

**News Release**  
For Immediate Release

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**CTI Group Brings Pay-per-Use to VoIP**  
*Introducing the SaaS Call Recording Alternative*

Indianapolis, IN, September 7, 2008 — The recent economic downturn has left many Service Providers scrambling for a solution that can generate immediate revenue and that requires no upfront capital investment. CTI Group, the leading developer of wireless and VoIP recording, analysis and invoice management applications, has created a new business model to fill this niche: pay-per-use call recording.

This innovative approach is simple but inspired: CTI Group's traditional VoIP call recording system, [SmartRecord IP™](#), is now being offered in Software as a Service (SaaS) format. CTI Group's Chief Operating Officer, Bill Miller, describes the innovation: "Pay-per-use provides promising new revenue sharing opportunities to our partners and agents by offering agent and reseller programs to both individuals and Service Providers."

The pay-per-use model offers enterprise customers and Service Providers an entry into the call recording arena without a prohibitive initial capital investment and, Miller believes, will attract customers who are reluctant to commit to traditional long-term contracts. Perhaps the greatest advantage of pay-per-use is that it can yield immediate increases in ARPU for Service Providers, yet requires no commitments and no porting of numbers.

Now, by providing hosted services, CTI Group ([info@CTIGroup.com](mailto:info@CTIGroup.com)) can easily provision [SmartRecord IP™](#) for both legacy phone systems and newer VoIP solutions. Once provisioned, the call recording is billed per minute of use. The customer simply buys a block of minutes as they see fit, and all of their usage is covered until those minutes are exhausted.

CTI Group's new pay-per-use call recording software also includes a comprehensive channel marketing package; its hierarchy pages are fully customizable to users' needs and brands. CTI Group also offers white labeled channel packaging for partners and agents.

John Birbeck, CTI Group's CEO, says, "CTI Group boasts industry-leading VoIP call recording technology. Current economic trends made it clear to us that we needed to leverage that technological lead to give our customers an option to ease their transition into the VoIP space. It's clear that pay-per-use is the solution that makes that transition easiest and most cost-effective."

For more information on how call recording can benefit your organization, call CTI Group at 877.284.5669, or e-mail [info@CTIGroup.com](mailto:info@CTIGroup.com).

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