

NACT Success Story

NACT'S IRIS Helps Onda Create a New Wave of Billing Services in Brazil

Situation

Brazil is the largest and most popular country in Latin America and the fifth largest in the world in both area and population. Its population is over 169 million people, in 26 states in more than 5,500 municipalities. In Brazil technology development is progressing rapidly. In fact, some industries such as the telecommunications sector are growing at a faster rate than in the United States. This phenomenal rate of growth is leading more and more Brazilians to use cell phones and new telephony technologies such as VoIP.

Challenge

The challenge in Brazil is keeping up with the latest technological innovations. Brazil simply does not have the infrastructure in place to support the latest and greatest technology and the users don't have the money to pay for this technology.

Phone calls from a land line at a home or business office are expensive to make in Brazil. As a result most Brazilians rely on cell phones and pre-paid calling cards. While cell phones and pre-paid cards appear to be less expensive, they often end up

costing more due to hidden fees for things such as connection fees, user fees, and even charges for hanging up the phone at the end of a conversation.

However, new telephony technologies such as Voice over Internet Protocol (VoIP) have provided a new outlet for Brazilians. **Voice over Internet Protocol** is the routing of voice conversations over the Internet or through any other IP-based network. VoIP still leaves an important but complicated aspect of the telecommunications business wide open, billing.

Solution

Enter Onda. Onda is the largest ISP provider in the state of Parana, Brazil employing about 25 people. Onda which means "new wave" in Portuguese is using VoIP technology to provide new, less expensive telecommunications options in Brazil. In most instances, VoIP cuts a user's phone costs in half.

In addition to VoIP, Onda has adopted NACT's IRIS, a hosted billing system to create a new recurring revenue source through billing. IRIS is a converged billing



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solution for voice, video, data and most anything else that can be billed for. It's simple to install, operate and is secure.

According to studies, a typical billing system consumes 20 to 30 percent of operating costs, far more than switching infrastructure. IRIS is unique in that it captures call detail records from any type of switch in real-time allowing Onda to easily capture all costs on an invoice so there is no revenue leakage.

IRIS billing and account management system provides post-paid and carrier rating and billing for businesses and service providers. IRIS interfaces directly with NACT's XL-MAX and third party products that provide IP-PBX type business features such as ShoreTel and Cisco Call Manager.

IRIS provides Onda with an easy to use billing interface that generates invoices online and allows them to track collections and accounts receivable online. Onda can invoice and bill for VoIP services as well as other types of transactions. It provides a recurring revenue and takes the focus off making money through traditional telecommunication services.

Onda's customers benefit from IRIS because the invoices are accessible online and can be paid online via credit card payments or e-checks.

Conclusion

IRIS is easy to learn and implement and is entirely secure. It empowers organizations to funnel any services they would like to provide to their customer technology oriented or non tech--through an automated billing platform that is centralized and hosted by NACT. Through the IRIS solution, property managers and service providers gain an instant revenue share possibility.

Through its use of IRIS, Onda has found a way to cost effectively provide its customers with the latest telephony technology while creating a new source of recurring revenue.

For more information about NACT and IRIS please visit our web site at www.nact.com.



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