

# Internet Telephony Service Provider

**Voxbone provides Rebtel with international telephone numbers for client-less calling solutions**



## Executive Summary

Rebtel is a modern Internet telephony service provider that combines the convenience of traditional fixed and mobile phones with the advantages of low-cost VoIP routing. In 2006, Rebtel created a one-stage dialing solution that allows its subscribers to reach international contacts via a local phone number. Augmented with smartphone and PC applications since then, Rebtel's primary service enables users to make international calls at local rates from any landline or mobile phone. To ensure the lowest cost and best service for Rebtel's international calling plans, Voxbone has provided local phone numbers from 42 countries, using its VoxDID service.

## The Challenge

In 2006, Rebtel wanted to create a calling service that would enable users to speak with friends and family members in foreign countries at reasonable rates, regardless of whether they were using mobile phones or smartphones. Given the dramatic growth of international call volumes, there was significant potential to offer an alternative calling solution and compete against established mobile operators.

Rebtel built a global VoIP network with competitive termination rates, but it needed to develop a client-less solution that could be used on any mobile or landline phone. As such, the only way the service could work was to give mobile phone subscribers a local phone number for each of their international contacts. This would have required Rebtel to make agreements with local operators from around the world in order to obtain local telephone numbers or to access network services that would support Rebtel's advanced signaling and transmission specifications. The cost and inconvenience made that approach unattractive.

## The Solution

Rebtel teamed with Voxbone to take advantage of Voxbone's licenses, telephone number blocks and extensive access network. VoxDID enabled Rebtel to extend the market reach of its new service rapidly and with limited costs. VoxDID provides geographical and national phone numbers from more than 50 countries and 4,000 cities for direct inward dialing (DID). Calls to these telephone numbers are converted from PSTN to VoIP and are routed to anywhere in the world over Voxbone's intercontinental private IP backbone.

In a growing number of countries, existing telephone numbers can be ported to the VoxDID service. Numbers can be ordered and configured in real time via Voxbone's Web-based administration portal (VoxCOMMAND) or API (VoxAPI).

*"With the help of Voxbone, Rebtel has been able to launch its Direct Call Service and thereby become the second largest mobile VoIP provider after Skype. VoxDID is a key element of this client-less solution."*

Andreas Bernström, CEO of Rebtel

Rebtel's Direct Call Service enables subscribers to register their international contacts and receive a unique local phone number for each one. Voxbone, which provides many of these numbers, forwards an incoming call to Rebtel. Rebtel then terminates the call on its subscriber's landline or mobile number at a low VoIP rate. Cost savings are passed directly to the subscriber, who pays a low per-minute fee to Rebtel and a local calling fee to his or her mobile or fixed-network provider.

## How it Works

To use Rebtel's Direct Call Service, users sign up at [rebtel.com](http://rebtel.com) and enter their phone number, as well as the international phone number of the person they want to call. Rebtel provides the user with a local number that can be saved to the phone book as a substitute for the international number. Whenever the local number is dialed, Voxbone collects the incoming call on the PSTN network in the country of origin and converts it to a VoIP call. The call is then transported over Voxbone's global VoIP backbone and delivered to Rebtel's network. Rebtel matches the dialed local phone number and the CLI of the mobile subscriber to determine the destination number. Rebtel then handles the international leg of the call to deliver it to its final destination.

Rebtel also offers Free International Calls, a double dial calling service, which enables subscribers to dial a local access number that's provided by Voxbone, while inputting the destination number in a second step. The model is similar to a traditional calling card but it has several advantages. Thanks to Voxbone's CLI features for access numbers, there is no need to enter a PIN. Additionally, users are recognized by their phone number, which removes the hassle of a physical calling card.

Calling solutions from Rebtel also are available as applications for iPhone, Android and Blackberry.

## Success Story

In March 2011, Rebtel reached 10 million users and a revenue run rate of \$60 million. Rebtel has processed more than 1 billion minutes of calling, with more than 150 million calls made since 2006. Today, Rebtel is the world's second-largest provider of VoIP calls originated from mobile phones.

## Rebtel - Company Profile

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|----------------------|---|
| <b>Category:</b>     | Internet Telephony Service Provider                                   |
| <b>Type:</b>         | Privately held  |
| <b>Founded:</b>      | 2006  |
| <b>Employees:</b>    | 50  |
| <b>Key People:</b>   | Andreas Bernström, CEO<br>Hjalmar Windbladh, Founder and Board Member |
| <b>Website:</b>      | <a href="http://www.rebtel.com">www.rebtel.com</a>                    |
| <b>Headquarters:</b> | Augustendalsvägen 19<br>131 27 Nacka Strand<br>Stockholm,<br>SWEDEN   |

## About Voxbone

Voxbone is the market leader in providing worldwide geographical, toll-free and iNum® telephone numbers, enabling Internet communications services providers, global carriers, national operators and enterprises to extend the reach of their voice services internationally, rapidly and with minimal costs. The company delivers high-quality inbound communications (often referred to as direct inward dialing, or DID) from more than 50 countries and more than 4,000 cities around the world.

For more information, visit [www.voxbone.com](http://www.voxbone.com) or connect with Voxbone on [LinkedIn](#) or [Twitter](#).

## About Rebtel

Rebtel is an Internet phone company that makes it possible to use any phone in over 50 countries to call anywhere in the world for just pennies per minute or for free. Rebtel customers only pay for the minutes they use. There are no monthly fees, no connection fees, or hidden costs. Free calls are possible between over 50 countries served by Rebtel and only one of the two people on a call must be a Rebtel customer.

For more information, or to start using Rebtel, go to [www.rebtel.com](http://www.rebtel.com).



**voxbone**

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