



Franchisee Sales Network

The Business Case:

Next generation of IP based service providers now have a global service foot print. Most new services are totally access agnostic and allows anyone connected to Internet to potentially use these services. Some of these services include VoIP, Enterprise PBX, IPTV, VoD, Network Gaming, Web Hosting, Application Hosting, Cloud Computing, IM, Collaboration and so many more.

One challenge being faced by all these service providers is how to get their sales channels going. There is still little to no substitute for a plain old 'sales outlet' selling your stuff. They add value in:

- Customer acquisition
- Introduction of your services to potential customers
- Basic first level training
- Configuration to get customers going
- and after that collecting payments periodically.

Bulk of the population worldwide mostly in Asia, Africa, South America, Eastern Europe still have little to no access to online payment methods. Even if some do, the risk and cost of online fraud usually outweighs any benefits of collecting such payments.

This has resulted in many IP based service providers still claiming jurisdiction over a geographical area where they offer physical presence in one form or other.

The Product:

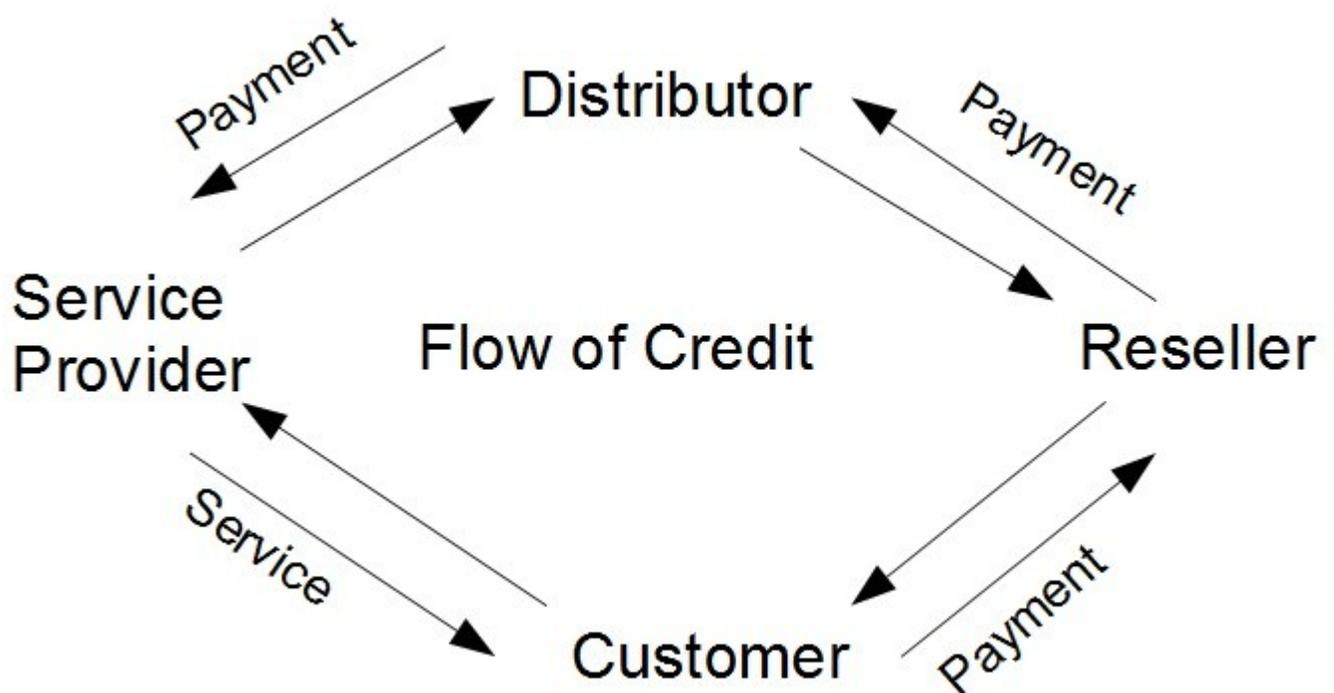
AdvOSS Franchisee Management System is a product that allows any service provider to build or get attached to a network of resellers worldwide.

It allows a Service Provider to appoint Distributors to resell their Services. Economies of scale dictate that to reach the remotest parts of the globe and to collect micro payments, it usually takes a series of resellers in the whole value chain. AdvOSS Franchisee Management System

therefore allows these distributors to create Resellers under their account which in turn can create Resellers under them to any depth of Resellers. Distributor purchases Service Credit from the Service Provider and distributes it to his Resellers.

With typical micro payments coming in the \$1 to \$10 range per subscriber, it allows each level of Reseller to consolidate his efforts at a bigger level while at the same time allows the Service Provider to deal with a few distributors that manage their own sales channels.

This empowers the Service Provider to create his own “Credit Eco System”.



The Functionality:

Service Provider creates his own Credit and transfers to his Distributors. AdvOSS Franchisee Management System offers the Service Provider to choose different arrangements with the Distributors ranging from strictly prepaid to prepaid with some varying credit limit. In all cases, the system controls credit and its exposure in real-time under given credit limits.

Once the distributor has his credit available into his account, he can either redeem the credit directly into a customer's account on any of the provided interfaces or he can transfer this credit into any of his child reseller's account. Any party in the chain of the resellers can create further resellers or redeem credit into a customer's account.

Since the distribution process of credit is all electronic, there are no inventories of prepaid cards or physical vouchers to manage and distribute. Credit can be made available to any part of the world wherever required in a matter of minutes.

Redemption Interfaces:

AdvOSS Franchisee Management System allows any Reseller possessing credit in his account to redeem this credit into any customer's account or transfer to any other Reseller's account. The default interface for such transactions is web based. Since all Resellers around the world are not expected to have online connectivity available all the time, AdvOSS Franchisee Management System supports the following other interfaces:

- **IVR Interface:** This allows a Reseller to call into an access number provided and do the operations on IVR.
- **SMS Interface:** This allows a Reseller to send a SMS message and do the operations required.

All interfaces keep a Reseller informed about all activity in his account in real-time.

Redemption Interfaces come with an interface with Alerting Application. The Alerting Application keeps all Resellers informed about transactions in their account through Email, SMS, Web interface or other methods that they can choose through their preferences.

Interface with Voucher Management Systems

Prepaid Vouchers remain the main secondary method of receiving payments and there are definitive reasons for their existence in the value chain of distribution of credit. AdvOSS Franchisee Management System integrates seamlessly with any external Voucher Management System including AdvOSS' own Voucher Management System.

Prepaid Vouchers are usually of two types:

- **Scratch Cards:** There are cards with a hidden PIN that the customer can scratch and redeem into his account.
- **Dispensable PINs:** These are PINs that are electronically dispensed to a Customer from a machine. The machine can be a Kiosk, ATM, PoS Terminal other such mechanisms.

AdvOSS Franchisee Management System comes with exposed APIs and multiple interfaces on those APIs to integrate easily with any such external system. Interface on APIs include:

- Web Service based on SOAP
- XML
- JSON
- and many others

Interface with third party payment cards

At times it is easier to ride onto any existing network of Resellers already established by another payment card. While Visa and MasterCard are example of huge networks which are technically Resellers for a Service Provider, there are other payment cards which are grossly popular and almost ubiquitously available in different markets. One possible example is the CashU card available in most middle eastern markets. An account with CashU immediately provides access to payment collection from the whole covered region. AdvOSS Franchisee Management System comes with out of the box support for few such cards and other cards can be integrated quickly and easily through the open API for this purpose. Ask sales for details.

Interface with Order Management Systems

A Service Provider can extend the responsibilities of signing up new customers to the Franchisees. AdvOSS Franchisee Management System integrates easily with any Order Management System and comes fully integrated with AdvOSS' own CRM system for Order Management purposes. If the sign up on new customers requires managing and distributing inventory, AdvOSS Franchisee Management System comes with standard APIs to allow easy integration with Inventory Management Systems.

Reseller Administrators

AdvOSS Franchisee Management System supports multiple Administrator logins for each reseller. These Administrators can use the web based, IVR or SMS interfaces to run their operations and can also integrate with different PoS (Point of Sale) terminals.

Virtual Operator Support

Virtual Operators also called MVNO or MVNE are private labelled resellers of the services of a Network Operator. AdvOSS Franchisee Management System provides complete support for Virtual Operators who can all create their own Reseller network. All reseller networks co-exist and can use the same web, IVR and SMS interfaces provided by the Operator.

Commission Calculations

AdvOSS Franchisee Management System keeps complete track of which Reseller signed up a new customer and any subsequent payments received by those customers. This information can be consumed by any external commission processing system to calculate commission on new sales and recurring payments. The web based interface can easily be extended to incorporate pages from commission processing systems to show the resellers their sales figures and the recharge figures by their signed customers.

Support for Real-Time Cost Accounting

With Customer acquisition costs reaching tens to hundreds of dollars and costs to receive money through a series of resellers approaching double digit percentages, it is important for any Service Provider to know the actual realized revenue every time a credit is processed into the account of a Customer. Without the built-in support for correct accounting on the flow of commission from their Franchisee and Voucher Management Systems, most Service Providers revert to handing this data in approximate accounting calculations. This never has the capacity to show in real-time the actual numbers of credit outstanding, the commission paid this credit and therefore the actual revenue to be recognized when a Service is actually delivered. This has further implications of the correct account of cost of all sales and knowing the profitability of individual services or otherwise in the face of heavy sales commissions. AdvOSS Franchisee Management System provides excellent out of the box support for real-time and correct reporting of all sale commission amounts and makes it available for any other external financial system to consume.

Export of Data

Since Resellers freely transfer credit from one account to another like a commodity, it is important for each reseller to keep account of these transactions and settle payments with other resellers to whom they transfer this credit. To facilitate Resellers in their correct accounting and keeping track of their payments, AdvOSS Franchisee Management System exports all transaction data for Reseller in QuickBooks Format called IIF.

Support for Other Service Providers:

Although the primary target customers using AdvOSS Franchisee Management System are IP based service providers, there is nothing in the architecture that stops the same product being used by any other Service Provider who wants to have a network of Resellers selling his services or collecting payments on this behalf. The only require is a final interface with their Billing System to post payments received through the Franchisee system into Customers' accounts.

Example of possible Service Providers using AdvOSS Franchisee Management System can be:

- Utility companies providing electricity, gas, water etc.
- Conventional land-line and mobile phone companies
- Companies selling online stuff of all types. These companies usually lose a large portion of their sales because they cannot collect payments from their potential customers.
- Anyone else requiring collection of payments from a large number of people

Scalability and Capacity

Franchisee Management System works at the nerve center of any Service Provider and is the source where all revenue is recognized. For this purpose any such system should be:

- Highly Available
- Scalable
- Robust
- Reliable
- and Secure

AdvOSS Franchisee Management System can handle 1,000 transactions per second in its entry level system and can scale to 10,000 transactions per second and beyond for larger Service Providers.

This is enough capacity to support even the largest of the networks of the largest of the Service Providers.

Contact the sales department today by Emailing us on sales @ [advoss.com](mailto:sales@advoss.com)