

# BICOM SYSTEMS & APIO TECHNOLOGIES

## How They Revolutionized the Colombia National Lottery

### BACKGROUND

APIO TECHNOLOGIES is a Colombian company that offers the latest Information & Communication Technology to companies of all sizes. They offer a wide range of products including IP telephony, IP video surveillance, and wireless infrastructure data solutions and serve a number of significant customers, including the Colombia National Lottery.

The Colombia National Lottery is part of a category of important Apio Technologies customers: Call Shops. These provide a more economical way to communicate in some countries. The Colombia National Lottery has a distribution channel of 4000 shops.

These shops offer reduced rates for mobile long-distance and international calls. The lottery has some particular advantages in this market. Aside from its huge network, it also includes the aspect of managing cash and credit risk of many retailers.

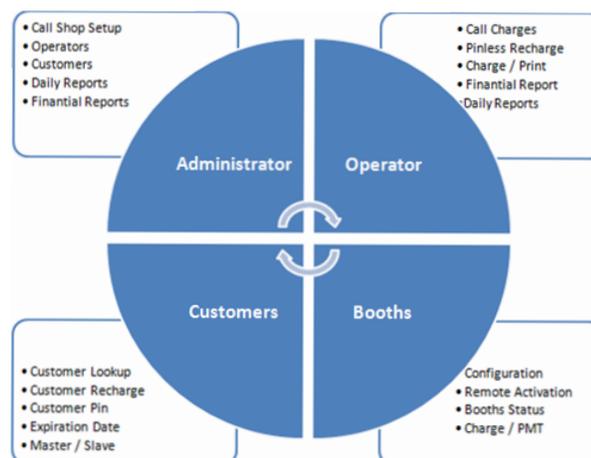


### A NEW SOLUTION

In order to better serve the Colombia National Lottery, Apio began searching for a SIP-based application that could integrate their IP and GSM telephony services to the customer's point of sale using a single web interface. They wanted to be able to control various Call Shops from one central application and utilize an integrated, automatic billing system that would also integrate smoothly with QuesCom GSM Gateway and SIM Management Solution.

Apio found the perfect solution by combining Bicom Systems' SWITCHware Call Shop Edition as a telephony module and TELCOware as an automatic billing platform. This provided one single platform from which to monitor all shops and billings, whether onsite or remotely. QuesCom GSM Gateways and SIM Management solution allow an intelligent, scalable and cost effective mobile termination into GSM networks. Each call shop connects to the Central Office server via Fiber where a series of gateways have multiple SIM cards. The SIM cards are each attached to an unlimited ON-NET calls contract with a corresponding major network. All networks are catered for and the Quescom upon receiving the caller's dialed number, will automatically select a corresponding network's SIM card. This is much less expensive than the alternative pay-as-you-go mobile telephones and the benefits of which are passed on to migrant workers helping greatly to keep them in contact with their loved ones.

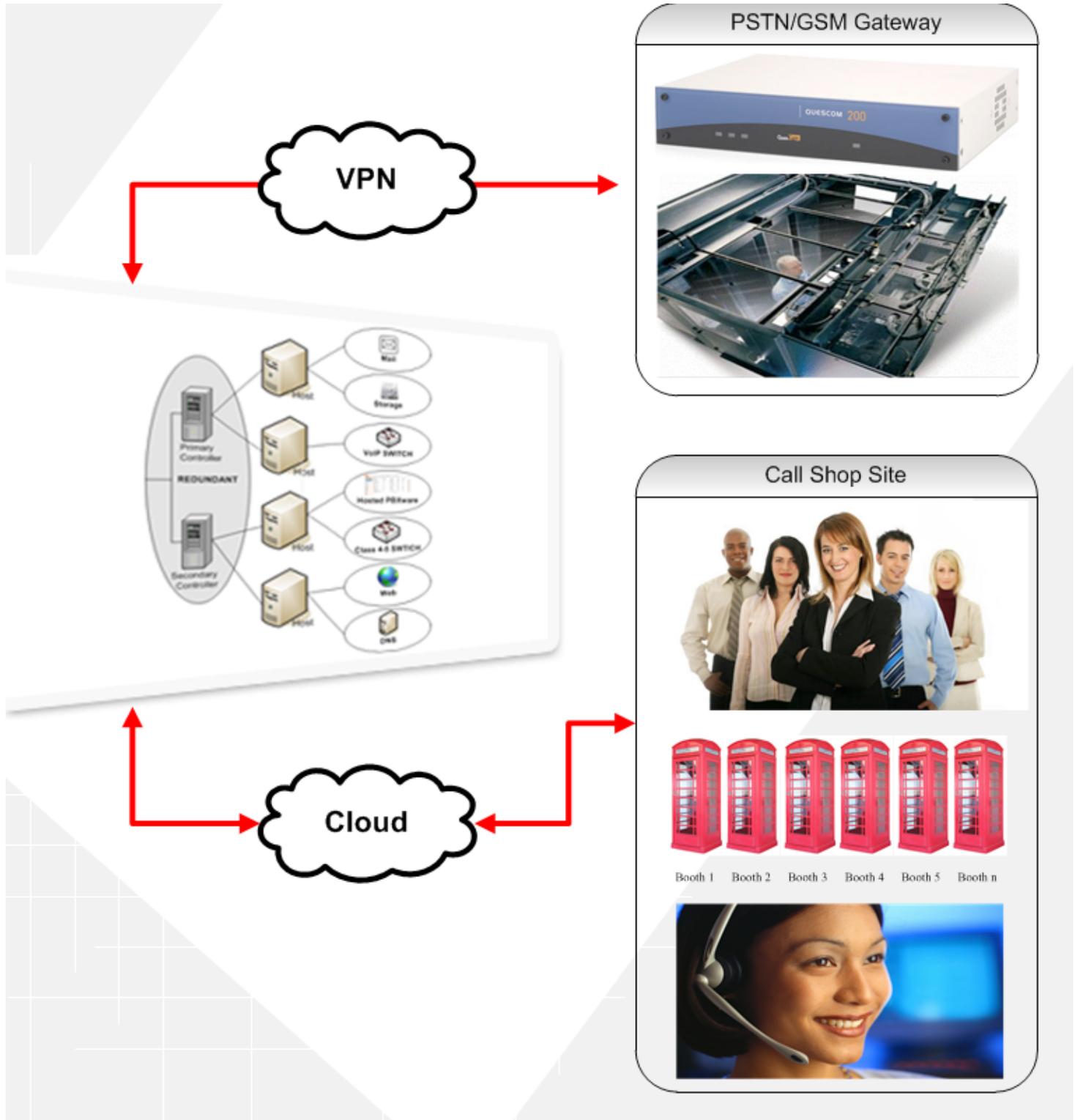
As seen in the following diagram, each user of the new systems has a number of functions and capabilities. Notice how the Administrator, Operator, Booths, and Customers are integrated into one unified system that allows each to carry out all necessary or desired tasks.



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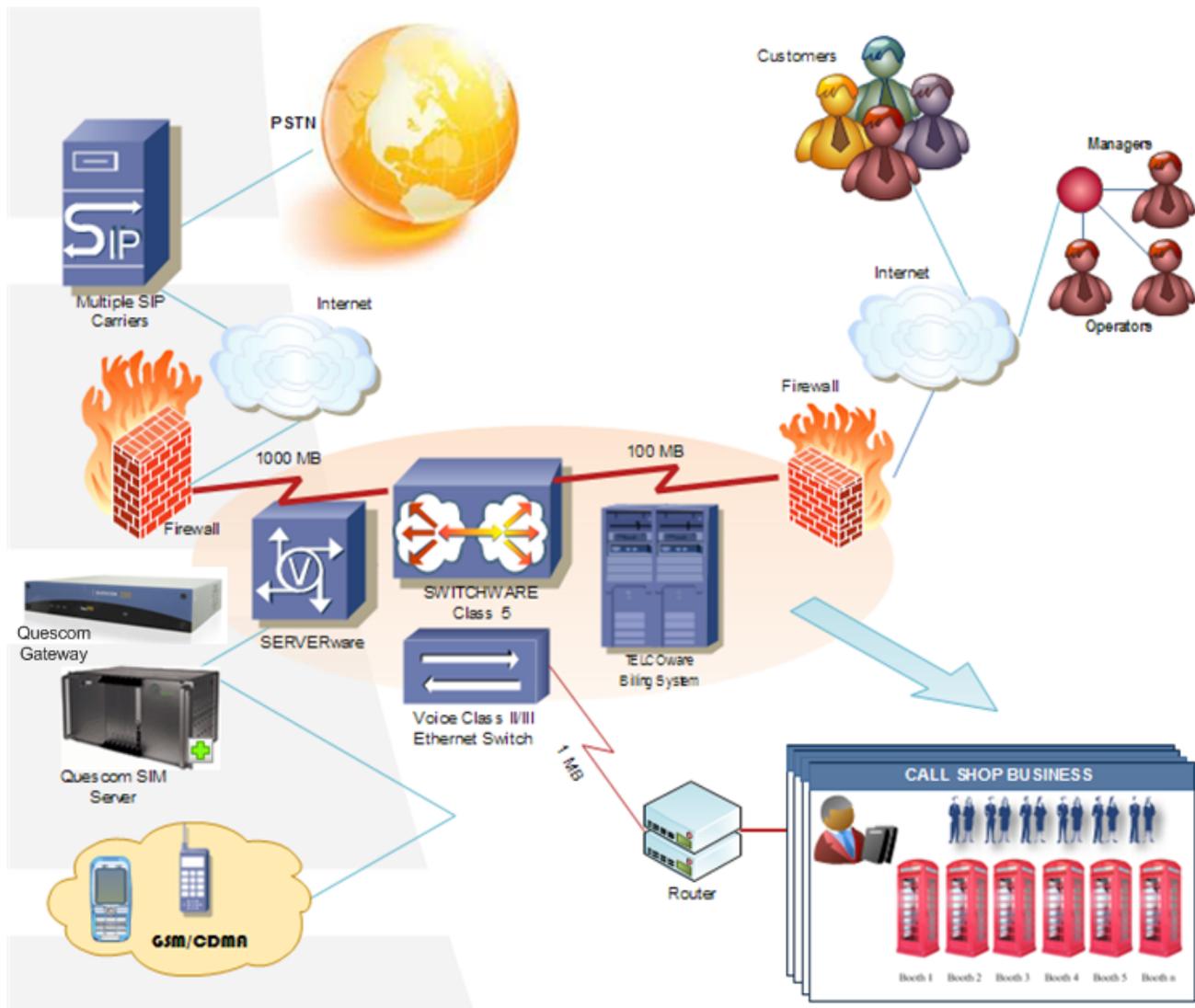
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The solution used by the Colombia National Lottery utilizes QuesCom GSM Gateway and SIM Management solutions to transport calls in and out. The following technical diagram illustrates how the process functions.



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### SUCCESS

The new TELCOware system provided to Apio saves them time as operators can simply log in to their own interface and quickly run reports, apply payments, reset accounts, view session logs, etc.

The combination of Apio Technologies' innovative plans and Bicom Systems' products and services gave Apio a huge push forward in the industry. They now offer a more unified solution to their customers, particularly the Colombia National Lottery, with the promise of simplicity, ease of use, and saved time. This gives them an edge over competition and is already aiding in the success of Apio Technologies.

### FEATURES

- Call Shop Manager (Live Monitor)
- Pinless Client Registration & Recharge
- Pinless Client Balance Announcement
- Phone Booths Registration
- Phone Booths Activation
- Rating Booths Calls
- Activity Report by Call Shop
- Activity Report by Operator
- Activity Report by Date
- Friendly Cashier Receipt
- Billing System Integration
- Daily Commission Calculation
- Online Payments
- Online Customer Interface
- Business Prepaid and Postpaid mode