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"Softswitches, Switches & Platforms"

By D. Douglas Graham

### **Telcan Inc.**

Based in Toronto Canada, Telcan is a facilities-based provider of value-added voice services to consumers and small business around the world. Services include prepaid phone cards, enhanced toll-free numbers with unified messaging, international callback, dial around and live online collaboration tools (web-chat and web-callback).

"There are two main industry problems that Telcan has identified", says Anton Mendoza, president and CEO. "First, the prepaid card business is becoming more competitive and providers need to make a profit. Current retailers and distributors can't control the pricing models of the cards they sell as some providers constantly change pricing and fees, differing from advertised rates. Second, more cards are being sold online and retailers need to find more dynamic and easy methods to integrate back office with front stores to reduce provisioning time and improve cash flow."

Telcan offers a low risk and affordable ASP model that enables companies to use a web interface to build a prepaid card business in just a few hours without capital investment, Mendoza says. The model includes distribution level setup, PIN batching, card products, and the instant integration of shopping cards with back office. According to Mendoza, the system allows for better control of products, increased profit margins and improved cash flow.

"Telcan has been developing turnkey solutions since we started the operation," Mendoza says. "We can customize features and methods to satisfy special requirements. We also can deliver call details instantly over the web. Great features and tools, along with excellent international terminations, 24-hour direct support and experienced account management, make Telcan a prime choice for complete turn key solutions."

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