



Mobile Indirect Access

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Service Overview

The Swiftnet Mobile Indirect Access (MIDA) service enables calls to be routed on a call-by-call basis from any mobile network on to the Swiftnet network, thus bypassing the mobile network tariffs and reducing customer's bills. The specific types of calls which Swiftnet recommends using this service for are calls to international numbers (starting with 00) and non-geographic numbers (starting with 08 or 09 in the UK).

The customer can programme in to their contact list the Swiftnet network access number, or alternatively, Swiftnet offers a Mobile Software Application for certain types of mobile devices which automatically decides which calls to route through Swiftnet, without any user intervention. The software is easy to download and install by the customer.

The service takes around 2 hours to go live. Only the highest quality call routing is used.

Features, Benefits and USPs

Customers benefit from reduced call costs whilst keeping their account with their current mobile network. The service supports optional PIN access.

The Mobile Software Application:

- runs on Symbian phones
- is provided free to resellers with no monthly licence fees
- intercepts international and 08 and 09 calls
- is transparent to the user
- is downloaded over the air by the reseller sending a link to the customer's mobile device from the reseller Portal
- is easy to install by the user

Compatible with Symbian: 6120c, 6220, E50, E51, E61, E61i, E65, E71, N73, N78, N81, N91, N93, N95, N96

Target Markets

The service is of particular value to customers who have a requirement to make a lot of international or non-geographic calls. This service can be sold to any business or residential customer with a mobile phone in the UK and in international markets where Swiftnet has local network access numbers (please check with Swiftnet Customer Services for availability).

Reseller Benefits

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

The following features are available to support resellers on the MIDA 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 service is only available where Swiftnet has local in-country geographic or non-geographic access numbers.

Order Processing

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

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

The Mobile Application Software is sent to a customer's mobile device from the Portal.

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.



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