



# CARRIER SERVICES

Now we are talking!



# SUMMARY

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## RELIABLE & STABLE **CARRIER**

Nobel's reputation of being a reliable and stable carrier was earned by a strong dedication to constantly satisfying its partners by always holding up to expectations, being a reliable and flexible partner and honoring commitments.

This is the rewarding outcome not only of our clear long-term vision but most importantly, of our ability to adjust according to the ever changing telecom market in order to meet the needs of all our customers. Holding up to partnership and always delivering on time has always lead Nobel into healthy business relationships.



## SALES **FORCE**

The Wholesale team is made of professionals with a vast experience in the telecom industry and a very good understanding of global wholesale market in general. Nobel customers are met by a motivated sales team, whose dedication will always be creating and maintaining competitive products.

The challenges of wholesale trading will always be there, such as unreliable carriers that oversell, difficulties in reaching decision makers or the lack of initiative/ responsiveness on the other side. All these challenges are welcomed by our team with a positive mindset. Knowing and understanding our customers' needs, will be always our key drive in the sales force of Nobel.



## SWAP DEALS

Nobel is one of the market leaders in the USA prepaid calling cards market, with a constant growth rate. This fact stands as a major advantage in the direction of stability, enabling opportunities for traffic swap deals with its partners for mutual benefit.

The swap deals are based on opportunities that are to be followed through, both by us and our partners, with the main goal of obtaining reciprocal benefits. In today's ever-growing tougher market, reciprocity is the key to healthy business partnerships and the main business development driver for Nobel's carrier sales team.



## CAPACITY **AGGREGATOR**

Constant research of the international telecom market gives access to the most competitive options for terminating traffic to various destinations. Nobel's buying team is taking initiative even further, by proactively targeting destinations with high traffic, aggregating capacity to complete it and finding new opportunities of acquiring new traffic at all times.

Nobel commits to always provide capacity in peak and off peak periods on its strongest markets and become a key supplier for Tier 1 carriers and not only. This is made possible by granting them access to routes and prices that otherwise would be inaccessible due to the multitude of interconnects necessary for each one of them, or any other reasons from insufficient time, man power or excessive bureaucracy.



## DIRECT **ROUTES**

The buying force of Nobel is supported by an increasing number of interconnections to direct routes. The effort of maintaining and promoting these routes is an ongoing process, which will naturally mold on the needs of today's competitive market, oriented to make the most out of each new opportunity and having the ultimate goal of increasing overall quality at an affordable price, all this for the benefit of the outmost interconnected customer.

By maintaining and continuously adding a high number of direct interconnections, Nobel wishes to become a reliable supplier of competitive high quality routes and capacity to tier 1 carriers, who otherwise have little resources available for interconnecting to so many niche oriented providers.



## FINANCIAL & OPERATIONAL **STRENGTH**

Nobel has a strong Financial Balance Sheet that is audited annually by KPMG International. We pride ourselves on supporting our partners with prompt payments and have the financial resources to take advantage of spot market opportunities quickly, when our in country partners need additional financial support. Our Financial strength makes us one of the few Independent Carriers that have the resources to support PTT's, ILEC's and CLEC's world-wide and elevates us to an envied position in the Industry.

Our operational setup is optimally constructed: from the initial contact process to the technical set up, from carrier relations to finance matters. Over 10% of Nobel's 275 staff are dedicated to Wholesale including: Buyers, Sellers, Routing and Pricing Management, Technical Support, Customer Service as well as our own in-house counsel to help the contract process flow seamlessly. We can also draw upon our team of 20 in-house SW development professionals to create industry leading systems and back office integration.



## QUALITY **DRIVEN**

Our wholesale team is constantly striving to achieve the quality benchmarks for each product and for each destination.

This is made possible by our advanced software tools, that are built to monitor traffic in real-time. On a daily basis, route performance is tested in order to constantly improve quality stats.

Our daily quality improvement efforts are backed by a great number of automations and efficiency indicators are always monitored and top quality is ensured for all our customers.



## NOBEL **ROUTING**

In terms of routing, the Wholesale division has the benefit of percentage routing, multiple partitions and routing by code. The setup allows managing routing for each customer on its individual set of partitions, according to each product.

On the other hand, routing by code takes the advantage of even the most in-depth network break-outs, and along with percentage routing, creates the most versatile routing mixes capable of distributing traffic according to available capacity and facilitating the selling process.



## DEDICATED **24/7 NOC**

Nobel's NOC offers around the clock services in our constant focus to maintain our quality stable and address any reported issue accordingly.

NOC is also proactive in monitoring quality stats, addressing technical issues to the switching department, adjusting poor performing routes when needed and opening tickets with underlying carriers in order to solve temporary matters.



# HIGH **VOLUMES**

Ever since the Wholesale division was formed in 2003, the business has been on a constant growth trend and has currently reached more than 1 billion minutes per year.

The key to this has always been our long-term strategy where buying was based on interconnections with PTTs, strategic international telecom carriers and direct in country routes.



# Mission Statement

**TO BE THE LEADER IN THE  
INTERNATIONAL VOICE BUSINESS.**

We achieve this by embracing our individual talents and our team's entrepreneurial spirit to the fullest potential.



# NOBEL CORPORATE PROFILE

## About Us

Nobel is a market leader in the global telecommunications industry. Founded in 1998 by Thomas C. Knobel, Nobel has grown rapidly. Being the first company to tackle the online prepaid phone cards market with NobelCom.com, Nobel is now offering a variety of telecommunication services, including the online selling of prepaid virtual phone cards worldwide, physical distribution of phone cards in the US, postpaid and superior carrier services through its PoPs in Los Angeles, New York, Toronto, London, Frankfurt, Hong Kong and Bucharest.

## Awards & Recognition

The success of Nobel was recognized in 2004 when it ranked # 79 on Inc. magazine's 23rd annual list of fastest growing private companies in the United States.

## Competitive Advantages

A key advantage of Nobel is a network that allows us to offer highly competitive rates for every service. Nobel's TDM/VoIP network includes a powerful, fully integrated billing system that enables customers to bundle multiple components under a single billing platform. This makes the tracking and customization of the product simple, yet incredibly effective for its customers. In addition, all products are supported by Nobel's own 24/7 call center (for Retail Customers) and NOC (for Carriers).

Today, Nobel is based in Bermuda, with its main office in Bucharest, Romania.



# NOBEL DIVISIONS

## 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](http://www.nobelcom.com)

[www.nobelcom.co.uk](http://www.nobelcom.co.uk)

[www.enjoyprepaid.com](http://www.enjoyprepaid.com)

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## Distribution

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

[www.talkhome.com](http://www.talkhome.com)

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## Wholesale

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

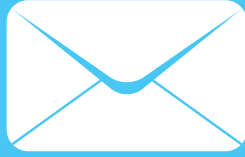
[www.nobeltel.com](http://www.nobeltel.com)

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## 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](http://www.nobeldiamond888.com)



# WHOLESALE CONTACTS

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