



NetworkIP International Calling for MVNOs

A growth lever for subscriber acquisition, retention, and ARPU—without usage risk.

The Opportunity

For MVNOs, international calling drives subscriber choice and loyalty. When packaged correctly, it attracts high-value subscribers, increases retention and customer lifetime value, and creates incremental ARPU through bundles and add-ons.

Traditional international models undermine this upside with volatile costs, fraud exposure, and regulatory burden.

The NetworkIP Solution

NetworkIP delivers a retail-ready international calling product purpose-built for MVNO economics.

- **Bundled with mobile plans:** fixed cost per subscriber
- **Value-Added service:** rev-share or discounted retail pricing
- **Predictable costs:** Scalable upside.

How NetworkIP Drives Growth

- **Subscriber Acquisition:** Differentiated international calling plans appeal to immigrant and global-first segments where international usage is a primary buying factor.
- **Retention & LTV:** International calling increases engagement and dependency, materially improving churn and lifetime value.
- **ARPU Expansion Without Downside Risk:** NetworkIP absorbs heavy usage, destination skew, fraud, and abuse. MVNO margins remain fixed as ARPU grows.

Why NetworkIP Is Different

- **100% focus on international:** pricing, quality, competition, regulation
- **Risk transfer:** unlimited usage, fraud, and abuse sit with NetworkIP
- **Regulatory offload:** no 214 filing, no USF on international calling revenue

International calling becomes a product—not an operational liability.

The Bottom Line

NetworkIP turns international calling into a predictable, margin-safe growth engine for MVNOs. You acquire more subscribers, retain them longer, and grow ARPU—while we handle the complexity.

Ready to turn international calling into a competitive advantage?

Brian Kirk
VP Business Development
512-423-0748, bkirk@networkip.net

SMART TECHNOLOGY. SWEET SERVICE.