PortaOne

African
Meetup
2024

www.portaone.com

Divide and Rule:
PortaSwitch Rental Models

- Διαίρει και βασίλευε
  Philip II of Macedon, the 4th century BC

- PortaSwitch virtual environments,
  currently used by over a dozen of
  PortaOne customers to make money

- What for and how?

Only internal usage

- Groups of customers

- Product lines

- Corporate divisions

- Different brands

- Business localization (e.g. language, currency)

Branded AKA White Label Resellers

- Normally, no additional charge for PortaSwitch usage

- No products of their own

- Your products with commission or discount

Independent traffic resellers

- Bundle their own products with your capacity and traffic routes

- Access to your PortaSwitch is an additional benefit that justifies an extra monthly fee

- Can be used as a bargaining chip or retention mechanism

ASP Model

- Application service provider with PortaSwitch

- Not only your termination and capacity

- Rental fees is a significant part of revenue

- Fees may be based on specific features

- Add-ons and services around PortaSwitch

- Examples of customers:
  – light MVNOs
  – local cloud PBX providers
  – small ISPs