Diamondcard Private Enterprise (PE) Users Guide

Introduction

There has been a revolution in the telecom field in recent years. The introduction of VOIP has altered the nature of the telecom industry. Once dominated by giant telco's, they are now losing market share to newcomers to the scene. VOIP is a multi-billion dollar business and getting bigger every day. Analysts have forecasted that within a few years all call traffic will be using VOIP as the main transit protocol. The time to enter this new emerging marketplace is now.

Diamondcard.us has developed a global VOIP platform and complete reseller VOIP software solution that allows you to get into the VOIP business under your own brand name at a very low entry fee. Instead of spending millions of dollars developing your own solution, many years of development work, the additional cost of buying hardware, Diamondcard offers all of this to you at a very low price.

When you enter your own VOIP reseller business you become what we call a Private Enterprise Distributor (PE), otherwise known as a PE. A PE resells the VoIP services offered by Diamondcard.us, acting as a separate VoIP business (with customized branding) but piggy-backing on the infrastructure and services Diamondcard.us provides. A PE Distributor buys VoIP call time at a discounted rate, then resells that call time to others at a higher rate. The difference in rates (which is completely under your control) is your profit. To make setting up a VoIP reseller business easy Diamondcard.us offers an easy-to-use administration center and VOIP web site that allows you to quickly create both a business entity as well as a company presence on the Internet, all without knowing anything about programming or telecommunications!

This User's Guide explains how to create a PE account, manage it successfully through the PE Web interface, control all functions associated with your reselling business, and running a private label reseller website if desired. The time required to manage a PE Distributor account is minimal; all you need is a few minutes, Web access, and a Diamondcard.us account.

The navigation sections in the administration center let you perform several different functions, depending on what role you are playing when you log in to the system. If you are a customer, My Account, for example, will show you personal usage information. If you are a small office or business user, the SME section will show you activity for all your employees or workers who have SME sub-accounts. If you are a call shop, the Call Shop section is where you manage your call shop operation. If you are managing a large Prepaid Calling Card operation the Prepaid Calling Card Platform area is where you manage this business.

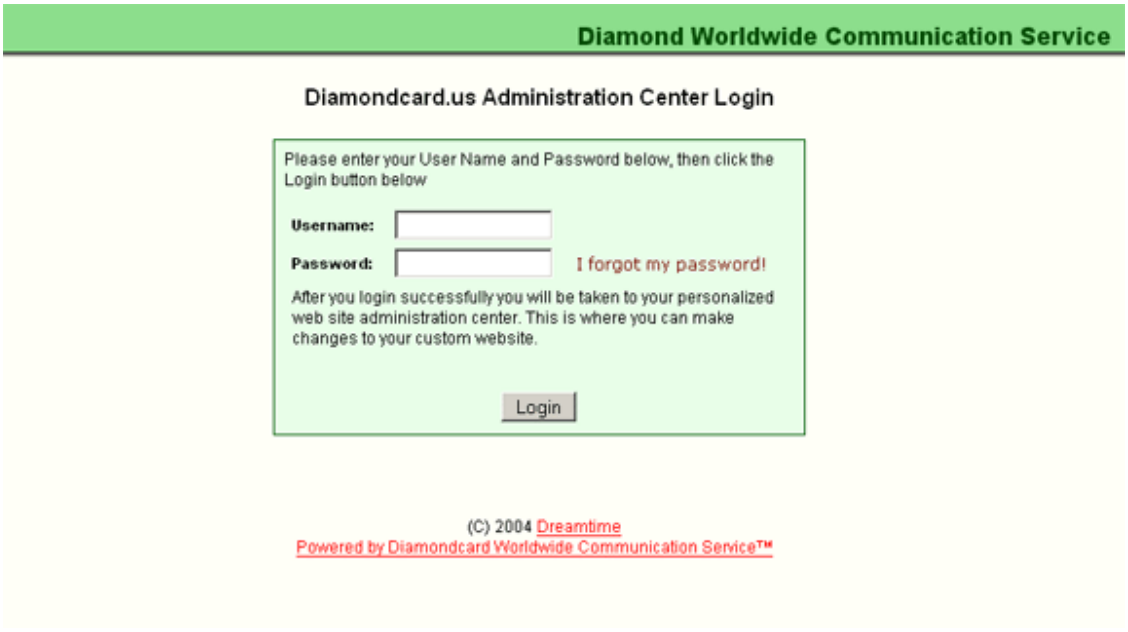
The main area in the navigation section where you will be managing your VOIP reselling business is the PE section.Most of the areas in the administration center are customized to the specific needs of the user that is logged in. When someone logs in to the administration center they only see the functions that are associated with that type of user.

As a PE distributor you can resell not only call minutes but Call Shops and Prepaid Calling Card systems too! Call shops and prepaid calling card accounts are some of the most profitable ones because they result in large call volumes. Usually, you make less per minute on these accounts but they do so much traffic it compensates you for offering low rates.

Getting started with your PE Distributor account

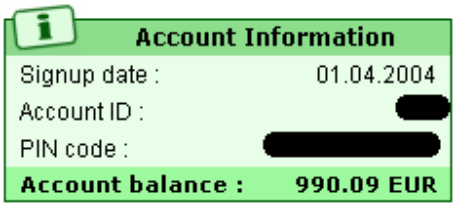
The first thing you need to do is signup at Diamondcard.us. You can signup as a user of the service or a distributor. Either way, you will be creating a Diamondcard account. After this is done, you can request a PE upgrade to your Diamondcard account. We will upgrade your account and then you can get started as a PE distributor. Make sure you keep your username and password information private and secure; anyone who has this information can access your account and change your settings and examine your statements!

To login to your PE Distributor account, use your Web browser to access https://www.diamondcard.us/login. This screen appears, asking for your username and password.



After your username and password are verified, you are taken to your Administration Center for your PE account. This page is divided into four areas. To the left of the window is a vertical menu bar which allows you to access all aspects of your PE Distributor account. The center of the page has a welcome message or announcement from Diamondcard.us. Below the message block is a small window with the most recent calls listed. Finally, on the right hand side of the page is a summary of your account information.

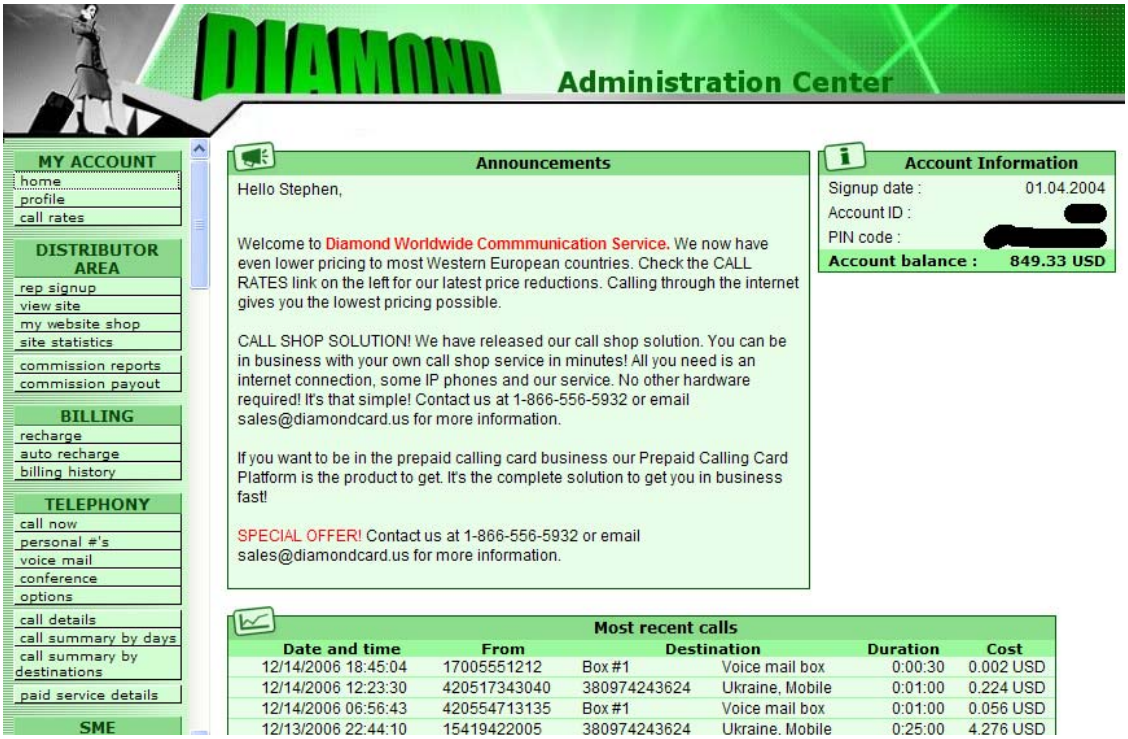
The account summary information block on this page quickly shows you the important information about your account, including the date your account was created, your account ID number, the PIN code assigned to your account, and the current balance in your account (with the currency clearly indicated):



You should get in the habit of taking a quick glance at this account information box every time you log in to ensure there is a sufficient balance to sustain your operations. As your users place calls, the account balance can drop very quickly, so keeping a good account balance with a suitable safety margin is a good idea. Callers who cannot place calls because your account is too low will not be impressed with your service!

The Administration Center menu

The Administration Center menu on the left side of the screen is divided into several sections, each with links to different functions. The menu is divided into these areas:



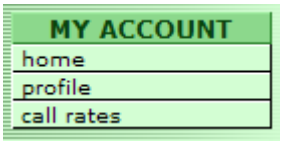
- My Account: sets basic profile information and call rates
- Billing: shows activity on your account
- Telephony: controls some options on your account, as well as some reporting functions
- PE: allows you to manage your users and their call rates
- Rate Plans: lets you set the rates at which your users place calls
- Support Area: help information

Each of these areas has a different use, and you will find you use some areas (such as My Account) rarely, but other areas (such as setting up users in the PE section) will be used a great deal. Before looking at how to accomplish specific tasks you need to perform as a PE Distributor, it is useful to go through each menu item one at a time.

When you sell a call shop or prepaid calling card platform, additional sections will show up in the administration center for the client.

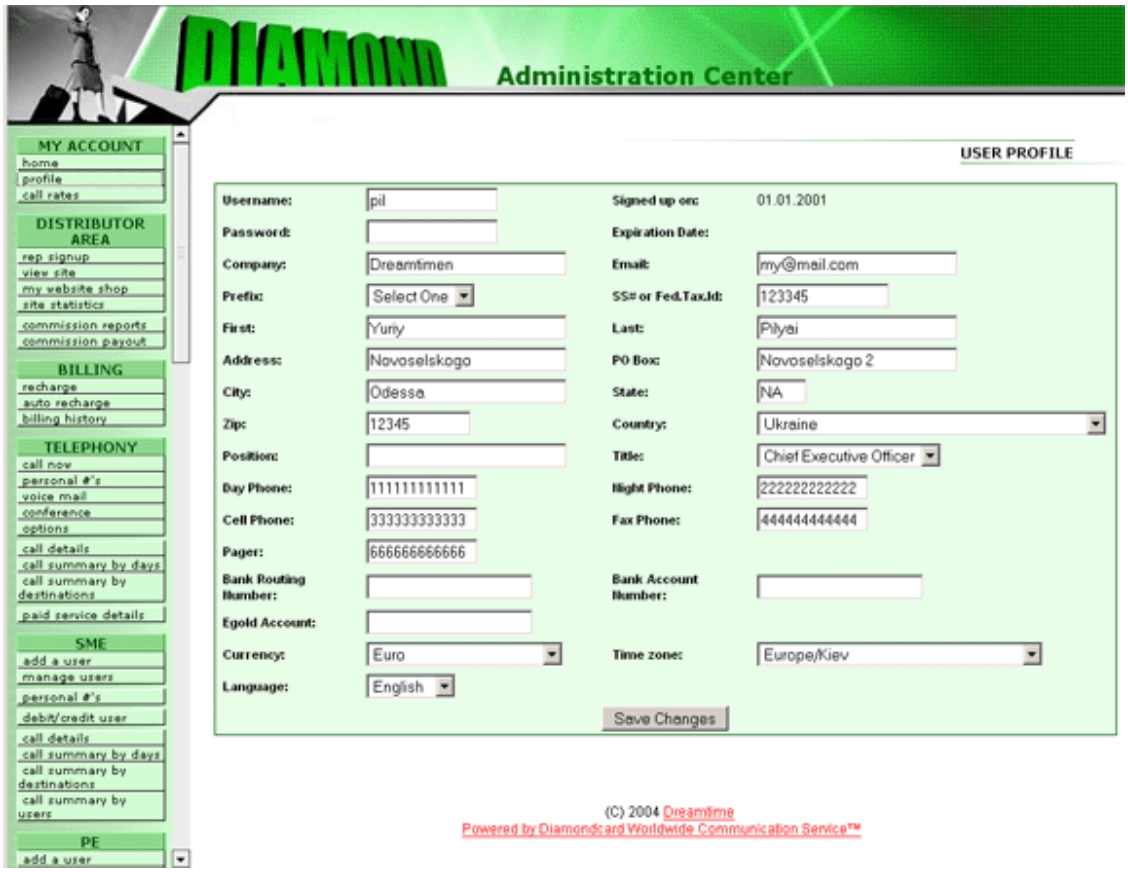
My Account

There are three options under the My Account area of the Administration Center menu:



- Home: returns you to your Administration Center home page
- Profile: provides contact and account information for your PE Distributor account
- Call Rates: shows the rates you are charged for calls

The Profile menu option lets you enter your contact information and basic account information. This is used by Diamondcard.usto manage your account and provide a means of contacting you if necessary. Some of this information will be populated for you already (obtained when you set up your PE Distributor account), and some will be blank.



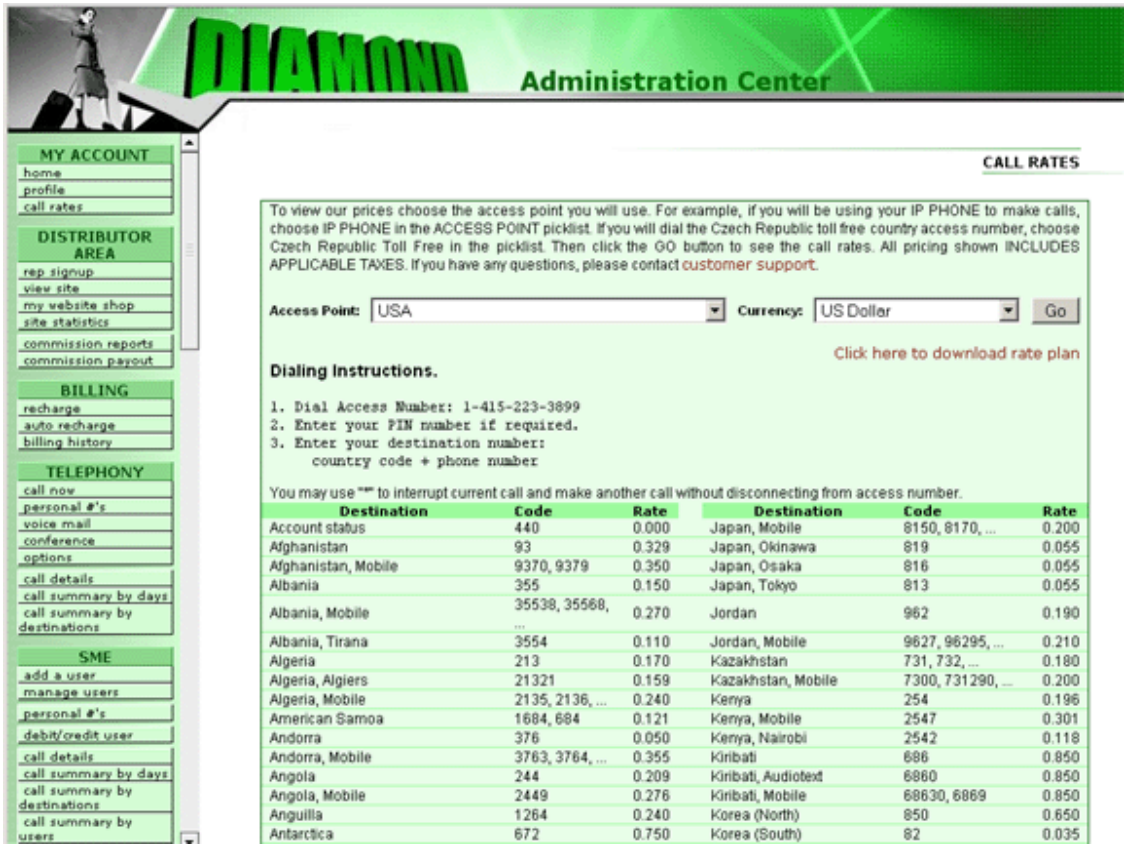
We recommend you enter as much information as possible to allow Diamondcard.us to contact you if necessary. The information on this screen will not be provided to anyone outside Diamondcard.us. After you have entered information on the Profile page, click the Save Changes button and this information will be transferred to our servers. If you do not click the Save

Changes button, the information will be lost when you navigate anywhere else. You can update this information as often as you wish.

Be careful changing the account password! If you forget your password you will have to request a password from the login page or by contacting us directly.

The Call Rate menu options allow you to see the rates you are charged for any calls made by your users. This is the rate Diamondcard.us charges you for calls, including all taxes. The Call Rate screen allows you to look up call rates based on two factors: access point and currency.

To use the Call Rate lookup, use the drop-down Access Point list to select the location the calls will be received by our system. For example, users in Poland and nearby countries can use the access point located in Poland. Choose Poland from the drop-down list. Next, select the currency you want to see the call rates in (such as US Dollars) and then click the Go button.



When you click the Go button, a list of the dialing instructions for that access point appears at the top of the screen, followed by a list of countries that can be called from that access point and the rate to each country. For example, the screen above shows that calls from the USA access point to Tokyo, Japan (area code 813) are 0.055 US Dollars per minute.

The top of this Call Rate screen will always contain the Access Point and Currency drop-down lists, allowing you to see rates from all supported Access Points quickly. It also provides a quick reference to the access number if there is one.

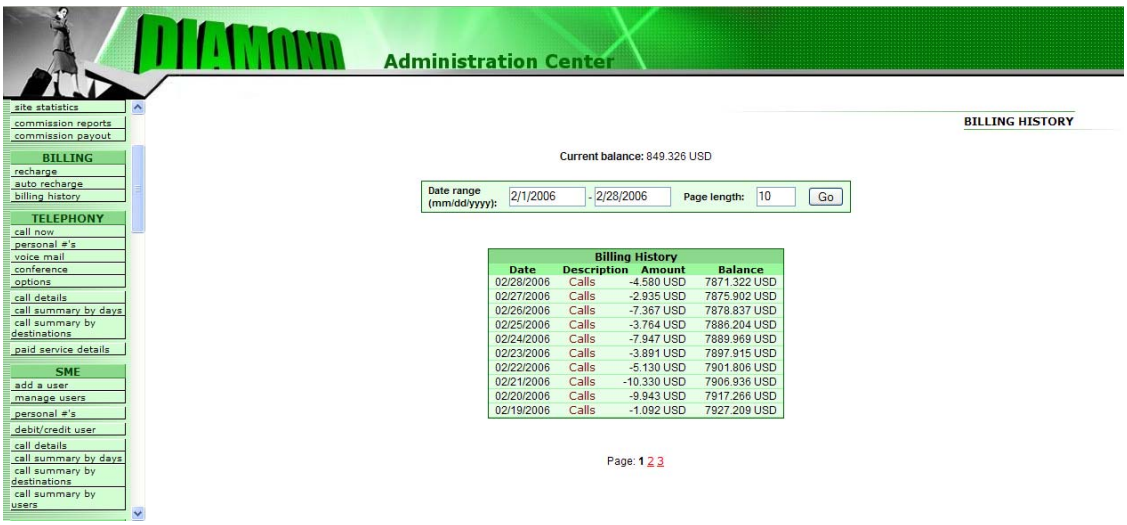
If you would like to download the rate plan information to your computer, click on the “Click here to download rate plan” link at the top right of the window. This will initiate a download process on your computer that allows you to save the rate plan locally in an Excel spreadsheet format.

Billing

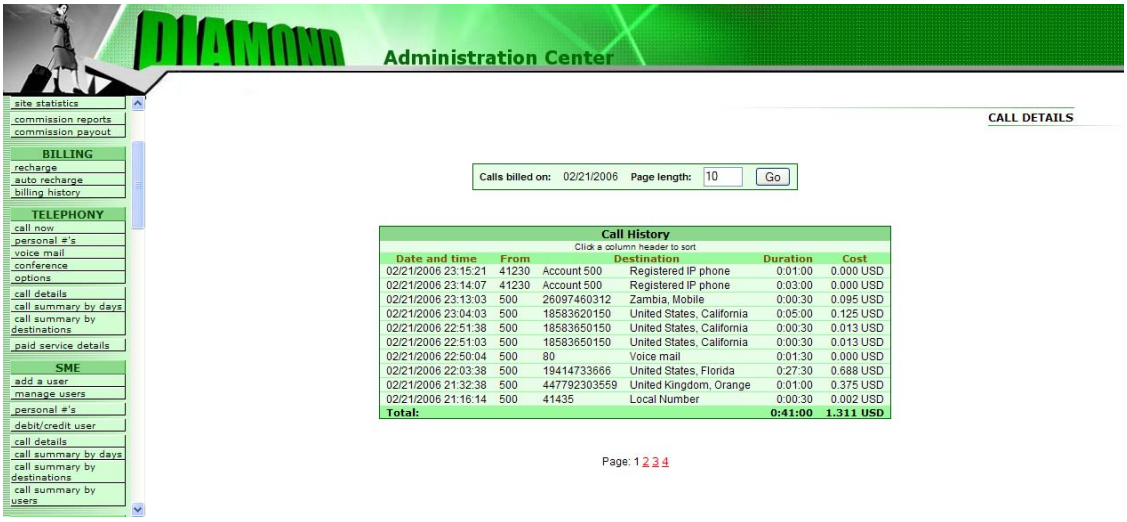
There is one option under the Billing area of the Administration Center menu:

- Billing History: shows billing records for selected dates

When you choose Billing History from the menu, you are asked for two dates to act as starting and ending dates for the billing history report:



By default, the starting and ending dates for the report are the last week. If there have been any transactions on your account in the last week they are shown. To change the report dates, enter new starting and ending dates for the report and click the Go button. You can control the number of lines per page on the output using the Page Length option at the top of the screen.
Each day’s activity is summarized in the report, showing the total amount used for calls. Each day has a Calls link to display details for that day; click on the Calls link on the day you want more information for, and the system will show each call with date and time, calling and destination numbers, duration, and cost of call.



The Diamondcard.us system automatically holds a 2-3 hour reserve for all calls from your PE account when they are initiated. After a call has been completed the reserve is let go and the cost of the call deducted from your PE account. When you have many PE sub-accounts making calls you will need a large enough reserve so that all PE client calls attempted are actually put through. If your reserve with Diamondcard.us falls too low then some of your PE sub-account calls will not go through and a low balance message might be heard by your clients. Make sure your reserve is large enough so that all calls attempted can go through.

Telephony

Telephony section is the area for call reporting for the main user of the account. The Telephony section is what your clients will see when they login to your private labeled web site. This section does not manage or list calls for any SME or PE sub-accounts.

There are eight options under the Telephony area of the Administration Center menu:

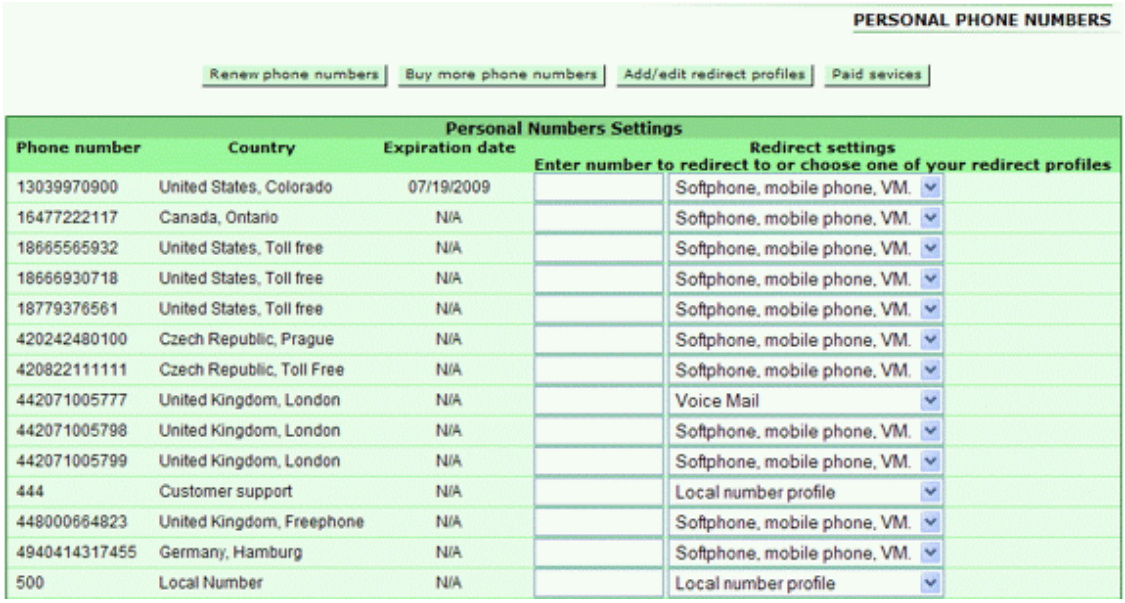
- Call Now: lets you initiate a call-back call from your browser.

- Personal #s: allows you to manage your personal phone numbers including redirection of calls from one to another number
- Voice Mail: lets you set up voicemail boxes
- Options: controls PINless and call-back settings, simultaneous calls and caller ID settings and notifications.
- Call Details: displays details of all calls
- Call Summary by Days: allows call histories to be displayed by date
- Call Summary by Destinations: allows call histories to be displayed by call destination
- Call Summary by Users: allows call histories to be displayed by username

The Call Now option allows you to activate a call-back call from your internet connected computer. The screen that appears asks you for your number and the number you want to call:

When you click the Call Now button a summary showing the calling and destination numbers appears, and the call session is established. It also shows you the total cost for making the call-back call.

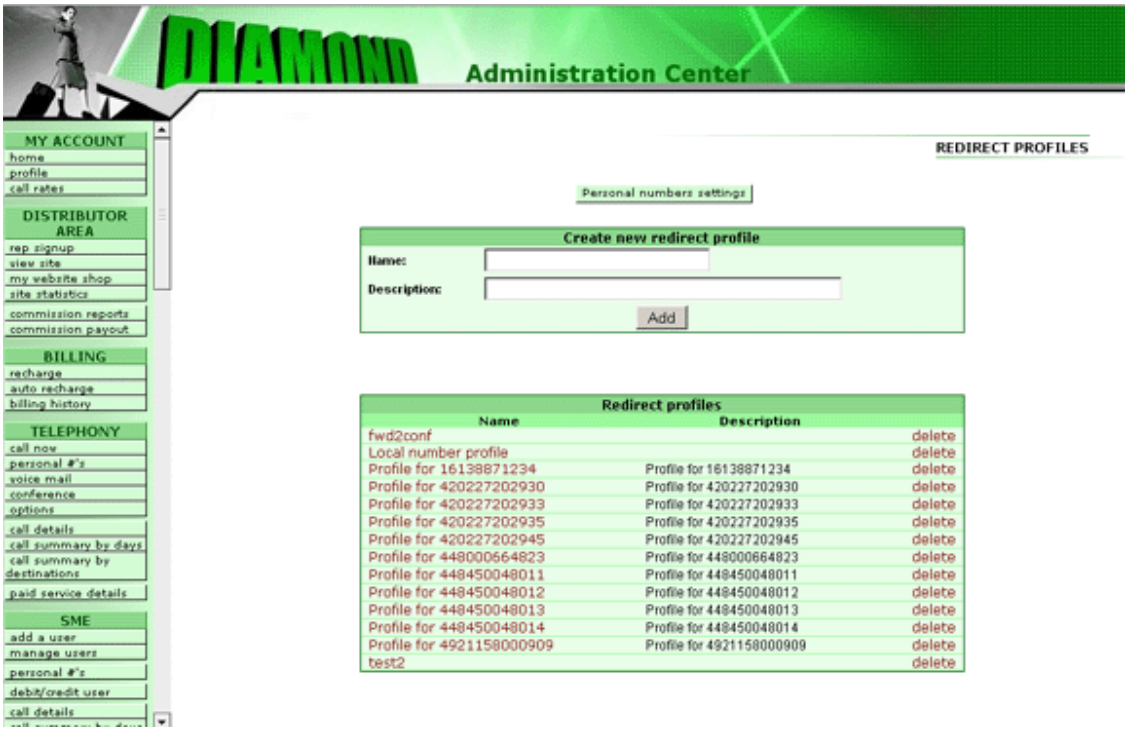
The Personal Numbers option allows you to set-up routing instructions for your personal numbers. You can forward your calls to a number in any country. This allows you to have a “local” number in countries you do not live in. You can enter a forwarding number once, or create several forwarding settings to change the forwarding depending on the time of day or day of the week.



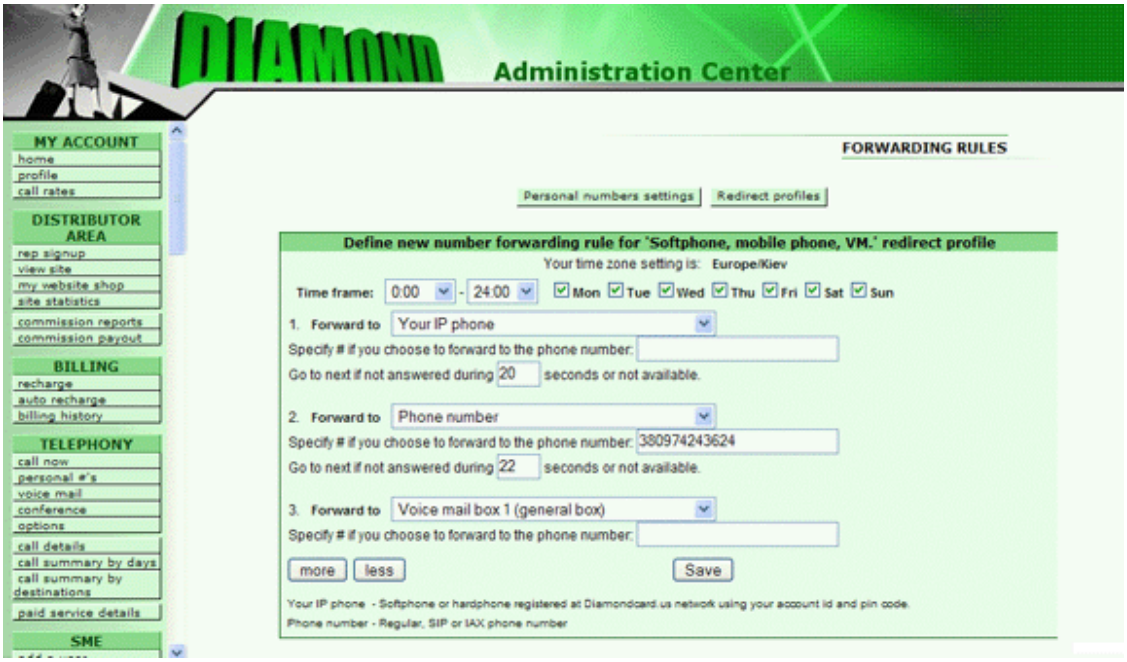
To forward calls to your personal number to any other number, you can enter the number in the Redirect Settings field on this screen. Click save to finish. Any call to your local number will be automatically forwarded to the number you specify.

Remember to enter a number in this format. Country code then area code then number. A USA number would look like 15552223333. Do not enter 00 or any international calling prefix in front of the number like 0015552223333. Calls to a number with a prefix in front of the country code will not go through. Do not enter any dashes or other characters. Just numbers and no spaces should be entered into these fields.

If you want to create multiple forwarding, either because you will be forwarding to different numbers based on the time of day or your location, click on the Add/edit redirect profiles link at the top of the screen. This will bring up the Redirect Profiles window:



To create a new redirection profile, enter a name for the profile (anything easy for you to identify) and a description of the profile (which can expand on the name):



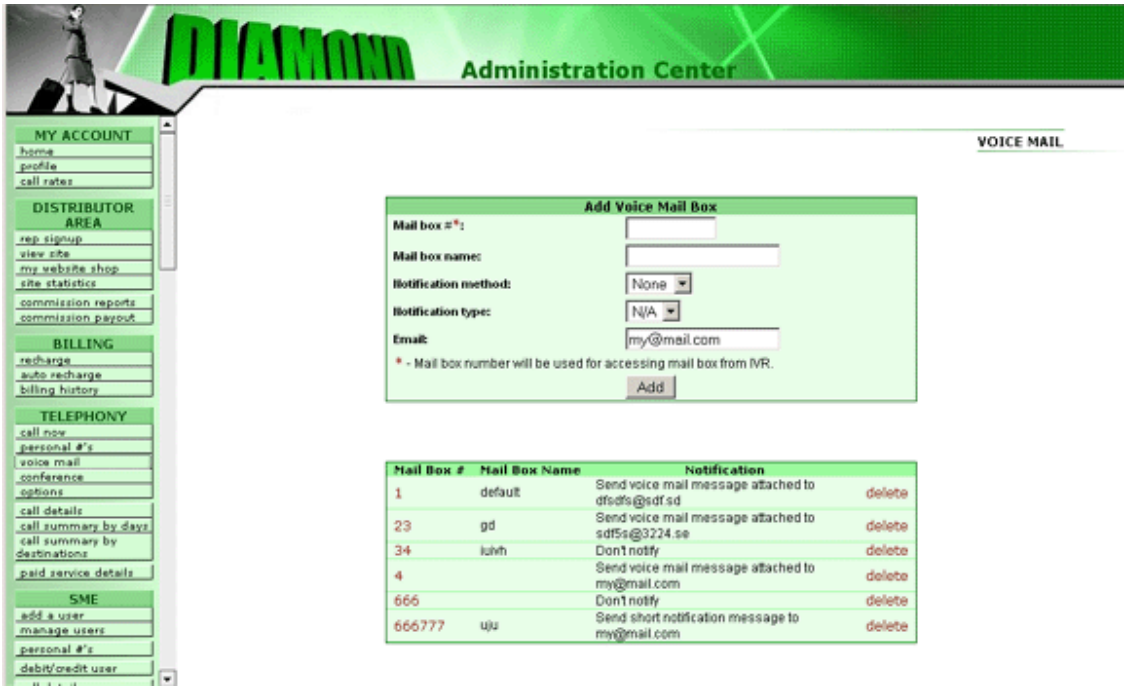
The window that appears lets you add a timeframe (hours of the day and days of the week) that this profile is valid for, as well as a number to forward to during

those hours. You can use the drop-down list to select one of the phone numbers that the system knows about, or enter a new number in the Phone Number field.

When you click the Save button this profile is saved to your account and can be accessed from the Personal Numbers page at any time. You can create as many profiles as you want, covering all possible redirection circumstances (to your mobile, office, home, support center, and so on).

The More button allows you to add more entries to this profile. You can specify another number to forward incoming calls to automatically if there is no answer on the first number called within xx seconds. Or you can have the call go to your voicemail box. Your ability to add additional routing choices gives you the utmost in call routing flexibility.

The Voice Mail menu option lets you add voicemail boxes to your account. The bottom part of the screen shows a summary of the voicemail boxes already associated with your account and the settings applicable to that mailbox. Adding a new voicemail box allows you to provide additional services to your customers desiring to contact you.



To add a new voicemail box, enter the number of the mail box in the first field (this is the number users type to access the mailbox through their telephone), followed by a name for the mailbox (such as “technical support”), whether to send a notification email when a message is received in the mailbox, what type of message to send (if one is to be sent), and the email address to send the notification to.

The Options menu allows you to control two options within your PE Distributor account: whether to use PINless call-back routines, and whether to allow simultaneous calls. Remember, the features in the telephony section are for the main user of the account and not for any SME or PE sub-accounts.

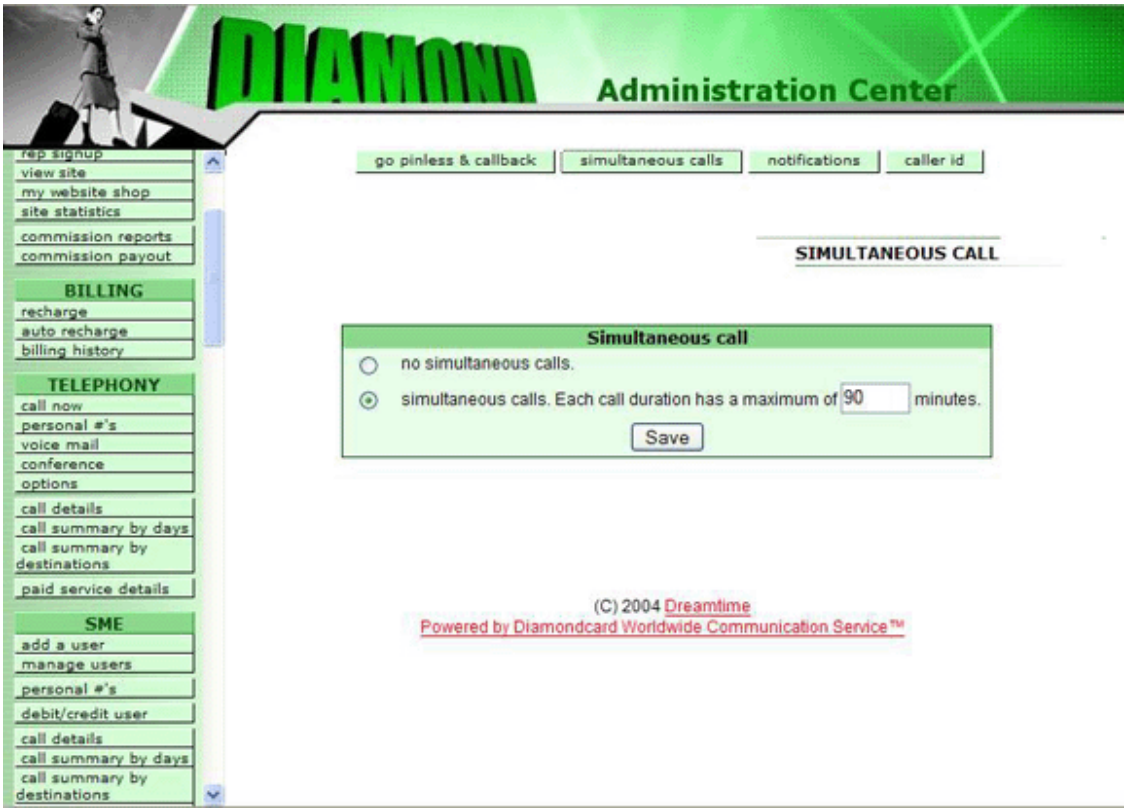
PINless call-backs allow users to place calls worldwide without having to enter a long string of PIN numbers. The Diamondcard.us system compares the number from which a call is placed with the list of numbers in the system, then calls the user back at that number (hence avoiding the need to enter a long PIN number). The user can then dial the number they want to reach. In order to use this system, though, they must be placing their calls from a number the Diamondcard.us system recognizes (and be calling from a phone that sends its Caller ID number). When you select the PINless call-back system, you will see a screen like this:

To enter a number in the system for the PINless call-back feature, type in the number to be recognized (without any dialing prefixes but including area codes). You can enter up to 24 numbers on this screen. Click the Update button at the bottom of the screen to save the new or modified information.

When a call is placed to the call-back number from one of these numbers, a busy signal is returned. This is done so there is no charge for making the call to the call-back number. The user then hangs up and the system will call back usually within a few seconds. At that point, the user can dial the number to be reached.

It is important to note that anyone calling an access number from one of these numbers can then place calls anywhere in the world with your account paying the bills! Be careful who has access to these pinless numbers and also knows what access numbers to call.

Simultaneous calls allow one caller to place more than one call at a time. Most users do not require a feature like this, but it does allow for conference calling and three-way calling, as well as call-on-hold abilities. To allow simultaneous calling, click on the Simultaneous Call button in the Options menu page.



By default, simultaneous calls are not allowed. To allow this type of calling, click the “simultaneous calls” button. You can specify the maximum length of time for simultaneous calls; the default is 10 minutes but you can alter this using the minutes field. Click the Save button to make any changes effective in the system.

You will need to have a higher balance than normal because the billing system will hold a larger reserve when doing simultaneous calls. The simultaneous reserve issue pertains to your PE client accounts.

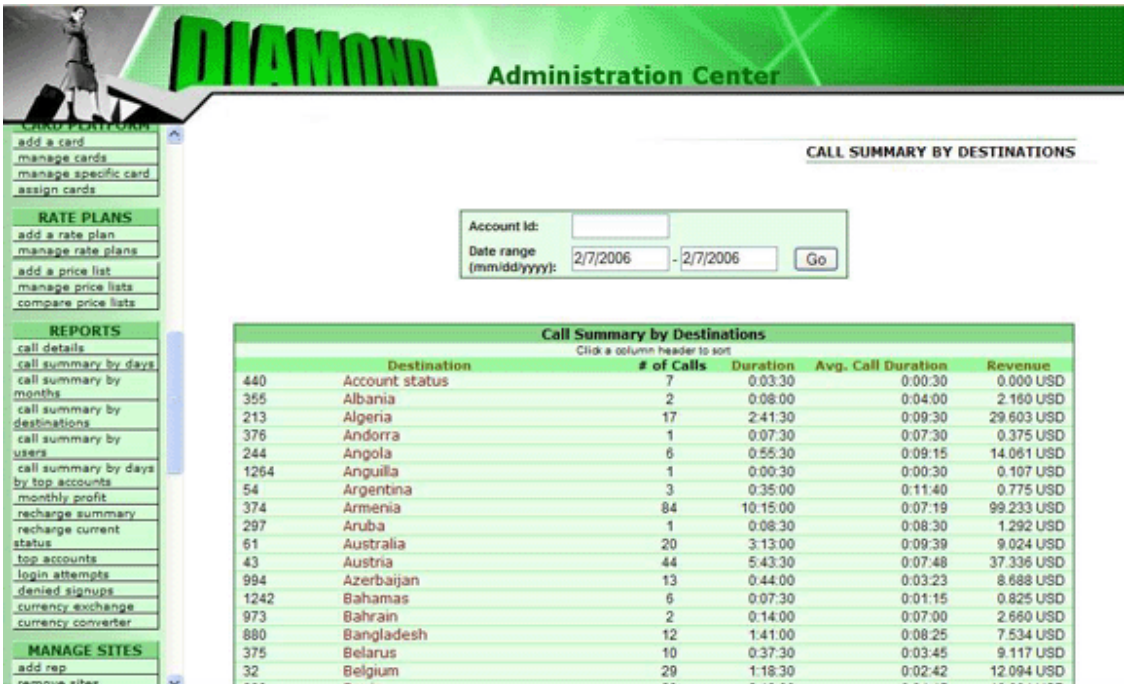
If you set the duration of calls to 60 minutes, then the billing system will hold 60 minutes X cost per minute on the first and every other subsequent call. When the call ends the reserve is put back and you are charged for the actual call. If you are doing many simultaneous calls at one time then you can calculate the reserve required.

Another note, if the duration is 60, all calls will terminate at 60 minutes exactly. You want to set it to a maximum call limit that you can live with. The larger the number for your maximum call limit, the larger a reserve you will need to have for your account.

The Call Details menu option allows you to see call history and details for any date range. By default, the starting and ending dates for the report are the last

week. If there have been any transactions on your account in the last week they are shown below the date selection boxes. To change the report dates, enter new starting and ending dates for the report and clock the Go button. You can control the number of lines per page on the output using the Page Length option at the top of the screen. Each call is summarized in the report, showing the date and time, calling and destination numbers, duration, and cost of the call.

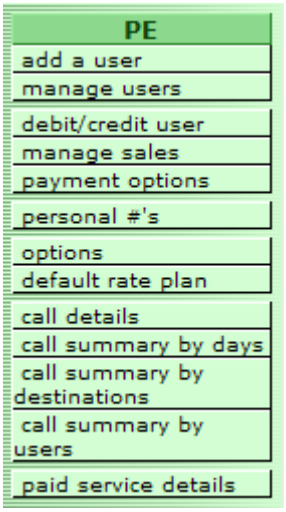
The Call Summary by Days, Call Summary by Destinations, and Call Summary by Users options all display call history information allowing you to sort the data by date, calling destination, or username for convenience.



All three reporting tools require an account id by which to search the records database.

PE

The PE section is where you can administrate your client accounts.



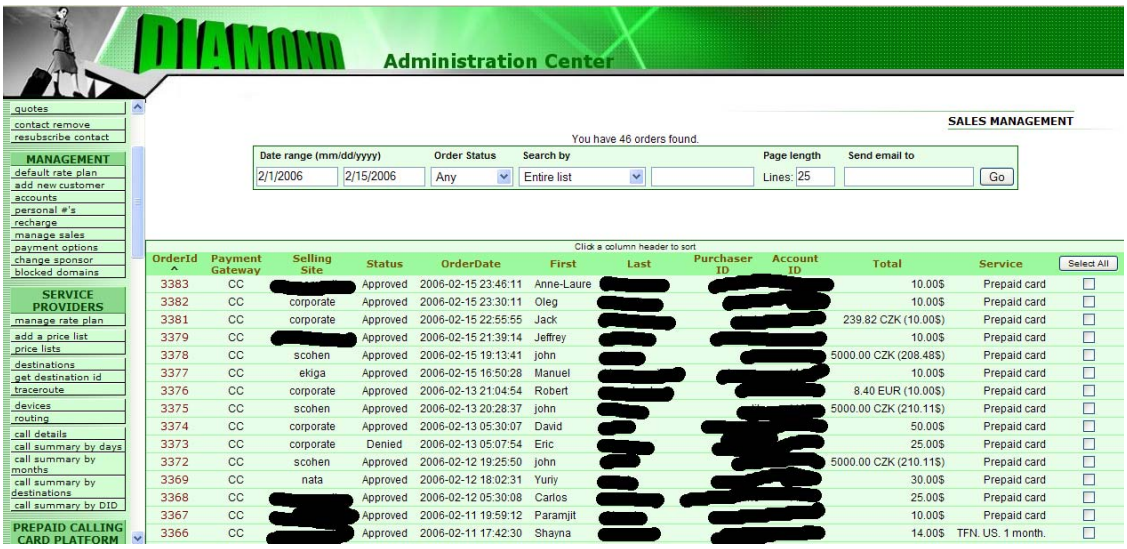
Add a user – This is where you add new clients manually as opposed to them signing up online at your private label website. You can enter a starting credit balance in their account or make it unlimited in the case of a postpaid account. You can also enter their phone numbers they will be calling from so the system activates pinless calling for them. After you create the new account the system will automatically create their account ID# and PIN code. You can give this information to them over the phone or through an email. We do not suggest you to email their entire PIN code in one email. It can easily be stolen and calls made to their account if the hacker finds out how to make calls using the system.

Manage users – In this section you can search and display your client accounts. You can click on the account ID# and this will take you to a detailed page for that account. You will notice “lock” and “unlock” buttons at the bottom of the manage users page. This makes it easy to lock or unlock accounts. A locked account cannot make any calls regardless of the balance in the account. If you are suspicious of an account you can lock it and no more calls will be made on it until you decide to “unlock” it.

Debit/credit user – You can credit or debit money to an account. A credit adds money and a debit deducts money from an account. You can debit or credit by account ID# or PIN code, choose the amount, currency and enter any comments. You can also advance a client money here. If you create an advance we suggest you enter comments like “advance credit”. This comment shows up in the client billing history. When you “approve” an advance in the manage sales page after the advanced money has been received you can enter comments there again and specify where and how much money has been received and that also shows

up next to your other comments in the billing history report. This makes it easy to see I the billing history report when an advance was done as well as when it has been paid.

Manage Sales



Manage sales section is where you will be each day as your online orders come in. All sales that occur within your PE system will be displayed in this section. You will be able to search and administrate all your orders. When an order comes into your system it will have an order status associated with it. An order can come in automatically approved or pending. Let's say you are accepting orders using Paypal. You can configure the PE system to automatically "Approve" or to set each Paypal approved order as "Pending".

You might want to verify each Paypal order yourself even after its approved through Paypal. The reason you might want to do this is because Paypal accounts can easily be hacked and used to make payments. Then a few days later the charge is disputed. In the meantime your new client just spent the deposit money making phone calls which you will be paying for. If you are not worried that this can happen because you know your customers, then you can set the system to automatically approve Paypal signups and then user accounts will be instantly credited upon approval. This way accounts are active instantly after a new client signs up. You need to decide what your risk tolerance is and how much time you want to spend managing new signups.
If a signup comes in as pending and then you decide it's a valid signup, you can search for this pending order and then click the radio button at the far right of the row. Then go to the bottom of the page and choose "approve" in the pick list. Then click the submit button next to it. This will change the pending order to approved and activate the account. Until a pending order is approved, the

account cannot be used to make calls and a $0 balance will display as well as a “locked” status in the administration center of the new client.

In some cases you may want to change the status of an approved account. One reason for doing this is you found out shortly after approving the order that it should not have been approved because of fraud or you just changed your mind about it. In this case you can search for the order and then click to “reverse” it. This will remove the money previously approved from the account.

In the case of a pending order that you decide you do not want to approve, you can click to “deny” it.

In some cases when you approve a pending order you will be required to enter some comments. This is a good time to state why you are approving it. For example, a client puts through an order for a recharge of their account. They do this from their administration center and say they are wiring the money. This creates a “pending” order in the system. A few days later the money is received by your bank and you need to “approve” this “pending” order. You search for this order and then click to approve it. Then you can enter comments like “Citibank deposit for $100 on 12-12-2006”. By entering this kind of text here it displays in the client billing history report so they can see it also. It helps you and the user know what money was received where and when.

In some cases clients may request you to give them an advance of money on their account. You can do credits, debits and advances by clicking on the “recharge” link in the Management section. This is discussed in the Management section in the PE manual. Once you have created an advance this transaction will display in the manage sales page with the status of “advanced”. An advance is when you credit a client account with money that has not been received yet. When that money is received, you can “approve” that advance. Search for the advances in manage sales page and then click to approve it.

You can search for sales transactions by status of any, pending, approved, denied, reversed or advanced. As well as by date range. This makes it easy to find the transactions you need to review.

Payment options – Setup your payment options and configure your payment gateways here.

Paypal - If you are using Paypal you will need to enter important information pertaining to your Paypal account.

You need to enter your Paypal email address, identity token and decide if you want your Paypal transactions that are done through your private labeled website to be automatically approved or pending.

Until you enter this Paypal information, the PE private label system will not process your Paypal signups and recharges online. Detailed instructions on how to get this information from your Paypal account are in this online page.

Wire Transfer – You can enter information for each bank that you will accept wire transfers to. The sort order field is for you to specify what order the banks will be listed in the page. 1 means it's the first listing and 2 means the bank will show up as the second listing down the page.

This information will appear in the signup or recharge page online in your PE private labeled web site. Clients will use this information to send you payments by wire transfer.

Others – This is a general section that clients can use to fill out if they want to send you money in a way that is not specifically mentioned in your signup or recharge pages. This transaction creates a pending order in manage sales page. You can approve it after you receive payment.

We can customize your signup and recharge pages for additional payment gateways. Contact support if you are interested in this.

Personal #'s – You can buy personal numbers in bulk at wholesale prices and assign them to your sub-accounts. Wholesale prices are displayed online at time of purchase. You can charge money for these numbers and you can also earn money on all call minutes that pass through. The PE system gives you management functionality where you can easily sell, assign and manage these numbers for your clients.

We have personal numbers from many international countries. If you need numbers in a country that we do not have please contact support to request numbers in the country that you need them in. We will try our best to get them for you.

Options – Profit verification. This configuration allows you to set a minimum profit margin you want to make on calls by your clients. You can choose to receive an email notification when the profit margin is below what you require or you can have the system block any outgoing calls if they do not meet your profit margin requirements.

In any case, we suggest you get an email notification so you can increase the pricing for that destination. If you do not configure this page to alert you to low profit you not only will not be aware of low profit on destinations but you could also be losing money on calls to destinations where your client price is less than what your cost is. If you want to lose money on certain destinations, that's up to you. At least you should know about it by getting an email notification.

Default rate plan – You can choose a default rate plan that will be automatically assigned to new accounts.

Call details, Call summary by days, Call summary by destinations and Call summary by users are all reports available to you. If you require any customized reports please contact customer support.

Paid service details – New feature! This report displays all users that have made calls using the Paid Service system.

Rates

There are four options under the Rates area of the Administration Center menu, which allows you to establish the rates your users pay for all calls.

- Add a rate plan: create a new rate plan
- Manage rate plans: modify your rate plans
- Add a price list: add a price list to your account
- Manage price lists: modify your price lists.

Rate plans are used to determine how much your PE sub-account users pay for calls placed through their account. There is one rate plan created as the default rate plan for all PE Distributors which is "wholesale + 10%", which means by default your users are charged a 10% premium over the call rates you pay to Diamondcard.us (see Call Rates under the My Account menu option). This rate plan results, of course, in a 10% mark-up when reselling the call minutes you

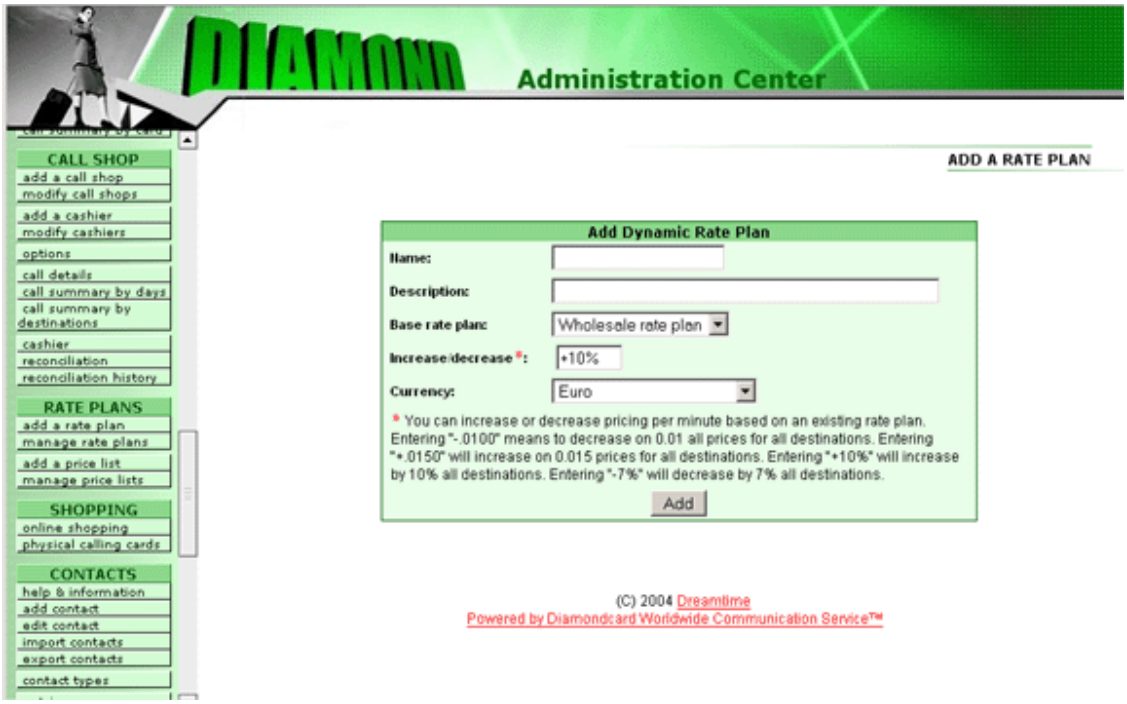
buy from Diamondcard.us. However, you may want to create other rate plans that pay you more (or less), and set conditions for which rate plans apply to whom and when. There are two types of rate plans supported by the PE Distributor system. Empty rate plans create a global rate plan independent of access point and other conditions. You then can manually edit this rate plan to specify call rates by access point, and assign this rate plan to users. Note that this approach is done manually and it is your responsibility to ensure the rate plans you establish are valid! You would use this type of rate plan when you want to apply a specific service to a client or range of clients. For example, you may want to create a rate plan that is strictly for softphone or hard phone IP users. You would create this rate plan and then add only the IP phone access point. Any user you apply this rate plan to would ONLY be able to make calls using an IP phone which uses the IP phone access point.
The second type of rate plan is a dynamic rate plan based on a percentage above your wholesale call rate, which adjust your established rate plan automatically if the call rate you are charged changes. This results in a simpler rate plan creation and maintenance routine for you because the system will automatically adjust your retail rates as your wholesale rate changes.

For example, if calls from Poland to Australia increase by 20% one day, dynamic rate plans will automatically adjust your users' rate plans to reflect this change (adding a higher cost to their rates).

PE distributors with static (empty) rate plans will not be automatically adjusted. You could actually be losing money on all placed calls if you do not manually adjust your rates after there has been a major increase! However, manual adjustments of rates does have some advantages if you want to offer special rates to certain customers or in certain market segments where you have to set very low pricing and keep it low. The choice of rate plans (and how much you charge your users) is up to you!

When you create a new rate plan we suggest you create a "empty" rate plan and attach a "dynamic" price list to it. When our wholesale rates change so will your retail prices to your end users. There can be literally hundreds of small wholesale price changes every month or every other month and this cannot be handled manually. The best way is to let the system keep your profit margin static and adjust your end user prices automatically. When you click the Add a Rate Plan menu option, you are given the choice of adding an empty or dynamic rate plan:

Because they are easier to manage, we'll look at Dynamic rate plans first. When you click on Dynamic Rate plan link, the Add Dynamic Rate Plan window appears:

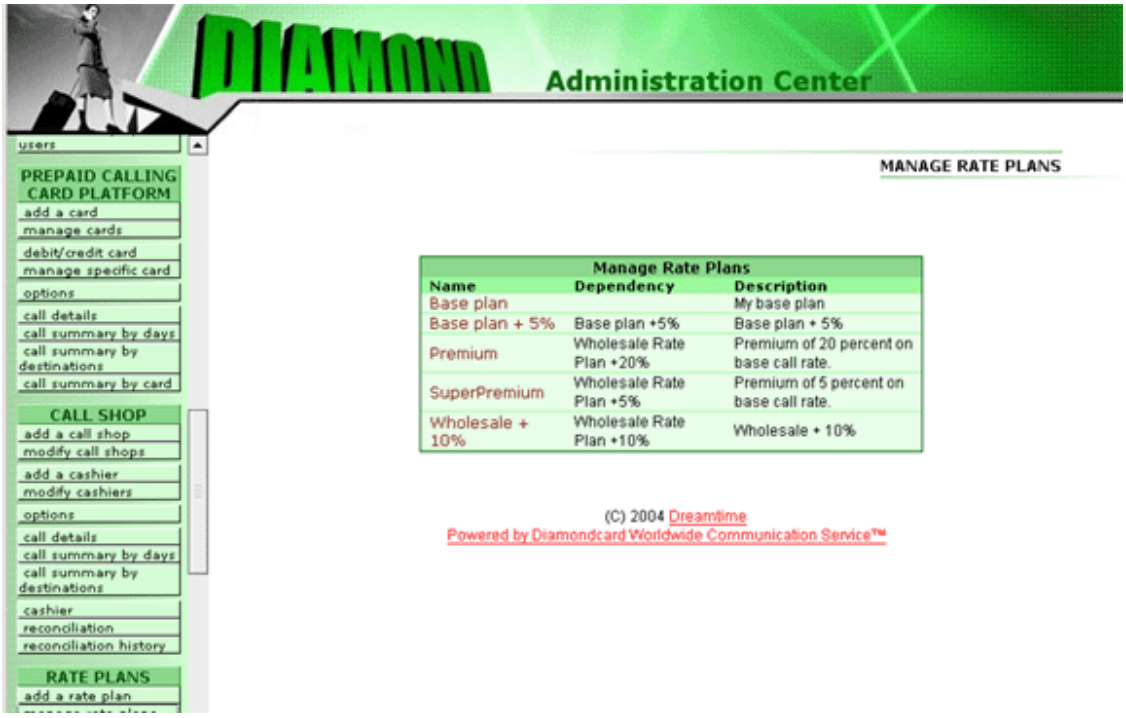


You can assign any name you want to your new dynamic rate plan, as well as provide a description for the plan to expand on the name. A description can help you remember what the rate plan is all about. If you end up having dozens of different rate plans it's a good idea to enter detailed descriptions of what each one is about.

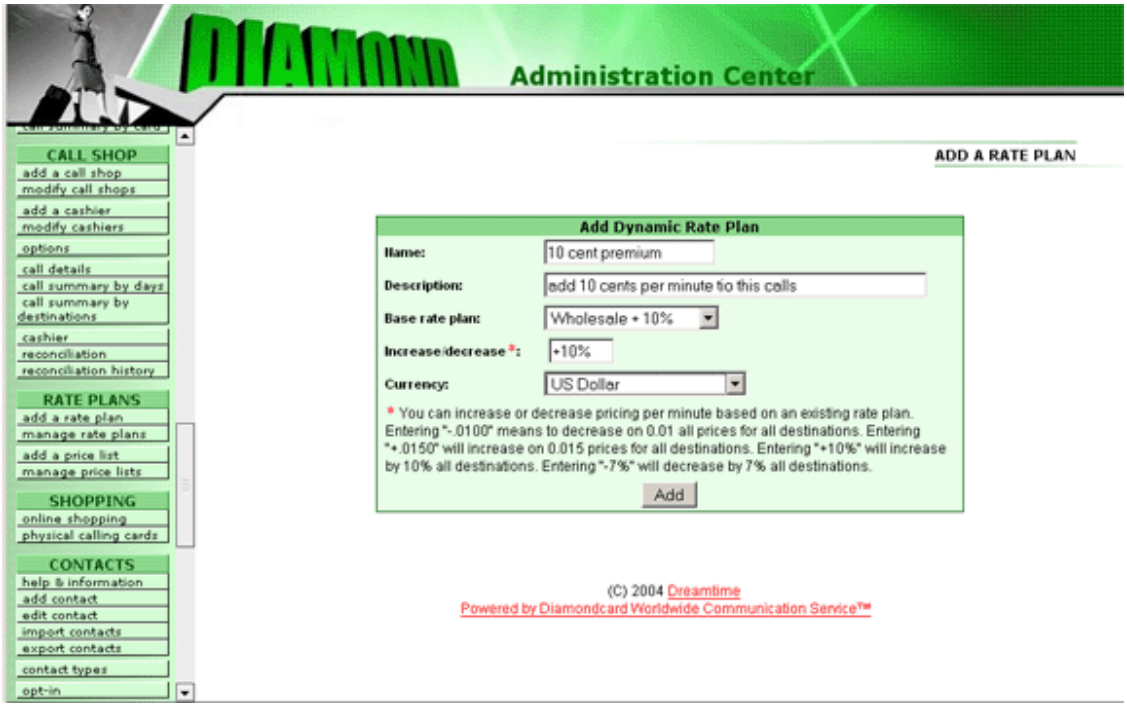
The Base Rate Plan drop-down list has multiple options to allow you to calculate your user's call rate based on existing rate plans in your account. (To start there are only two plans based either on the wholesale call rate plan you receive, or a 10% premium on the wholesale call rate. As you add new plans, they appear on this list too.) The Increase/decrease field allows you to enter either a percentage or a set amount that modifies the Base Rate Plan you chose, either modifying the amount up (by using a plus sign) or down (by using a minus sign). If you add a percentage sign to the end of the Increase/decrease field, it is treated as a percentage modification to the Base Rate Plan. For example, if you enter +20% in the Increase/decrease field and the Base Rate Plan is set to Wholesale Rate Plan, all your users calls will be billed at a 20% premium over the wholesale call rate you are charged by Diamondcard.us.

The PE Diamondcard.us system is extremely powerful. It allows you to nest rate plans on top of other rate plans creating a very sophisticated rate plan derivative system. Where one rate plan that is changed can affect literally dozens or hundreds of other rate plans automatically.

Click the Add button to add this rate plan to your list of rate plans. When you add a new rate plan you will automatically be taken to the Manage Rate Plans window where you can view current rates and make changes to this rate plan.



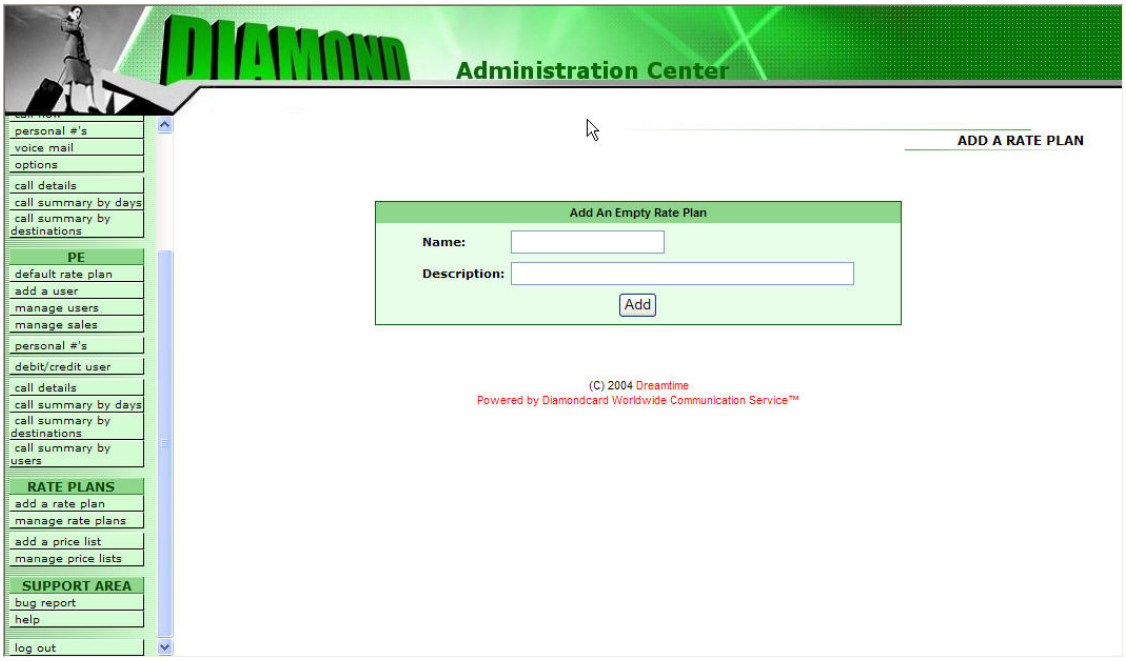
In the Add Dynamic Rate Plan window if you enter a decimal amount with no percent sign, that amount modifies the actual rate by that amount. For example, entering +0.10 to the Increase/decrease field will add 0.10 of the specified currency to the price-per-minute of calls based on this rate plan.



The plan shown above adds a 10 cent premium to all calls, with the base rate calculated as the wholesale rate with a ten percent premium. So, a user will pay a 10% premium on your call rate, plus 10 cents a minute.

You can create as many dynamic plans as you want, and have as many variations on the plans as you wish. Keeping rate plans simple and manageable is advisable, though.

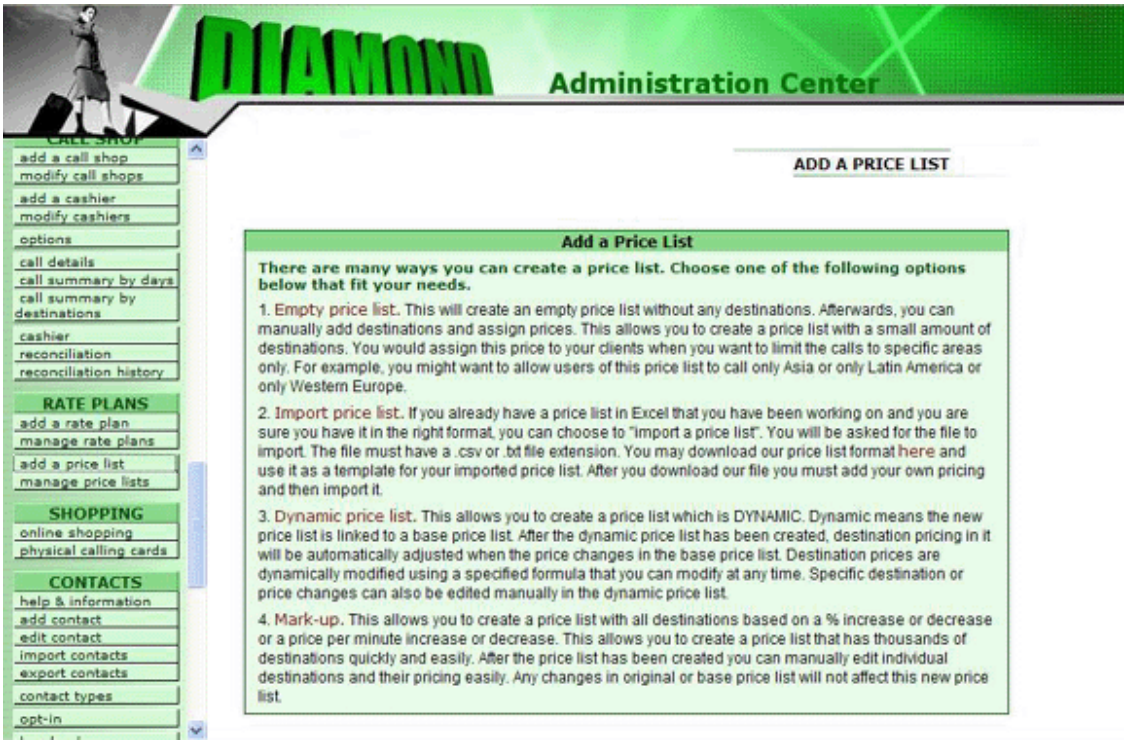
Adding an Empty rate plan is even simpler to create the plan, but more work to maintain, as you have to specify the applicable access points and price lists manually. To add an empty rate plan, click the Empty Rate Plan link on the Add Rate Plan window.



Enter a name for the empty rate plan, as well as a description that explains the rate plan (for your convenience) and click the Add button.

Once the empty rate plan has been added to the system you are taken to the Manage Rate Plan window to set access points and apply price lists.

The Add a Price List option in the Rate Plans menu allows you to create price lists for your users. The Add a Price List window explains that you have four options for types of price lists you may create. Each is used in different circumstances and for different reasons in different markets.



- Empty price list has no destinations assigned when it is created; these must be added manually with their prices. You would choose an empty price list when you want to create a price list that is only for specific destinations. For example, you may want to create a price list that only allows calls to be made to Western Europe. In this situation you would have to manually enter all the countries in Western Europe and their prices. You will then apply this price list to a rate plan for a specific access point. Any customer of yours that has this rate plan assigned to them will ONLY be allowed to make calls to the country destinations that you have entered in the associated price list from the specific access points you have chosen to be in the rate plan.
- Import price list allows you to import an Excel spreadsheet (in the proper format) to set destinations and prices. In this situation you can edit all your prices offline in an excel spreadsheet and when you are ready import into your PE system. The file must have a .csv or .txt file extension. If you prefer to work offline and would rather edit your prices in an Excel spreadsheet, this is a good option.
- Dynamic price list provides automatic adjustments of prices (like with rate plans). For example, if you already have a price list that you have spent many hours creating and keeping up to date and you have a reason to create another price list that is higher priced or lower priced, you can choose to use your existing price list as a base for a new one. When you update your base price list this new dynamic price list will change. You can keep one price list updated continuously and use it as the base for dozens of other price lists. This is a good way to keep many price lists up

to date automatically by having all of them based on one initial price list. This feature is extremely sophisticated and can get very complex if you start to nest many layers of price lists on top of each other. Specific destination or price changes can also be edited manually in a dynamic price list. You can also set a guaranteed percentage of profit on all destinations.

- Mark-up allows for a simple percentage or price per minute mark-up for all destinations. You can also set a guaranteed percentage of profit on all destinations.

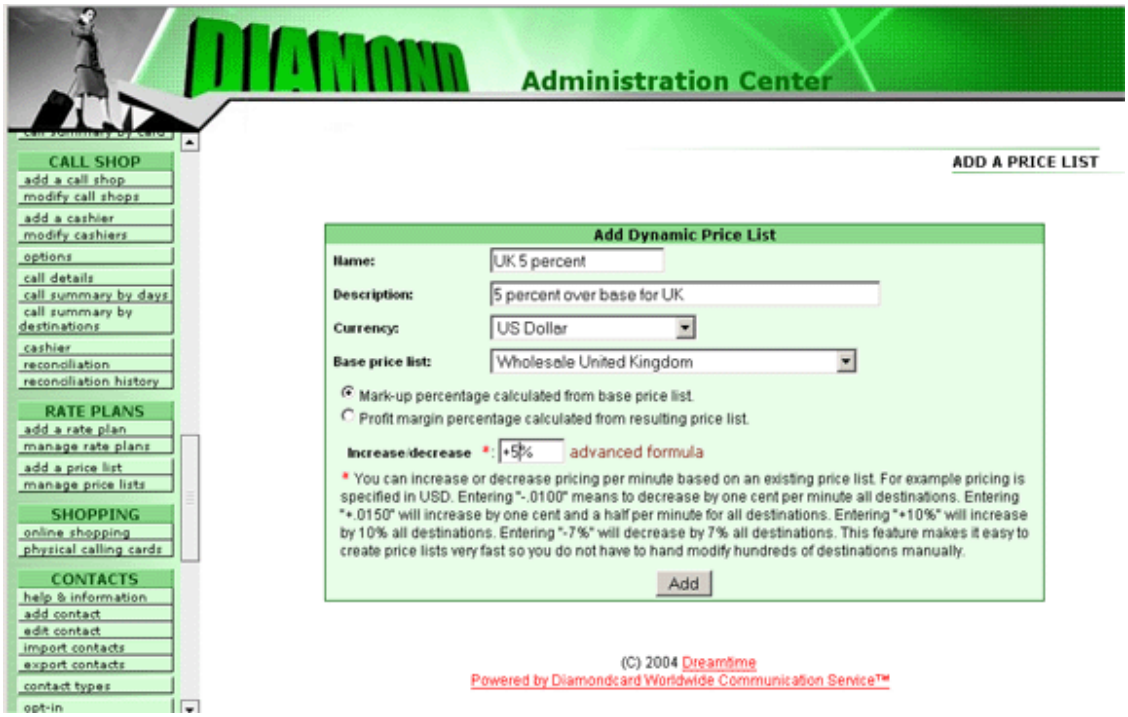
The Mark-up price list is the easiest to work with and is a good place to start. Mark-up is the fastest and easiest way to create price lists for your customers for all destinations. To create a mark-up price list, click on the Mark-up option in the Add a Price List window.

To add a mark-up price list start with a name and description of the price list and specify the currency you will be working in. Then, choose a time zone that this price list applies to. You should choose the time zone that most of your customers are in that will be using this price list. Next, choose the Base Price List that will be used. The two radio buttons allow you to choose whether to apply this new price list to the base price or from the resulting price. This essentially means you are using a mark-up to calculate the new price list or you want a guaranteed profit margin and the system will calculate a new price list based on your required profit margin percentage. Finally, enter a percentage increase (or decrease) on the rate.

In this example, a price list is being created that will add 5% to the wholesale base price (the price you pay to Diamondcard) to all calls made from the German access point using the Wholesale Germany rate plan (set by Diamondcard.us. Click the Add button to create this price list and you will be taken to the Manage Price List window. This lets you modify the countries that this price list applies to, either by country name or by country code.

A Dynamic Price List is also easy to create from the Add a Price List window. Dynamic price lists (like Dynamic Call Rates) use a percentage or fixed amount increase or decrease to calculate prices. You can apply these price lists to all access points, or narrow them down to specific ones. To create a dynamic price list click on the link in the Add a Price list window.

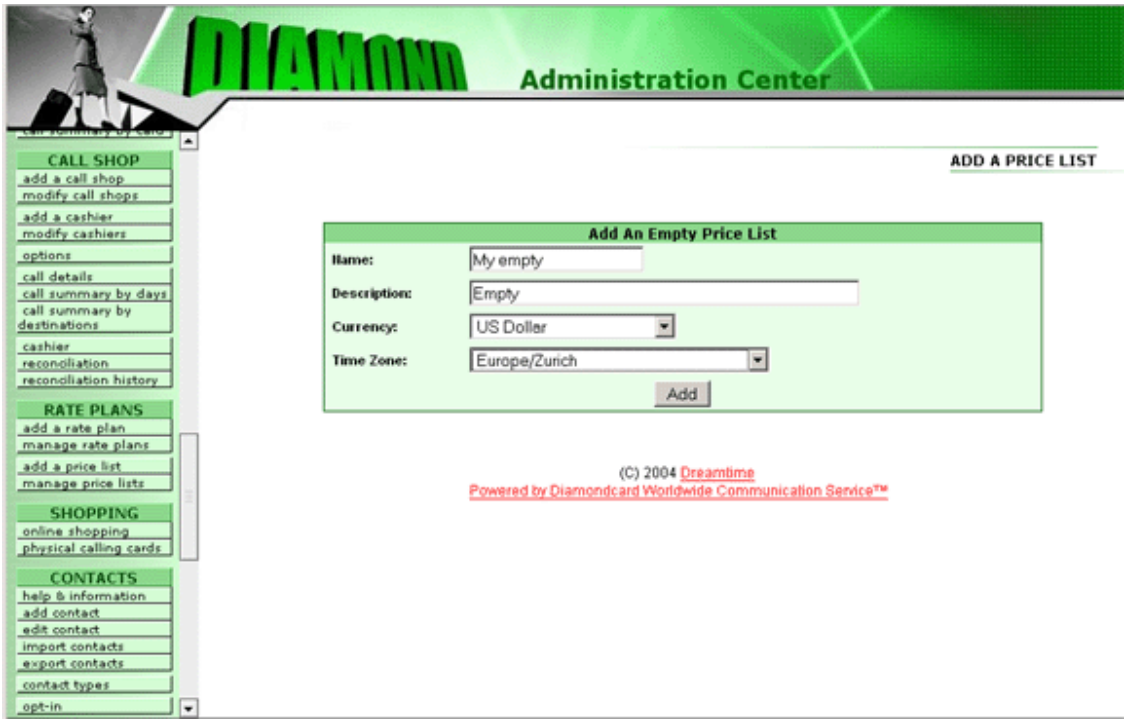
As with the Mark-up Price List window, you should specific a name and a description for this price list, as well as the currency and base price list this dynamic price list applies to. Again, you can calculate rates either on the base price or the calculated price. Finally, add an increase or decrease amount as a percentage or actual amount.



In this example a new price list based on the Wholesale United Kingdom rate is created, with users charged a 5% premium on this rate. Clicking the Add button again directs you to the Manage Price List window where you can make further changes.

The Empty Price List option on the Add a Price List window lets you create a price list with no specifics for destinations and prices. You can add the destinations and prices manually after creating the empty price list. This allows you to limit callers to specific destinations, but must be maintained manually (not dynamically by the Diamondcard.us system). To create an empty price list click on the link in the Add a Price List window.

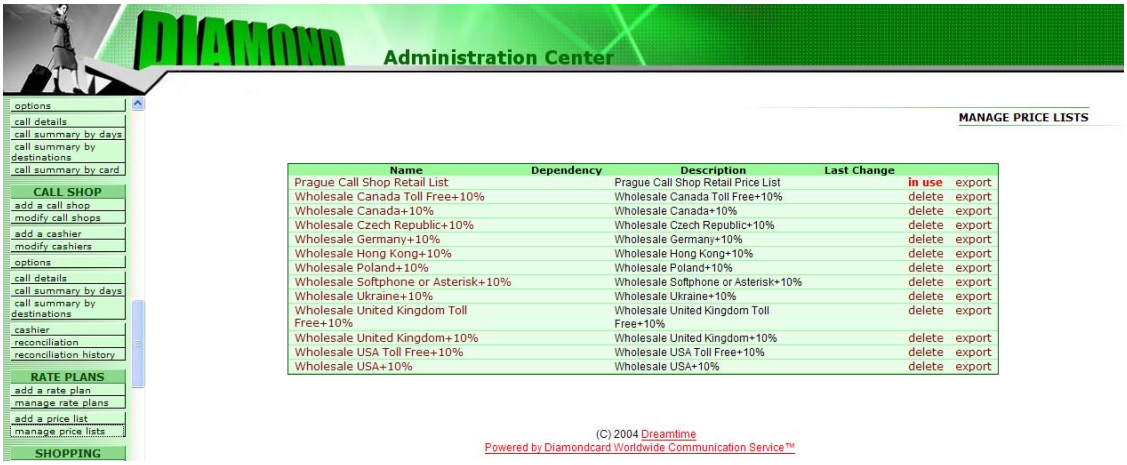
To create an empty price list, fill in a name and description for the price list, as well as the currency and the time zone in which the calls would originate from, then click the Add button to create the empty price list.



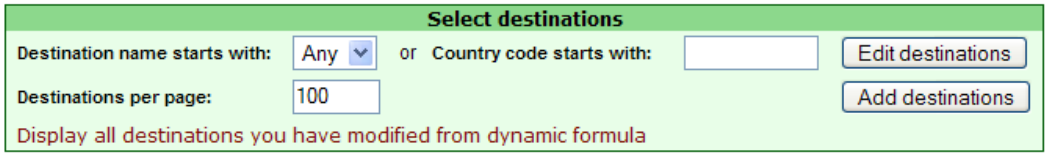
Once the system creates the empty price list you are redirected to the Manage Price List window where you can specify destinations and prices.

Finally, the Import Price List option in the Add a Price List window lets you import a price list (destinations and rates) from an Excel spreadsheet you have edited or created. You can download a template for these spreadsheets from the Add a Price List window. If you do not retain the same format, data cannot be imported into the system successfully. The Import a Price List window asks you for a name, description, currency, time zone, and filename for the Excel spreadsheet to be imported. If the file can be read successfully, the price list is created for you.

The Manage Price Lists menu option in the main PE Distributor window lets you manage all the price lists you have created. When you click on Manage Price Lists, all the available price lists are shown:

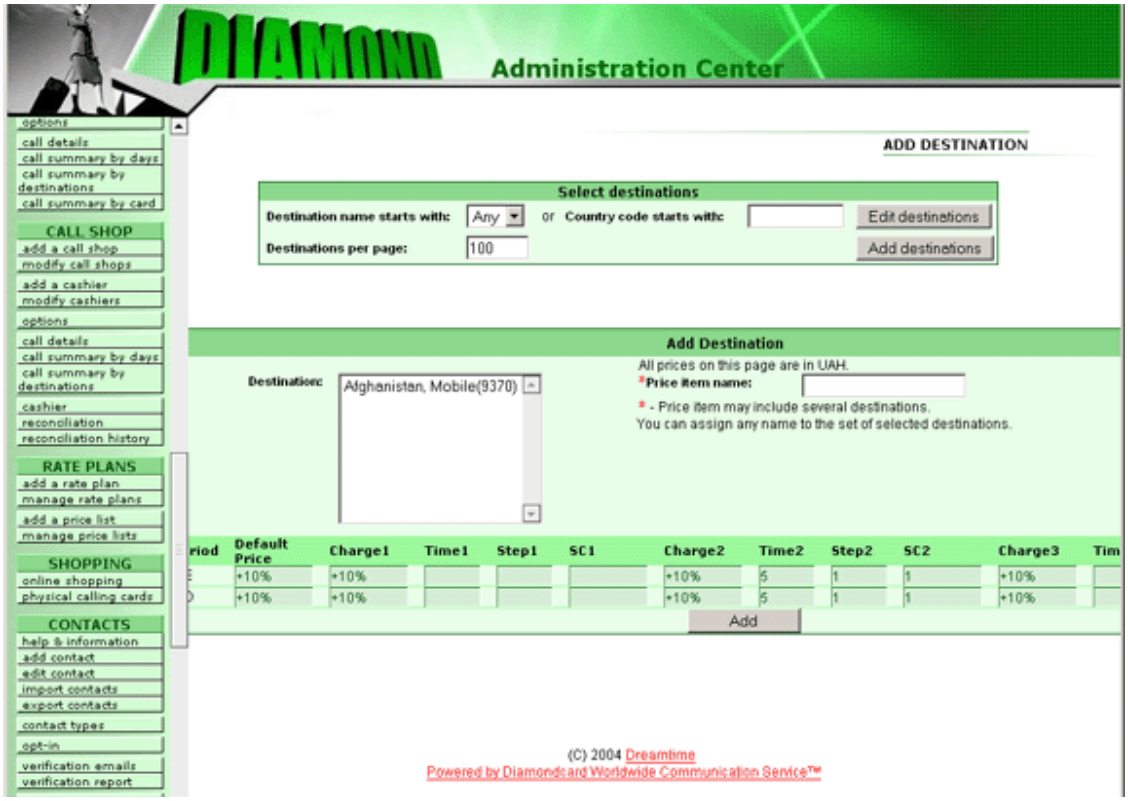


This window shows the name and description of each price list, as well as any dependency that price list has from other price lists. It also shows the date the price list was last changed. To the right of each price list are two links, one to delete the price list and the other to export the list in an Excel spreadsheet format. To manage a price list, click on the name of the price list you want to work with.



Once you are in the Manage Price List page for a specific price list you will see "**Display all destinations you have modified from dynamic formula**" within the "Select destinations" box located at the bottom of the page. By clicking this link "Display all destinations you have modified from dynamic formula" the page will display all destinations that you have modified manually. This way it's very fast to go to all the destinations that you have manually modified. Imagine a price list that contains over 4,000 country destinations and prices where you have modified 45 of them manually. If you had to scroll through the list from A-Z it would take a long time to find each one. By clicking this link the system will display all your modifications in one page. This feature will save you countless hours of work trying to find the ones you have modified that might need modification again

To add or modify destinations and prices in a price list, click the name of the price list. The page displayed will be the manage price list page. At the bottom of this page choose either the first letter of the name of the country or the country code in the appropriate field, then click the Add or Edit destinations button. For example, to add destinations in Germany select the G letter from the drop-down list then click Add destinations.



To select a destination, scroll down the list of countries and codes in the list to the one you want. You can select a single destination by clicking on it, or add several destinations by holding down the Ctrl key and clicking. Each destination is highlighted when selected. If more than one entry in a country is selected, the country name populates the Price Item Name field.

Below the country list are two lines of prices, labeled WE (Weekend) and WD (Weekday) with columns for default prices and three sets of charges, times, steps, and special charges. The sets of prices are applied based on time. For example, if you set Time1 to 60 seconds, Price1 applies for that amount of time in the call, and then Price2 applies for however long Time2 is set to, followed by Price3 for Time3. This lets you set graduating calling rates, such as 0.50 for the first minute, 0.30 for the next ten minutes, then 0.25 for the remainder of the call. You can create very sophisticated pricing schemas with our billing system.

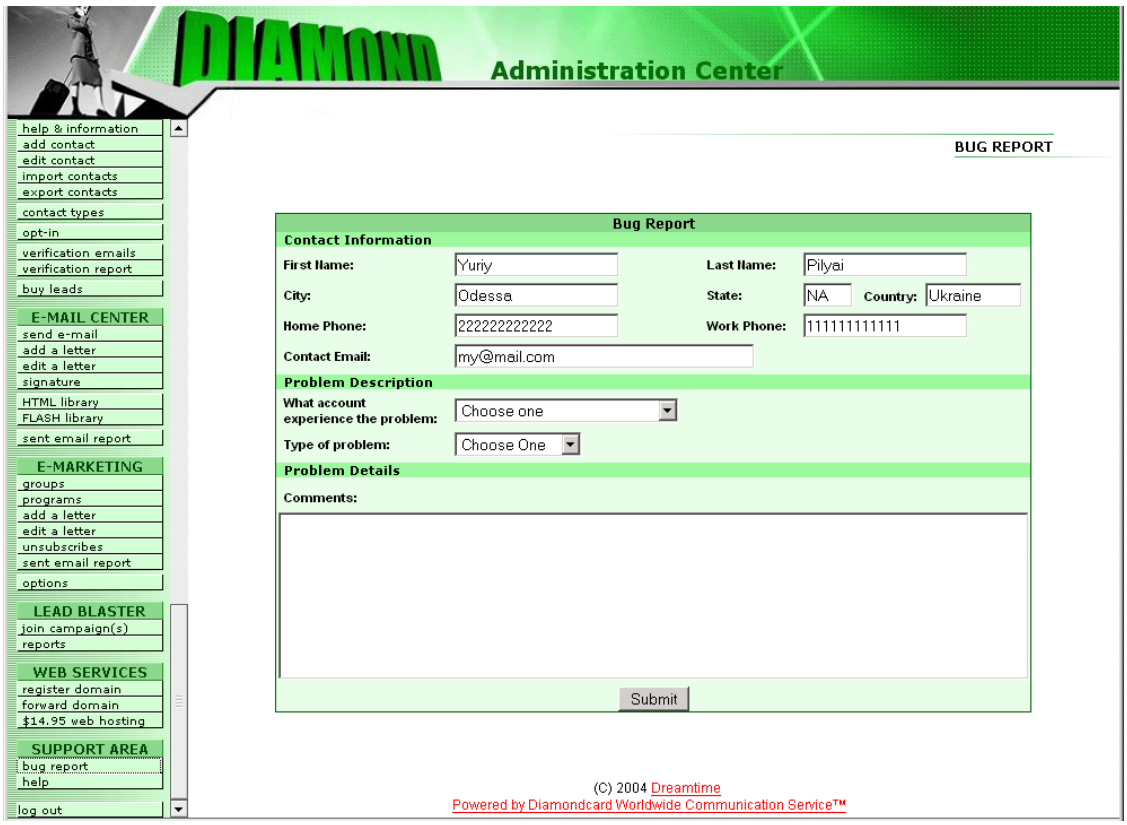
You can type the values for all these settings directly into the Manage Price List window. Click the Add button to make the new settings effective immediately.

Support Areas

There are three options under the Support area of the Administration Center menu, which allows you to obtain help on using the PE Distributor system or report bugs:

- Bug report: allows you to send a message to the Diamondcard.us staff about a problem.
- Help: access the on-line help system
- Log out: terminates the active session

The Bug Report feature is used to send reports or suggestion to the developers. When you click on the Bug Report link a form requesting your contact information and a description of the problem you encountered appears.



Enter as much information as you can to help the developers isolate the problem you encountered, and click the Submit button to send the report.

The Help system provides hyperlinked on-line help on a variety of subjects, not limited to the PE Distribution system. You can browse through the help system by clicking on any link on each page.

The Log Out button terminates your online session.

Copyright 2007 Dreamtime.net Inc.