



Landline Indirect Access

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Service Overview

The Swiftnet Landline Indirect Access (LIDA) service enables calls to be routed on a call-by-call basis from any landline on any network to the Swiftnet network.

From BT lines, the customer dial 1689 followed by the number they wish to call. From other UK networks, the customer dials Swiftnet's 0208 or 0800 access numbers. From networks in other countries, customers dial Swiftnet's in-country local access number(s).

Equipment can be set up (by the reseller) on the customer's premises, to automatically dial the access number.

The service takes around 2 hours to go live and once set up the customer benefits from lower call rates and additional features offered by Swiftnet. Only the highest quality call routing is used.

Features, Benefits and USPs

Customers benefit from reduced call costs and are able to choose which calls they want to route through Swiftnet, whilst keeping their account with their original supplier.

The service is of particular value to customers who have a requirement to separate out different calls on different bills (e.g. home workers).

The 1689 service has an optional 3-digit Account Code feature which allows calls on the same Swiftnet bill to be grouped together. This is of benefit to organisations who wish to allocate costs to different departments or who wish to bill clients for time (e.g. lawyers).

The service can be set up to be accessed from any residential or business line. Swiftnet has implemented the following additional customer features on the LIDA service:

- Call Barring (International, 07 Mobile, Directory Enquiries, 09 Premium Rate)
- Optional PIN to control access

Target Markets

The service can be sold to any business or residential customer with a landline in the UK and in international markets where Swiftnet has local network access numbers (please check with Swiftnet Customer Service for availability).

Reseller Benefits

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

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

- 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 mobile CLI by the reseller.

Limitations

The 1689 code is only available on BT lines and cannot be set up on FeatureNet (access from non-BT lines is via local Swiftnet geographic or non-geographic access numbers).

Order Processing

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

All LIDA service features can be configured through the Portal and APIs.

Billing

Calls are billed per second with no minimum call charge. Swiftnet provides daily and monthly rated Call Detail Records (CDRs) via a secure FTP site for Resellers to bill customers.

For specialist applications, Swiftnet can provide real-time CDRs.



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