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NOBEL 1998

DIAMOND 888

REVOLUTIONIZING TELECOM

Summary

Diamond 888

Nobel LTD

NOBEL 1998

Leader in USA online and prepaid sales

$250+ Million of worldwide sales

4 Billion minutes of traffic annually

55% Organic traffic

Worldwide TopUps in a matter of minutes

SMS

Over 700 carrier interconnections

DIAMOND 888
REVOLUTIONIZING TELECOM

A performing Routing Platform

Diamond 888 is a routing platform that allows the user to select, create and modify specific routing schemes on various destinations, all according to the user's own necessities. It is an in-house built software system with specific features that facilitate A-Z connectivity according to the client's requirements. Sporting an automatic routing system that updates itself every 2 hours, Diamond 888 has become the favorite option for companies that have their own organic traffic and require outstanding quality and 24/7 assistance, all year round.

▶ *A-Z Conectivity*
▶ *Direct Routes*

Comprehensive Tools

An element that sets this product apart from other existing products is the multitude of tools incorporated within the interface. While creating the platform, the team has always had in mind living up to the trust that Nobel clients have offered our company for years.
Therefore, Diamond 888 displays its current cost and quality statistics accurately. Overall, Diamond 888 average stats are at 70% ASR and 10min ACL on all international A-Z traffic.

▶ *Retail Quality*
▶ *Competitive Rates*

Support

In order to always achieve and most importantly maintain good and stable quality, Diamond 888 offers a 24/7 NOC that, in a highly professional manner, monitors all routes and troubleshoots all issues reported.

▶ *24/7 NOC*
▶ *Customizable Routing*

Routing Flexibility

Due to a high degree of transparency in terms of routing, the client has access to 4 routing options:

- *Nobel Routing*
- *Rate Based Routing*
- *Quality Based Routing*
- *My Advanced Routing*

Nobel Routing

This routing option copies Nobel's own retail routing, up to maximum the threshold rate. The user can enable Nobel Routing when interested in getting constant good quality without having to closely monitor the route on a daily basis. Nobel's NOC team monitors all routes on a 24/7 basis so, if this option is selected, the client can enjoy these benefits without allocating the time themselves. We call this option "the outsourced NOC".

Rate Based Routing

This routing option allows the user to input his own rate, ASR and ACL for the traffic to be routed at. This option will select the cheapest carriers that Nobel has in its retail routing in an ascending order, up to the max rate inserted; the traffic will then be routed according to this new scheme. The Rate Based Routing option can be enabled when the primordial interest is terminating the traffic at the lowest cost possible.

Quality Based Routing

This routing option allows the user to input his own rate, ASR and ACL for the traffic to be routed at. The option will order routes according to the quality they provide. The route will be composed of the carriers which Nobel has in route that were previously sorted in descending order according to their quality. The Quality Based Routing option can be enabled when the primordial interest is terminating the traffic at the highest quality possible.

My Advanced Routing

This routing option gives the user the choice to select from various vendors we have in route, on specific breakouts, the one considered to meet the client's needs in terms of quality stats or rate. The client can use My Advanced Routing Setup when wanting to be certain of the cost and quality.

DIAMOND 888 - User Interface

Routing Option Page

The routing option page displays the client's and Nobel's average cost, ASR and ACL on a destination for the past 24 hours; it updates every 6 hours. The page also shows the period for which the stats and costs have been computed as shown in the below picture.

Top 20 Destinations

Another important page is called "My Top 20 Destinations" where the user can view his top 20 Destinations on the following given timeframes: 6h, 24h, and 7days. Next to the "My top 20 Destinations" box the exact time period that applies to each selectable option is shown.

My Top 20 Destinations

02/04 06:00 UTC - 02/05 05:59 UTC

6 Hours	24 Hours	7 Days

Breakouts	Calls	Minutes	ASR	ACD	Avg Cost	Cost
1 INDIA-XCELL	233,548	1,412,968	55%	11.0	$0.0067	$9,457
2 GUATEMALA-XCELL COMCEL	130,504	844,871	74%	8.8	$0.1085	$91,668
3 BANGLADESH-XCELL GRAMEEN	51,313	349,955	62%	11.0	$0.0125	$4,374
4 INDIA-XCELL BSNL	53,383	319,868	56%	10.7	$0.0067	$2,148
5 MEXICO	19,839	319,606	73%	22.1	$0.0025	$799
6 GHANA-XCELL MTN	81,039	268,644	51%	6.5	$0.1850	$49,699
7 LAOS-XCELL	24,984	237,651	58%	16.4	$0.0610	$14,497
8 PHILIPPINES-XCELL GLOBE	48,536	225,695	50%	9.3	$0.1000	$22,569
9 MEXICO-XCELL EA	23,072	202,109	73%	12.0	$0.0200	$4,042
10 ETHIOPIA-XCELL ADDIS	40,593	183,642	58%	7.8	$0.1890	$34,708
11 DOMINICAN REP	29,548	148,987	53%	9.5	$0.0153	$2,275
12 ECUADOR-XCELL PORTA	35,279	143,937	51%	8.0	$0.1650	$23,750
13 GUATEMALA-TELGUA	21,799	136,601	62%	10.0	$0.0539	$7,363
14 NIGERIA-XCELL MTN	24,970	128,645	56%	9.2	$0.0265	$3,409
15 BANGLADESH-XCELL AKTEL	25,873	115,497	48%	9.3	$0.0125	$1,444
16 KENYA-XCELL SAFARICOM	23,416	95,536	51%	8.0	$0.0750	$7,165
17 ETHIOPIA-XCELL	23,475	90,333	52%	7.4	$0.1890	$17,073
18 MEXICO-XCELL NEA	12,234	88,969	57%	12.8	$0.0200	$1,779
19 DOMINICAN REP-XCELL ORANGE	16,854	88,417	86%	6.1	$0.0592	$5,234
20 CUBA-XCELL	33,989	78,004	45%	5.1	$0.5800	$45,242

Reports Page

For better troubleshooting and decision-making, the user has access to customizable traffic reports where the traffic can be seen on a particular destination with stats and costs like in the below picture.

DIAMOND 888 - Advantages

It updates in real time

The platform doesn't sell a destination at a fixed rate; any decrease on our retail partition is passed onto Diamond 888.

The user can choose his own rate

Diamond 888 will not charge the client more than the entered threshold rate. In the unlikely event that the route will no longer be available at that desired price, the routing system will return all calls with a proper disconnect cause.

Prior testing by Nobel

Unlike any other products, Diamond 888 offers reliable traffic stats, as the numbers displayed are the live ASR and ACL of Nobel's own organic traffic.

24hour Stats

The client can see Nobel's retail stats and average cost on any destination for the past 24 hours.

Detailed Invoice

The client has access to the invoice issued for his activity, and also has the possibility to see exactly how many minutes were completed at a certain rate for each breakout.

E-mail Notifications

E-mail alerts are sent to the client in case one of the following happens:

- Posting of a new invoice
- Maxing out capacity
- Changing the default thresholds or routing options
- Having no route available for a destination

DIAMOND 888 - F.A.Q.

Why is Diamond 888 the perfect product for the retail traffic?

Diamond 888 offers the client the possibility to terminate his traffic through Nobel's retail routes which have excellent and reliable quality on A-Z destinations due to the team that monitors the routes 24/7.

What is the rate Diamond 888 charges me?

The maximum rate the customer can be charged at is the default threshold rate, in case the Routing type is Nobel Routing or the rate set by the customer.

How often the default rates change on Diamond 888?

The default rates change twice per month, and these are posted on the Diamond 888 interface and sent by e-mail 5 days before the effective date of the rates.

What are ASR and ACL thresholds?

ASR and ACL thresholds are the minimum stats the client can have on a specific destination. These can be changed by the customer depending on the Routing type used.

What are the basis for routes changing on Diamond 888?

The routes on Diamond 888 are changed either if the client changes his Routing Option or if there is a change in Nobel's retail routing.

Can I make the routes changes immediately or do I have to wait 2 hours for them to update?

The routes are updated by an automatic routing script which runs every 2 hours starting 00:00 UTC time. Therefore, each time the client makes a route change it must wait for the next Diamond 888 update.

NOBEL 1998

Rechargeable Phone Cards

PIN-less Dialing

Domestic & International Connectivity

Postpaid & Prepaid Phone Services

Facilities-based Carrier

Advanced TDM/VoIP Network

24/7 Customer Support

Nobel's Points of Presence

Dynamic, innovative, Experienced

www.nobelglobe.com

Nobel is a facilities-based carrier, with presence in seven global Super-POPs. Nobel operates an advanced TDM/VoIP network, supported by a 24/7 NOC. Nobel has a reputation of being a reliable and stable carrier; this is the result of a strong dedication to always satisfy our partners by measuring up to expectations and honoring commitments.

NOBEL's POPs map

Nobel CLI MAP

Afghanistan	Colombia	Hungary	Montenegro	South Africa
Armenia	Congo Republic	India	Netherlands	Spain
Australia	Cyprus	Iran	Nicaragua	Sri Lanka
Austria	Czech Republic	Ireland	Niger Republic	Saint Kitts
Bangladesh	Dem. Rep. Of Congo	Israel	Nigeria	Saint Lucia
Barbados	Denmark	Italy	Norway	Saint Vincent
Benin	Dominica	Ivory Coast	Pakistan	Sudan
Botswana	Dominican Republic	Jamaica	Panama	Sweden
Brazil	Ecuador	Japan	Peru	Switzerland
British Virgin Islands	El Salvador	Jordan	Philippines	Tanzania
Bulgaria	France	Kenya	Poland	Trinidad and Tobago
Burkina Faso	Gabon	Liberia	Romania	Tunisia
Cameroon	Germany	Lithuania	Russia	Turks&Caicos
Canada	Ghana	Luxembourg	Rwanda	Uganda
Cayman Island	Grenada	Madagascar	Senegal	United Kingdom
Central Africa Republic	Guatemala	Malawi	Serbia	USA-Continental
Chad Republic	Guineaa	Malaysia	Seychelles Island	Ukraine
Chile	Guinea Bisseau	Mali	Sierra Leone	Venezuela
China	Hong Kong	Moldova	Slovakia	Yemen
				Zambia

● **100% CLI ROUTES**

NOBEL Business Divisions

Retail Platform

Diamond 888 is a powerful routing platform that allows the user to select, create and modify specific routing schemes on all destinations according to his own necessities.

www.nobeldiamond888.com

Consumer

Through its websites, Nobel offers a variety of 'virtual' prepaid and postpaid calling cards to customers that want to communicate long-distance at competitive rates and high quality.

www.nobelcom.com
www.enjoyprepaid.com

Retail

We provide wholesale distribution of virtual and physical phone cards globally. With private label, usage, online and general PIN distribution, Nobel is a major player in prepaid phone card distribution.

www.nobelusa.com
www.nobelone.com

Wholesale

Nobel is a facilities-based carrier, with presence in seven global Super-PoPs. Nobel operates an advanced TDM/VoIP network, supported by a 24/7 NOC.

www.nobelglobe.com

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Tegucigalpa
Chicago
Dallas
Mexico City
San Francisco
Tokio
Vegas
Los Angeles
Hawaii

NOBEL POPs
Customer visits
Shows attended
Regional offices
Regional presence

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