



Conferencing

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Service Overview

The Swiftnet Conferencing Service is a fully featured, easy to use, high quality Network Service. It operates in two ways:

DIAL IN CONFERENCE

The person organising the conference distributes an 0844 access number to all their invitees, along with a 6 digit PIN (made up by the organiser) and a conference time. There is no need to book the Conference Service. At the allotted time, each person dials the access number, enters the PIN and is added to the conference.

DIAL OUT CONFERENCE

For occasions when someone needs to have a conference immediately, this service enables the conference initiator to dial an 0871 access number then dial a further two parties and conference them together.

Features, Benefits and USPs

The Conferencing Service supports the following features:

- The service is very economical to use. The Dial In access number is charged at only 5p per minute and the Dial Out access number is charged at only 10p per minute by most landline service providers.
- Each party pays for their own call, so the conference organiser only pays 5p per minute.
- There is no need to register or book conference rooms – simply dial the access number.
- The service has a simple to follow menu prompts, enabling anyone to use the service with no training or support.
- There is no time limit on the conference call.
- The service supports Name Announce on joining and people can leave and join the conference at any time.

Target Markets

The service is targeted at business customers in the UK.

Reseller Benefits

The Conference Service enables reseller's to become a Conference Service Provider with no investment. The service is white labelled as "The Conference Service" allowing Resellers to promote it as their own.

The service is simple to sell and requires no billing. Resellers earn money through Swiftnet making monthly revenue share out-payments to the Reseller for the calls on the Reseller's number.

Limitations

The 08 conference access numbers are only accessible from within the UK.

The Dial In service is not guaranteed to be secure – there is an unlikely possibility that more than one conference organiser may organise a conference at the same time with the same PIN. Up to 5 people can talk using the Dial In service. The Dial Out service allows the organiser to call up to two further parties on UK landline numbers.

Order Processing

There are no order processing, provisioning or conference room booking requirements. Each Swiftnet Reseller is automatically allocated access numbers for the Conferencing Service which can be found by logging in to the secure Swiftnet Portal.

Billing

Each caller is billed by their own service provider – there are no billing requirements for the reseller.



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