



## **Welcome**

Join resellers in over 150 countries and discover the power and profitability of the Aianna VoIP Reseller Program!

Equipped with cutting edge tools and features, Aianna enables you to sell SIP and H323 Termination, IPPBX / SIP Trunking, International DID numbers and other VoIP services as well as private label VoIP service under your own brand name.

MS Window based easy step-by-step intuitive online applications, world-class network and data center, aggressive Tier 1 rates and comprehensive support your business to reach new height when you join our Aianna team. Join the leader and get started now with no upfront investment.

## **Aianna's Reseller Program is designed for:**

### **Entrepreneur**

Aianna offers an excellent opportunity for entrepreneurs with minimal investment and no future commitment. Provide customers VoIP services with quick establishment in this highly competitive marketplace.

### **Aianna offers you the following benefits:**

- On-line management of your VoIP business with our award winning Reseller Admin Panel (VSR).
- Easy to get started model which includes free internet calling, pay-as-you-go calling and monthly calling plans.
- Low prices on long distance, local and international rates; low prices on IP devices, free softphone and more.
- Allow your subscribers to manage their accounts via your website and manage your own retail portal.
- Private-branded VoIP solutions including optional softphone and web integration.
- Aianna is a world-class, best of breed provider with best quality routing and all VoIP features.

### **Call Center**

Aianna offers call centers the tools to bill their clients in real time, online application to get cost rates and markup your retail rates. Our system will work with your existing SIP devices like Sipura, Cisco and Linksys as well as Quantum and more. You can also purchase our certified devices which are easy to install and inexpensive. In addition, our superior call quality and discounted calling rates make moving your call center to Aianna an easy decision.



### **Aianna offers the following advantages to call centers:**

- LOW call rates worldwide.
- HIGH quality calls.
- Real-time billing and management tools.
- Phone Card, PC to Phone, Pay-per-call and more.
- Private-branded VoIP Solutions.

Our services are easy to set up and use and your accounts can be managed through our award winning Reseller Admin Global Panel with vendor specific rating (VSR).

### **Internet Café**

Aianna offers a great opportunity for Internet Cafes to offer voice services to their customers at very low prices. Aianna offers software or hardware solutions to Internet Café which can be branded to fit in with your existing environment.

### **Aianna offers the following advantages to Internet Cafes:**

- BIG discounts so you can offer LOW rates.
- Crystal-clear quality calls.
- State of the art online billing and account management.
- BIG discounts on rates and IP devices.
- 24/7 tech support.
- Private-branded VoIP Solutions.

Starts differentiate your café from your competitors!

### **Internet Service Providers (ISPs)**

Aianna OEM solutions are perfect for Internet Service Providers, web hosting providers and other Internet businesses. Immediately add new revenue streams with the program that is designed and managed per your specifications. Offering VoIP services to your customer base is easy and can immediately add value to your existing services using while using minimal bandwidth and resources.

### **Aianna offers the following service opportunities for ISP's:**

- A complete carrier grade Internet Telephony solution implemented to fit your needs.
- Private branded solution.
- Offer the services before others in your market with a proven leader and reasonable cost structure.
- Offer your customers Linksys Phone Adaptors and more or find your own source for equipment with our network, the choice is yours.

We make planning and implementation a breeze so you are up and running at no time.



## **RESELLER PROGRAM**

Join resellers in over 150 countries and discover the power and profitability of the Aianna VoIP Reseller Program!

Equipped with cutting edge tools and features, Aianna enables you to sell SIP and H323 Termination, IPPBX / SIP Trunking, International DID numbers and other VoIP services as well as private label VoIP service under your own brand name.

MS Window based easy step-by-step intuitive online applications, world-class network and data center, aggressive Tier 1 rates and comprehensive support your business to reach new height when you join our Aianna team. Join the leader and get started now with no upfront investment.

### **How Does the Aianna Reseller Program Work?**

Purchase products and services at a discount off of our suggested retail prices. In addition, you can find your own source for SIP equipment as our system is open and designed to work well with most quality SIP enabled device such as Cisco, Grandstream, Linksys or Sipura.

### **The products and services currently available are:**

- Free Internet Calling between your customers.
- Pay-as-you-go PC to Phone Calling to any number in the world.
- Unlimited use monthly calling plans for individuals and small businesses.
- Bulk calling plans for call shops, cyber cafes and telemarketing firms.
- Internet telephones, adaptors and other devices.

### **Once activated, how to get start?**

- Access to the Reseller Admin Panel "VSR" and access to your Retail Portal, where you can customize what your users' view panel and manage all aspects of the service. VSR is where you manage your retail rates, open accounts, cancel accounts, add fund to accounts, open services, change your currency, and much more.
- Under your retail portal, your customers can login for their call history, missed calls, manage call forwarding, view voice mail, DID and other settings. In addition, users can view A to Z rates on your portal without logging in as well as your top 5 to 50 rates that you want to show.
- Get started with a simple to understand reseller manual. Our program gives you what others charge for or don't even have. E-mail us to find out how to join the Award Winning Aianna Reseller Program, no set up fees, no extra charges.



## **Reseller VSR access**

The following are just a few of the ways our VSR helps you manage your VoIP business:

- + Manage customer features, DID numbers, credit limits, rate tables and more.
- + Create SIP and or H323 services, PC-to-Phone, GK/registrar, common accounts and more.
- + Add lines and call anybody in our network for free (extension calling).
- + Assign termination credit and call restrictions.
- + Order DID numbers, SIP termination and all of our other services for real-time provisioning.
- + Create and edit your retail rate tables.
- + View CDRs real time.
- + Customize dial plan.
- + Check international rates and ASR as well as your profits.
- + View your accounting statement of accounts.
- + Make manual credit card payments and set default payment methods.
- + View invoices for customers.
- + Set up your own PayPal account for customer payment.
- + Set automatic recharge thresholds.
- + Manage DID numbers.
- + Configure your customer portal as you want, multilingual platform.
- + Much more for you to run your business with confidence.

## **Call shops / Cyber café**

Connect your Cyber Café or calling center to Aianna VoIP network and you can enjoy discounted calling and the billing system. You bill your customers in Real Time with your own customized rates to improve profit. With high quality and lower rates, Aianna Bulk Plans will never lose any minutes as you get billed only for your minutes used. We offer you one of the best systems in the world. Aianna Networks support's your existing VoIP device. We give you low cost rates and you can bill your clients with the rates you want.

Aianna offers you a Powerful, Intuitive and Flexible system.

## **IP PBX / SIP Trunking**

Aianna SIP Trunks provide resellers and business users all of the advantages of VoIP with easy implementation. SIP Trunking uses the SIP protocol to allow deployment of voice services over a broadband connection.



### **Business Customers**

SIP Trunks allow business customers only one network connection for voice and data so they can maximize the return on investment in their network infrastructure. In addition, business customers can keep their existing telephone system and phone numbers when using Aianna SIP Trunking. The Aianna network has all of the features you would expect and is e911 compliant.

### **Carrier Services**

Aianna allows partners, carriers and large resellers to deploy SIP Trunks to consolidate traffic and utilize the powerful Aianna network to do the "heavy lifting" for their VoIP service. By Trunking to Aianna, you can rely on our highly available network to terminate traffic anywhere in the world with high quality and high ASR. We provide web based down loadable CDRs and Aianna SIP Trunks can be created in real time using our web based Reseller Admin Panel (RAP).

Whether you're using a VoIP ATA, an open source PBX, an off-the-shelf phone system or soft switch or a home grown proprietary system, Aianna SIP Trunking will meet your needs and allow you to focus on your customer, not your network.

### **PAY-AS-YOU-GO CALLING - PREPAID**

Rechargeable prepaid calling account with low per minute rates to everywhere in the world

---

Aianna's Pay-As-You-Go Calling gives you full featured phone service without invoicing monthly billing to your customers. Calls are billed per minute based on our Low International Rates. Each customer can be assigned multiple "lines" to share their call credit with others. Each line can be assigned to a different phone adapter, IP phone or Softphone and all users can make calls from our Calling Card Access Numbers located in over 65 countries, get your own number.

Aianna Prepaid calling allows you to service a wide range of customers from a single phone card user to a large telemarketing firm. We offer you the flexibility to purchase a variety of amounts of prepaid calling credit and offer discounts for volume purchases. Our system allows you to establish service for customers online and in real time. You can create an unlimited number of your own A to Z rate lists and apply them to your customers as you desire. There is no "per line" charge when establishing service for Pay-As-You-Go Customers and an unlimited number of customers can share the call credit you purchase. We also provide the ability to limit where your users can call so you can restrict use to the countries of your choice. Aianna Prepaid service allows you to offer multiple simultaneous calls to call shops, telemarketing firms and business customers.



### Added Benefits

- Free calls to other Aianna members anywhere in the world.
- Aianna has phone numbers available across the world.
- Manage your account anytime through your VSR Online Account Management.
- You can use your own device or purchase directly from Aianna.

### Custom Dial Plan (CDP)

The Custom Dial Plan feature an easy set up for automatic insert, remove or replace dialing numbers so you will have fewer digits to dial, in most cases. With CDP, you can have the system automatically dial the country codes, area codes, city codes, etc, which will allow faster and easier dialing to most areas.

The Custom Dial Plan will allow our resellers to "normalize" the dialing to their locality. By default, the customers of our resellers must dial the country code when making calls outside of the US and Canada and 1+ when making calls to the US and Canada. When users are making calls through their local phone company, they don't always dial this way. The purpose of this tool is to allow you to edit the dialing pattern to be consistent with the way your user dials through their local telephone company.

***For Example:*** When dialing from Mexico City to Mexico City with the local phone company in Mexico, the user can simply dial the phone number (no international calling code, country code or city code). In this case, using our Custom Dial Plan, you have the ability to set rules to remove the need for users to dial 011 and the country code 52 for Mexico. The user's dialing match what they dial with the local phone company and our system will recognize it and connect the call correctly. It doesn't matter which device is being used as the rules are applied directly through our Control Panel and no need to make changes on the configuration of devices. You can set up this through your "VSR"

### Available Area Codes

Choose your own country and area code!

Aianna sell DID Phone Numbers from many International locations. These numbers can ring anywhere your client connects their VoIP account using a Softphone or any IP phone and ATA.

With Aianna, you are no longer tied to your area code from your location. Our phone service is available worldwide, and you can choose a number in your local calling area or select a number from any location we offer including International number in more than 50 countries.



**For Example:** *Let's say you live in Mexico City where you use your Aianna phone. Your mom lives in Miami. Her area code is 786. You could get a telephone number in the 786 area code that rings in Mexico City. Now Mom doesn't have to pay long distance charges when she calls you. There is no limit to the amount of telephone numbers you can have and they will ring anywhere in the world you connect using your Aianna phone.*

View the locations where we have DID number availability by selecting a country from the dropdown menu below.

## **Residential Calling Plans**

Aianna puts the power of product creation in your hands. You create your own plans or you choose from one of our predefined calling plans. The decision is yours. Aianna gives you the flexibility and control you need to serve your customers today. All calling plans allow you to set your own price, sell in your brand name and offer access to the customers User Control Panel from YOUR web site. All calling plans include many free features and valuable options like Local Number Portability and e911. (Soon the new improved Limited package system)

## **SIP or H323 Termination**

High Quality Voice Termination from an industry leader

(Aianna Switches also convert from SIP to H323 and vice versa automatically)

Selecting the right partner to launch your services is paramount to your success. Your SIP termination provider must consistently deliver a high quality of service and provide you the features, tools, price and flexibility to compete in the marketplace. Aianna provides a network with no single point of failure and we interconnect with tier 1 provider to assure an impressive ASR along with 99% availability.

## **Why choose Aianna as your termination partner?**

- World-class infrastructure. We own our data center and have no single point of failure.
- Reliability and performance with 99% network availability and above average ASR.
- Flexibility to set per minute prices and create your own monthly calling plans.
- We offer SIP Trunking as well as H323 and support unauthenticated SIP calling.
- Get started in hours, not days or weeks.



## **Connect your Asterisk or Trixbox Server to Aianna VoIP Service:**

### **Why Aianna is your voice provider for your Asterisk server?**

- Our network has no single point of failure.
- We allow payment via credit cards for Domestic and International users.
- We offer standard configuration for Asterisk and easy configuration for Trixbox.
- We offer phone numbers from cities around the world.
- We offer competitive per minute rates to destinations around the world.

Aianna has the flexibility and features required for new and experienced Asterisk users.

### **Create-a-Plan**

If a monthly calling plans that our customers are looking for, they do not want to be constrained by pre-determined calling programs. They want to be able to include calls to landline and mobile phones. They want fixed plans, unlimited plans as well as plan that include calls to any number of countries. Most of all, our customers want flexibility on pricing so that their margins can be improved. So Aianna Create-A-Plan tool that allows you to design and create your own monthly calling plans quickly, simply and profitably.

Aianna VSR allows you to create (soon fixed packages) or unlimited plans which include calls to the countries and types of services (fixed, mobile...) of your choice. Now you can create calling plans that competitors can't offer. In addition, you can increase your profit margin by setting your own prices on these monthly recurring plans.

We provide you with advanced features to assist in monitoring usage patterns and suspending service for customers who fall outside of your predetermined calling habits. This allows you to set a maximum usage and cap your monthly costs to improve profit margins. Create-A-Plan automatically renews each month so there are no additional administrative requirements for your recurring customers.

## **IVR / Calling card system**

### **Local Calling Card Gateways**

- Call anywhere from any phone in the world with your Aianna prepaid calling card by using your Calling Card Access Number.
- Call the applicable calling card access number, enter your 800 Number or equivalent and your PIN (as set in the Control Panel), call any number (PSTN, IP, Voicemail, etc.) followed by the pound (#) key.
- The cost of the call deducts applicable calling credit from your account based on the number calls.





## **Aianna Variable Rating Tool**

Aianna provides our resellers full control over the price you charge your customers for local, long distance and international calls. You can create multiple "rate tables" and offer different per minute rates based on the customer account and/or the city/country called. These rate tables can then be assigned to your customers with our easy to use "Variable Rating" web interface. In addition to creating an unlimited number of customized rate tables, you can control the locations where your customer can place calls and charge connection fees for call attempts. The combination of these features not only allows you have full control of the rates you charge but also gives you the power to create your own unique calling plans so you can increase your profit margins and customer satisfaction.

### **Why do you need this tool?**

#### **Flexibility In Pricing**

Aianna offers rates to tens of thousands of destinations around the world. In order to maximize your profitability, you need to have the flexibility to make your pricing competitive in different markets.

*For example, let's say you want to have a rate table that charges 5 cents per minute to call the US and Canada, 20% over our retail prices for 15 other popular countries and 30% over our retail price for the rest of the world. In the past, this would have been impossible to achieve. Using the new Variable Rating Tool, you can easily create a rate table that meets these specifications and more.*

#### **Creation of your own Calling Plans**

Aianna allows you to offers many unlimited calling plans but we cannot possibly create every combination of countries you might want. The Variable Rating Tool allows you to create the exact plans you want to offer and you can increase your profit by purchasing prepaid call credit and taking the risk of the unlimited usage. This means you can create your own unlimited plans and allow many customers to draw from the same call credit balance.

*For example, if you have a customer who wants unlimited calling to Pakistan, France and England. You can create a rate table that includes specific prefixes from these countries (mobile vs. fixed or city by city) and assign it to your customer. In addition, you can limit that customer to have access to only a specific amount of call credit. If the customer uses more than the amount you have allowed, their calls will be blocked until you review the situation. Now you can charge your customer a monthly fee and pay Aianna by the minute increasing your profit potential dramatically.*

#### **Ability to charge "other" fees**

The Variable Rating Tool also lets you charge extra fees which are typically associated with calling card services. For example, you can now charge your customer a "connection fee" for each call they make. Many calling card providers offer very low rates to certain destinations because they charge a "per call connection fee". You can now compete with those rates and still be profitable by charging your customer a fee to connect each call. In addition, you can charge your customer minimum call duration so that a 30 second calls could be billed at two



minutes. Connection fees and minimum call durations will allow you to offer the lowest possible per minute rate without affecting your profitability.

### **Rate table set up**

Setting up new rate tables is quick and easy. We have created a powerful application that offers the flexibility you need without requiring you to make complicated calculations. Getting started is simple. To create a new rate table, you only need to follow a few short steps and then you can assign it to your customer accounts or directly to specific users Virtual Number.

Start reselling Aianna services now, contact us at:

[sales@aianna.com](mailto:sales@aianna.com)

[venrtasmx@aianna.com](mailto:venrtasmx@aianna.com)

[atendimento@aianna.com](mailto:atendimento@aianna.com)

**We are what's next; we are your voice around the world.**

**Welcome to our world**

**Aianna Corp**

### **Portuguese**

#### **Custom Calling Plans**

Custom Calling Plan da Aianna oferece a você a habilidade de criar e projetar seus próprios planos de chamada mensais. Esta ferramenta permite que você crie planos de franquia ou ilimitados que incluem chamadas para os países e tipo de serviço (telefonia fixa/móvel) a sua escolha. Agora você pode criar os seus próprios planos de chamada que seus concorrentes não podem oferecer e aumentar sua margem de lucro criando suas próprias tarifas e preços para seus clientes.



Aianna criação de planos personalizados foi projetada para permitir que você aumente sua margem de lucro assumindo o risco do uso dos seus clientes e dos planos criados por você. Nós fornecemos a você recursos avançados para ajudá-lo a monitorar os padrões de uso e suspender o serviço dos clientes que saírem dos padrões pré-determinados por você. Isto permite que você defina um uso máximo e gere seus custos mensais para potencializar sua margem de lucro. Os planos personalizados são renovados automaticamente mês a mês para que você não tenha problemas com seus clientes mensais

### **Spanish**

#### **Custom Calling plans**

Cree sus propios planes, Aianna le ofrece la habilidad de diseñar y crear sus propios planes de llamadas mensuales. le permite crear planes ( En poco tiempo planosfijos) o ilimitados que incluye llamadas a los países y los tipos de servicios (fijo, móviles...) de su elección. Ahora usted puede crear planes de llamadas que competidores no pueden ofrecer. Además, usted puede incrementar los márgenes de ganancia estableciendo sus propios precios en estos planes mensuales recurrentes.

Este systema está diseñado para permitirle incrementar ganancia asumiendo riesgo del uso de sus clientes. Nosotros le proporcionamos funciones avanzadas para asistirlo en monitorear el patron de uso y suspender el servicio a clientes que caen fuera del hábito de

llamadas preestablecido. Esto le permite establecer un uso máximo y cubrir sus costos mensuales para mejorar los márgenes de ganancias. Create-a-Plan se renueva automáticamente cada mes, así, no hay ninguna exigencia administrative para sus clientes recurrentes.

**[Contato: Sales@aianna.com](mailto:Sales@aianna.com)**

**[Contacto: ventasmx@aianna.com](mailto:ventasmx@aianna.com)**