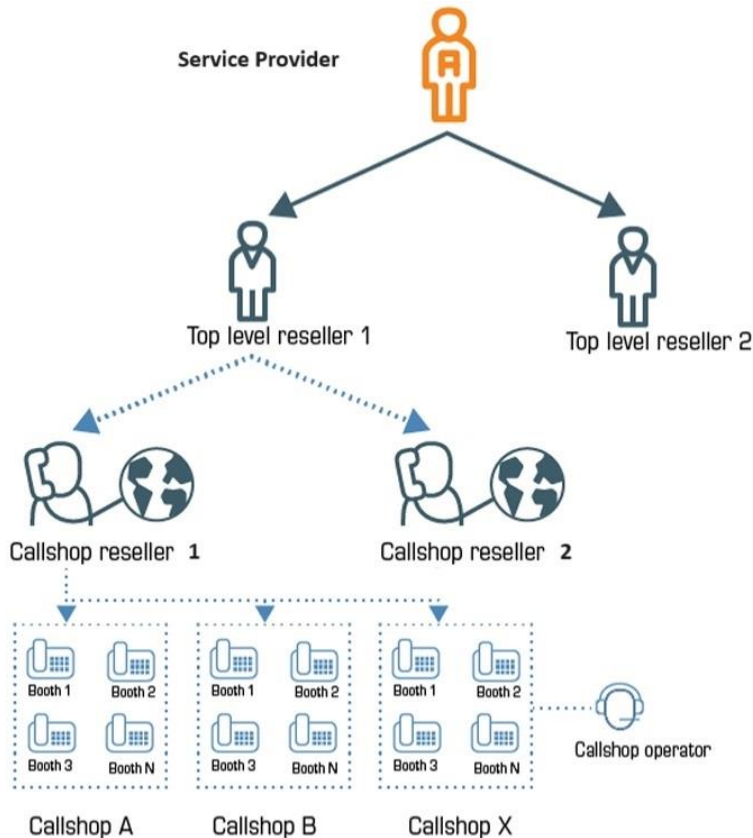


CallShop Architecture and Concepts

A CallShop is a public facility where end users come to make low-cost international or domestic calls. In a CallShop, a customer is guided to enter a phone booth, makes calls and then pays for them at a cash desk. The CallShop is managed by a CallShop business owner who sets up the tariffs according to which end users are charged, pays for outgoing traffic and earns a profit on the margins between these costs. CallShop operators control the authorize use of booths, collect payments from customers and provide customers with receipts.



CallShop business participants:

- *Service Provider* (owner or renter of the billing system) who provide VoIP services to top level resellers
- *Resellers* who provide VoIP services to CallShop owners (a CallShop owner is a CallShop reseller in the billing system)
- *CallShop owners* who provide CallShop services to end users. Can have one or multiple CallShops
- *CallShop operators* – personnel who operate CallShops (serves end-users and takes money from them for the service provided)

The following step-by-step scenario explains how a customer makes a call from a CallShop and how he is then charged for it:

First, a customer is directed by a CallShop operator to a specific booth.

1. The CallShop operator unlocks a booth to allow making calls from this booth.
2. The customer dials a desired destination number.
3. Billing system identifies the phone booth, keeps track of call details, and calculates the corresponding charges.
4. When the call session ends, the customer leaves the booth.
5. The operator presents the customer with a bill for the call(s) made according to rates set up by the CallShop business owner.

In the billing system, a CallShop business owner is configured as a *CallShop reseller*. This type of reseller *only* provides CallShop services to end users (any other services are not permitted to be offered). In the multi-level reseller hierarchy, the CallShop reseller is usually created under a top-level reseller or a subreseller.

The CallShop reseller has his own self-care interface that has been specially customized for providing CallShop services.



Equipped with a wide range of features that are oriented to CallShop owners and their staff, this CallShop solution assists CallShop network owners to easily and effectively provide reliable, high-quality and cost-effective services to their customers.

The CallShop operator has his own self-care interface that has been specially customized for providing CallShop services to end-users.

