

Big Business Communications...
VOIP
...at small business prices

**The Virtual Centrex Service
Call Charges Explained**

Bewcastle Consulting Ltd

Call charges Explained

Using the Centrex VoIP Service from Bewcastle Consulting

There are a number of different types of telephone call you may make and these are described below.

VoIP calls

All calls which originate and terminate on your own or a qualifying VoIP service are **free** of charge. These include all extension to extension calls (local and remote).

A qualifying VoIP service is one which subscribes to the **open Centrex standard** for business internet telephony. All VoIP services provided by Bewcastle Consulting conform to this standard. So, for example, calls you make to Bewcastle Consulting are free. Ask us for a list of qualifying VoIP service providers.

Note: Skype and Vonage are not qualifying VoIP service providers because they each use their own system. They are said to be *closed systems* and they do not inter-operate with other internet telephony service providers. They are primarily intended for personal use.

UK PSTN calls

Non-VoIP calls are referred to as *breakout calls* because they break out from the VoIP environment. All calls to the public switched telephone network (PSTN), both local and national, are charged at **1.25p per minute** during the day. Charges for these calls are less than that BT's standard tariff.

Foreign Calls

Calls to destinations outside the UK (both to landlines and mobiles) are considerably cheaper than BT's standard charge rate. No differentiation is made on time of day of the call. Each country is charged individually and we list opposite typical charges for a variety of destinations. If you frequently call a particular country, ask us for the call charge for that country.

UK Mobile

Generally speaking, calls to UK mobiles from your Centrex VoIP service cost about the same as those from a BT phone. Calls to UK mobiles are typically charged at **10p per minute**. If you have a calling pattern which includes a mix of mobile and landline numbers, then you are still likely to save money on call charges. We can advise you. If you make a lot of calls to UK mobiles, then it may be worth considering a **VoIP mobile gateway** which considerably reduces the cost of UK mobile calls. You would have to balance the capital cost of the VoIP mobile gateway with the call savings. If you would like more information, then please contact us.

Special Numbers

Calls to **your own** 0800 numbers are charged to you at **3p per minute**. Calls to other 0800 numbers are free.

Charges to 0845 and 0870 numbers are shown in the table below. Calls to premium rate 0900 numbers vary and are set by the service provider.

Typical Call charges

In the table below, we quote charges for peak time calls (ie between 8.00 am and 6.00 pm). Call charges off peak and at weekends are cheaper still. We bill by the second and there is a minimum charge of 1.5p per call (except freephone calls).

All charges are quoted exclusive of VAT.

Call To	Bewcastle Centrex VoIP Service (per minute)	BT (per minute)
Local	1.25p	3.36p
UK National	1.25p	6.73p
UK Mobile	From 10.00p	variable
0845	3.00p	variable
0870	7.00	variable
European landline *	1.50p	31.00p
European mobile *	15.00p	54.00p
China landline	1.50p	£1.00
China mobile	1.50p	£1.24
Taiwan mobile	12.00p	£1.20

* Using Germany as an example

Why do rates vary so much and why is it cheaper to call China than Europe?

Call costing is a notoriously complex topic. Basically, there are three parties involved in setting up a telephone call: the originating Telco, the terminating Telco and the carrier in the middle who connects them together. The Telcos and the intermediate carrier charge the caller to use their equipment. The call charges are collected by the originator and divided up between the three parties according to their charge rates.

Secondly, call charges to subscribers are generally speaking based, not on cost+ accounting, but on what the market will stand. It costs no more to route a call in Germany as it does in the UK, yet call charges in those countries are different. Germans won't pay what we do! In China, for example, call charges are low, because the cost of living is low compared with the UK. They might only charge their locals a few pence to make an international call because that's all they can afford, or will pay. We can take advantage of these low local rates and we pass on the savings to you.

Whilst we can charge you 1.5p per minute (and make a profit on it!), BT also use the internet to ship calls to China and they operate in the same way. Yet they charge £1.00 a minute for their calls to China – simply because most people *will* pay it – until now!

I am interested, tell me more!

For further information and to order your own Centrex VoIP service, please contact us:

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