



product brochure

# TruNumber Routing

the trusted route to the right number

The ever-changing datasets caused by the constant porting of numbers, and the never-ending changes in numbering plans, present huge challenges for service providers, SMS aggregators, VoIP and content providers looking to efficiently manage interconnections and traffic termination.

Reliable number portability information is essential for the cost-efficient routing of messages and voice calls. Keeping up to date with the data can be expensive and time-consuming, but using incorrect data can significantly impact revenue and decrease profits.

Sub-optimal routing means unnecessary interconnection charges, and the price differential can cost aggregators and carriers dearly if they are unable to identify the terminating network.

Dropped text messages and incorrect routing to ported numbers mean dissatisfied customers and damaged brand integrity. Failure to connect calls can be in breach of FCC rural call completion standards.<sup>1</sup>

## the intelligent interconnection solution

The iconectiv TruNumber Routing solution is a number portability information service that can integrate with the call processing or message set-up process to validate the terminating service provider and determine the optimal route to successful completion. This enables calls and messages to be sent via the least-cost routes in the most efficient and cost-effective manner.

TruNumber Routing utilizes detailed and continuously updated\* authoritative routing information on ported mobile and fixed numbers for more than 50 countries, with corresponding service provider IDs. This permits the identification of the service provider associated with a given telephone number, including resellers of telecom services.

The data comes directly from authorized number administrators – Home Location Register (HLR) lookups are never used as the accuracy of data from that source cannot be guaranteed.

iconectiv offers flexible delivery options for TruNumber Routing data:

Secure File Transfer Protocol (SFTP) downloads

Incremental updates

ENUM query service

<sup>1</sup> <https://www.fiercewireless.com/wireless/t-mobile-fined-40m-due-to-rural-call-completion-issues>

\* Frequency of update depends on the individual country

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## Alternative Service Provider ID (Alt SPID)

For customers purchasing US and Canadian data, iconectiv offers the Alternative Service Provider ID (Alt SPID) enhancement to better identify and route SMS, MMS and peering without paying fees to third parties. TruNumber Routing customers can help ensure accurate delivery of messages by adding Alt SPID to their Port Corrected Data package.



## complete with confidence

With trusted data in place, ported numbers can be accurately identified to ensure Least-Cost Routing (LCR), preventing costly transit fees and ensuring that service providers stay competitive across networks.

iconectiv TruNumber Routing delivers authoritative number information you can count on to:

- remove the barriers to seamless interconnections
- reduce costs with optimized message routing
- eliminate revenue leakage with accurate rating
- increase the success rate for message delivery and call completion
- safeguard service level guarantees
- optimize service delivery

To find out more about growing your revenue by shrinking your interconnection charges, get in touch with iconectiv ...

### about iconectiv

iconectiv provides authoritative numbering intelligence to the global communications industry. Our market-leading solutions enable the interconnection of networks, devices and applications for more than two billion people every day who count on a simple, seamless and secure way to access and exchange information. With 30+ years of experience and more than 5K customers worldwide, iconectiv has intimate knowledge of the intricacies and complexities in creating, operating and securing the communications infrastructure for service providers, regulators and enterprises. Our solutions span network and operations management, numbering, registries and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com).

### make the connection.

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