

Callika Internet Telephony Voice Over IP (VoIP) Private Label Reseller Program

*Start selling VoIP services with
no minimum investment
no equipment purchases
no hidden fees*

1 888 276 8881



info@callika.com

<http://www.callika.com>

<http://www.facebook.com/callika>

Business Opportunity

The Callika VOIP reseller program offer you unlimited income potential. You can promote any residential or business service plan and earn your own profit or commission. Start earning immediately, there is no cap on earning or the number of subscribers you may enroll!

Callika VOIP makes it simple to tell others about our service. There are many selling points to callika VOIP service like:

- ✓ Unlimited free receiving call
- ✓ Having phone number from almost any city around the world
- ✓ Low international Rate
- ✓ No annual contracts

We provide you everything you need to get started
So why you are waiting call us to start making money

1 604 809 7187

reseller@callika.com

Who is Callika?

Callika is the world leader in turn-key Internet Telephony Solutions for Value Added Resellers.

Founded in 2003, we are a privately held company headquartered in Vancouver, British Columbia with technical facilities in New York and other International locations.

Callika is one of the fastest growing Internet Telephony companies in the world servicing resellers and customers in over 10 countries. Our mission is to offer the most powerful reseller solutions in the industry and create inexpensive global alternatives to traditional telephone service that is easily **accessible anywhere in the world.**

Our service supports most SIP based Internet Telephone devices including soft phones.

Dedicated to you, our Reseller

We understand that you need to offer your customers the right VoIP service with a high level of quality at the right price, without building the service yourself.

This is precisely why we exist. The investment in our applications, datacenter, systems development, infrastructure and International partners provides each reseller the advantage they need to win customers today.

While you're focusing on the customer, we're continually enhancing the service to provide what your customers need and want for both today and tomorrow.

What's included in the Reseller Program?

Callika offers you the ability to start selling your own telecommunications services using VoIP, fast and easy...we do what other providers won't and have the quality, experience and support to back it up.

We offer everything you need including:

- High Quality Phone Services
- Calling Card services
- Real time order provisioning and powerful tools
- Prepaid Calling Services
- Unlimited Monthly plans-Incoming Phone numbers in over 1650 Cities around the world
- Pay us via International Credit Card, Western Union, Paypal and Wire
- Access to Free Soft phones
- On-line account management and Web site integration and configuration guides
- Compatibility with many Internet Phones, broadband adaptors and other SIP devices. Callika Resellers can Bring Your Own Device
- Customer Service in English, Farsi 24/7

Who Resells Callika?

Callika Turnkey VoIP Reseller program is perfect for:

- ✓ Individual looking to start new business without investment
- ✓ Businesses looking to create new revenue streams
- ✓ Existing VoIP resellers
- ✓ Computer Network Providers
- ✓ Internet Cafes
- ✓ Calling Centers/Shops
- ✓ Local software and hardware distributors
- ✓ Local ISPs and Cable Companies
- ✓ Entrepreneurs
- ✓ Telecom consultants
- ✓ Web portals

Callika resellers generate recurring revenue by offering Prepaid International Calling, unlimited calling plans, phone numbers, Vice Broadcasting, Click to call, Call Center, Internet telephony devices and other services. Callika resellers work in their desired area under their own brand. In order to protect you, Callika protects your brand by **totally masking our identity so your company is seen as the service provider**. At Callika, you own the customer, not us. Focus your attention on gaining new customers and we will provide a quality service that you can depend on, now and in the future.

The Callika Private Label Reseller

Program was designed for:

Callika offers a great opportunity to get into the telecommunications industry with minimal investment and commitment free. Resellers can offer all VoIP has to offer with Callika and quickly establish you in a highly competitive marketplace.

Using our proprietary tools, call centers and telemarketing firms can bill their clients in real time with a pre-calculated mark up. In addition, our superior call quality and discounted calling rates make moving your call shops to Callika an easy decision. Our system will work with your existing SIP devices and is easy to set up and use. Once set-up, your accounts can be managed easily and efficiently using our Reseller Panel.

Callika offers a great opportunity for Internet Cafes to offer voice services to their customers at very low prices. Callika offers software or hardware solutions to Internet Cafes which can be branded to fit in with your existing look and feel. By becoming a reseller of Callika and offering low-cost calls to your customers you can differentiate your cafe from your competitors!

Our OEM solutions are perfect for Internet Service Providers. 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.

Free Internet Calling to any other Callika subscriber

Callika lets you make free calls to other Callika users anywhere in the world with no long distance charges. Just dial the users 7 digit Callika Virtual Number, it's that easy. It doesn't matter where you or the other party is located, free internet calling works worldwide and there are no limits so you can talk as long as you want as often as you want.

How it Works

If you are already a Callika subscriber just dial the other parties' Callika Virtual Number. You can add more Virtual Numbers to your account. Give them to friends and family around the world to save money on the people you call the most.

Why choose Callika?

1. Create a new recurring revenue stream without the investment in systems and infrastructure.
2. Get started fast with no long term commitment or large investment to receive the reseller pricing.
3. Flexibility to sell our products with your prices and currency using our mark-up features.
4. Sell monthly plans or pay as you go service with no contracts. In network calls are always free.
5. High quality calls termination and voice quality with 99.9% uptime of your custom SIP Proxy.
6. Easy integration with your web site to create a customizable User Control Panel and Rate Calculator.
7. Resell VoIP in your companies name and trademark with a truly Private Branded solution.
8. We offer International VoIP plans and solutions to fit every customer need across the globe.
9. The service works with many hardware and software solutions so you can Bring Your Own Device.
10. Reseller Admin Panel lets you manage the VoIP service in real-time anywhere.

How does our Program Work?

You can purchase services from us at a deep discount and set your own prices for your clients. We have different reseller packages depending on the level of business you will generate.

With our Value Added Reseller Program, you, the reseller, can allow your customers to use their Internet connection to make and receive phone calls with Callika services. Callika resellers can markup their prices and sell our service with their own trademark anywhere in the world with all the high quality and flexibility that Callika allows them. Most resellers increase the retail pricing as they add value, which offers margins of 50% or more.

As a reseller you can purchase products and services at a discounted price. In addition, you can mark up our prices using our Reseller Admin Panel, manage and create different Callika Accounts for your final customers. You can find your own source for SIP equipment as our system is open and designed to work with almost any SIP enabled device. Or, you can buy devices, with us, at a discount, and resell them to your customers.

Other Promotion

Each package includes a set number of features. You can package these resources any way you like for your customers and set prices for your packages. You are free to create any type of package you like and can even create custom packages for each client if you wish.

If you are not prepared to meet the commitment levels right out of the gate, we also offer a ramp period in which you can start as commission base. When you ramp up, you can get better pricing by committing to one of the reseller package levels.

After your reseller account is active you get the following:

- ✓ Links to integrate into your Web site allowing users to Login into the Control Panel via your website to check their voicemails, call history, missed calls and the other features. In addition, users can View the A to Z rates on your web site without logging in with your mark up prices built in it
- ✓ Access to the Reseller Panel where you can customize and manage all aspects of the service. This is where you change your currency, mark up our prices, place orders, generate invoices and more
- ✓ Full support via website and Helpdesk.
- ✓ Access to free soft-phones and configuration guides for many Internet Telephone Devices

Easy to use

No Term Commitments

You are not locked into the level you choose at any time. If you want to move up to another level to take advantage of better pricing as you grow, you can do so at any time.

Private Label Website

Our web portal can be completely re-branded to fit your branding needs. Everything from the logos to the color scheme can be completely customized to fit within your branding schemes. All you need to do is create your own style sheet and we can apply it directly to the functional portal.

Available Area Codes (Available Phone Number) Choose your own area code!

Callika offer phone number from 1650 City around the world.

Callika lets you sell phone Numbers from many International locations. These numbers can ring anywhere your client connects their VoIP account using a soft-phone or any IP phone. With Callika, 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.

For Example

Let's say you live in Vancouver, Canada where you use your Callika phone. Your mom lives in Tokyo, Japan. Her area code is 813. You could get a telephone number in the 813 area code that rings in Vancouver, Canada. Now your 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 Callika phone.

View the locations where we have Phone number availability by selecting a country from the dropdown menu in the signup page.

<https://www.callika.com>

What is the Variable Rating?

Our Variable Rating allows you to create your own Rate Plans so that you can increase profit on specific destinations or create your own unlimited calling plans.

Callika provides our resellers total control over the price you charge your customers for long distance 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 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.

Flexibility In Pricing: Callika 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.

Create your own Calling Plans: Callika offers many unlimited calling plans but we cannot possibly create every combination of countries you or your customers 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.

Ability to charge "other" fees: The Callika also lets you charge extra fees which are typically associated with calling card services. For example, you can 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.

How Do My Customers Access Their Account Panel?

Callika offers a feature rich User Control Panel which allows customers to view and manage all aspects of their account. Your customer can review call history, missed calls voicemails and more, right from your web site or a "generic domain" which we provide.

From any Internet connected browser a user can set and edit the advanced call forwarding options to create a ring-all group of numbers and call hunting features with PBX functionality.

Other features include: Callika free web and email enabled Voicemail, Call Conference Rooms, Call Waiting/Caller ID... and many more features found at

<http://www.Callika.com>

Resellers with programming capability can use our Application Interface (API) to totally customize the User Control Panel. The API uses XML and web services to allow customization of language, look and feel, remove components and totally customize the interface.

How Do I Manage My Reseller Account?

The web based Reseller Admin Panel allows you to manage every aspect of our service, whenever you want, wherever you want. It is a password protected web site which lets you place orders for real time provisioning, manage users, manage SIP accounts, and access all of the other "reseller only" features that we offer.

What Can I Sell to My Clients?

Purchase what **you** want when **you** want it. Resell for the price **you** want. Once you join the reseller program you are free to purchase any product and service we offer with no minimums, or other reseller commitments. Login to your Reseller Admin Panel, and place orders which provision in real time so you have the control and flexibility you need.

- Free in network calls
- Pay as you go
- Internet phones and adaptor
- Incoming phone numbers
- Voice Broadcasting
- Click to Call
- Messaging service
- Calling Card
- Fax to Email
- Voicemail to Email

What Features Can I Offer My Clients?

In order to work with the most complete VoIP solutions in the market, we have a lot of free features included with our products and services:

Your customers can manage their account from anywhere using the User Control Panel, our web based control panel. It allows your customers to Listen to Voicemail, view their Call History, add extra lines, look up your International Rates and control all the items below.

Provides customers with features like: Call Waiting, Call Transfer, Repeat Dial, Return Call, Conference, Call Forwarding, Do Not Disturb Mode, Caller ID. These features may depend on what device you are using.

The customer will receive email notification when they receive a Voice Mail. They can check the messages by phone, online or receive the recording via email.

FREE in-network calling so your customers can eliminate all the expenses related to calling between offices no matter where in the world they are located. These in-network numbers are used to configure the VoIP adaptor or other devices including soft phones and allow users to dial with 7 digits when calling in network.

Customers can use their Callika account from anywhere in the World that they can connect to the Internet.

View our full list of features: <http://www.callika.com>

What are some examples of the plans?

Pay As You Go Calling with US/UK Phone Number \$6.99/ mo (Unlimited free receiving call)

Pay As You Go Calling with Canada Phone Number \$9.99/ mo (Unlimited free receiving call)

See our Business Plans and view a full list of the Callika services at :

<http://www.callika.com>

Plans require one-time set up fee: \$10

What Are Bulk Plans?

Callika Bulk Plans offer solutions for call shops, telemarketing firms, Internet Cafes and other high volume users not suited for our unlimited plans.

If you have Customers with a high volume of calls to specific destinations, you can receive our lowest pricing for those destinations. For example, aggregating customers that total a monthly call volume of 100,000 minutes to the US and Canada will receive our lowest price of roughly 1.6 cents per minute. Bulk plans allow you to connect as many users as needed without additional line charges. They can be combined with Prepaid Call Credit to offer your customer the services they require.

Callika Bulk plans gives you the ability to increase profit through volume purchases. Whether you have one customer with high volume needs or would like to service many customers from a single plan, you will find the Callika Bulk Plans are flexible, cost effective and convenient.

Connect your Cyber Cafe or calling center to the Callika VoIP network and you can enjoy discounted calling rates and the billing system you need to bill customers in Real Time.

Our billing system offers a web based Call Detail Record (CDR) based on the phone used so you can easily separate calls by "room or cabinet". All call data is provided on-line in real time and per minute fees can be "marked up" to further increase your profit. You can easily re-configure your existing VoIP equipment and start today. Callika call credit has no expiration and we do not charge a connect fee or other hidden fees.

How Much Are Devices from Callika?

Bring Your Own Device or purchase one from us.

The Callika system is open and supports almost all SIP compatible devices. The following are IP phones and adaptors which can be purchased through Callika.

Remember, you can purchase unlocked devices from the vendor of your choice for use with our system.

Callika Device Pricing (End user Price to give you an idea the reseller price will be negotiate in the time of purchase)

Linksys PAP2 (2 line ATA)	\$75
Linksys SPA1001 (1 line ATA)	\$65
Grand Stream 486 (router)	\$50

- * All products are available for shipment anywhere in the world. Duties and other fees might apply.
- * For quotes on larger volume Device orders please contact our sales representative
- * The price subject to change without further notice

US PAY AS YOU GO PACKAGE

For end user

Example of one of our package that we offer to our end user customer is as follow:

Callika US Pay As You Go package gives you:

- Select your Phone number from any City in US
- unlimited receiving call
- full featured phone service

with monthly bill of \$6.99. Call outs 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 soft-phone and all users can make calls.

Callika Prepaid calling allows you to service a wide range of customers from a single phone home 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 see fit. We also provide the ability to limit where your users can call so you can restrict use to the countries of your choice. Callika Prepaid service allows you to offer multiple simultaneous calls to call shops, telemarketing firms and business customers.

What is Best Quality Routing?

Best Quality VoIP Routing now available for Callika Resellers

Callika allows you to choose which rate table you want to use for your customers. Currently, there are two choices: either **"Standard Retail"** or **"Premium Quality Retail"**.

Your accounts start off using the default, which is Standard Quality Retail. The Premium rates use routes that offer higher quality, subsequently the per minute rate is typically (but not always) higher. The Rates for each are displayed on the Route Info page. In situations where you are not happy with the "quality" of calls to specific locations you can experiment with using the Premium rates.

What are you waiting for?

Work in your desired area under your own brand.

In order to protect you, Callika protects your brand by totally masking our identity so your company is seen as the service provider. (if you want to work under name of your own company)

You own the customer, not us.

Focus your attention on gaining new customers and we will provide a quality service that you can depend on, now and in the future.

Start fast with no monthly commitments.

Callika provides resellers a complete solution without any monthly commitments or minimums, so you don't need a large investment to start your VoIP Business successfully and quickly.

Sell our products and services for the name and the price you want!

You can easily mark-up our prices and even create variable rate tables for your customers.

Don't Wait just Start Today

Integrate our system in your website!

You can integrate our User Control Panel, Rate Calculator and Phone Number availability checker to fit within your website and trademark layout.

Sell your own hardware or sell ours.

We do not lock the devices and you are free to use any SIP device with our service.

Manage your VoIP business real-time anywhere.

Our Reseller Admin Panel is the most flexible, powerful tool in the industry. We spent millions building our systems so you don't have to!

Contact us to SIGN UP to become a Callika Reseller today:

reseller@callika.com

+1 604 809 7187

Sign Up now and start Reselling VoIP service Today

Don't miss out on this chance to offer telecommunication services at the beginning of the VoIP trend and word financial crisis. Depend on our industry experience and commitment to providing quality and reliability while you focus on building your business and winning the customers.

Join Callika and get VoIP to your customers, before someone else does.

Contact us to SIGN UP to become a Callika Reseller today:

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Wondering how to get started?

Follow these simple steps:

Choose which Reseller options best suits your needs:

Choose Option one "Service, commission Base"

You do not need anything just get customer information and we will set the account for him.

You works as an agent for Callika and sells our service and earns commission.

Choose Option two "Private label"(it require One-Time setup fee)

You will work independently and have your own website and your own online banking. Their end user will see only you as service provider. In the other side Callika as a service provider support your backbone and providing service to you.

You can sell VOIP service through your own company name and you can setup your own price.

The purpose of the Introductory Package is to introduce you to our service, web interface, and Reseller Admin Panel. Once you are a reseller you can purchase any of our services as needed on a customer by customer basis. There are no monthly fees associated with joining our reseller program. You will only receive monthly recurring fees if you order services that include them. Once you join the program and your account is activated you will receive an email with our Reseller Manual and access to the Reseller Admin Panel where you can begin to customize your panel.

**Place your order to become a Callika
reseller**

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**Sign Up Today and start selling VoIP
tomorrow!!**