



Direct Connect

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Service Overview

Direct Connect is Swiftnet's high quality, easy to set up Inbound service. Calls arriving at any of Swiftnet's number ranges can be directed to any number, anywhere in the world.

The service is used by companies wishing to promote a national presence, generate income from calls or to have a UK presence if they are not based in the UK (or travel frequently).

Out-payments are available on certain inbound number ranges. Depending on the inbound number selected, the out-payment may cover part of the onward call cost, the whole of the onward call cost or more than the onward call cost (in which case Swiftnet will make a monthly payment to the reseller).

Features, Benefits and USPs

The features and benefits of the service include:

- Swiftnet is an Ofcom licensed public network operator with every available UK number range
- Swiftnet is licensed by Ofcom to make revenue share out-payments on certain number ranges
- Incoming calls can be directed to any number (landline or mobile) anywhere in the world.

Swiftnet number ranges include:

- Geographic 01, 02
- UK wide 03
- Freephone 0800
- Local and National 0845 and 0870
- Non Geographic 0844 (1p, 2p, 3p, 4p, 5p)
- Non Geographic 0871 (6p, 7p, 8p, 9, 10p)
- Premium 0911 (10p, 15p, 20p 25p, 30p, 35p, 50p, 75p, 90p)

(Prices shown are the pence per minute, VAT inclusive rate charged by BT when calling from a landline. Rates will vary when calling from other operators, especially from mobiles).

Target Markets

The service is targeted at business customers wishing to publish, and receive calls on, a UK number for delivery in the UK and worldwide.

Reseller Benefits

The Direct Connect service is simple to sell and simple to order through the Portal.

The following features are available to support resellers on the Direct Connect service:

- An on-line call cost calculator in the Portal to enable resellers to instantly see the cost, or revenue out-payment, between the selected inbound and delivery numbers
- Daily and monthly Call Detail Records
- Credit limit alert (wholesale cost £)
- Fraud alert (number of minutes)

The levels for each of the alert items are configurable per CLI by the reseller.

Limitations

The reseller promoting the numbers is responsible for compliance with PhonePayPlus and any other regulations.

Order Processing

All Direct Connect provisioning and de-provisioning requests are processed on-line through the secure Swiftnet Reseller Portal or APIs.

All Direct Connect service features can be configured through the Portal and APIs. Changes come in to effect within 8 hours.

Billing

Calls are billed (and revenue share out-payments calculated) per second. Swiftnet provides daily and monthly rated Call Detail Records (CDRs) via a secure FTP site for Resellers to bill customers.



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