stefan**  
**Aktuelles Guthaben: 6,72**  
EUR (incl. 19% MwSt.).

[» Guthaben/Konto aufladen](#)

## Weitere Features

► Web-SMS

▼ Web-Callback

Eigene Rufnummer:

Ziel Rufnummer:

[» Rückruf einleiten](#)

► Webphone

# 42com – the enterprise



- Internationally leading supplier of cloud-based services and software solutions for telecommunication service providers
- Highly available service platform
  - Technical management of customers and services
  - Commercial management of services, billing and controlling
  - Post or pre paid
  - White labelled, multi-tenant capable
- Clients become telecommunication service providers
- Business and consumer offers
- Come talk to us!

# From Bits to Data, from Pipes to Clouds

*The network as an asset for convergence of Telecoms, IT and Media into an Internet of Knowledge*



4-7 October 2011, Berlin, Germany

## The End

Stefan Brandes

sb@42com.com