



Route It Right Every Time with LERG OnLine



TruOps Telecom Routing Administration: The Industry's Most Trusted Data Resource

Telecom traffic keeps growing exponentially, while the networks and processes supporting that traffic are getting more and more complex. If those trends weren't challenging enough, you're also under constant pressure to maximize your network's efficiency, revenue, profitability, quality and competitiveness.

Having quick and easy access to daily updates for U.S., Canada and Caribbean routing data at the NPA/NXX and thousand-block level is critical for overcoming those challenges. That's where the iconectiv TruOps Telecom Routing Administration (TRA) LERG™ OnLine Tool can help. It provides on-demand access to routing data that's updated daily, enabling you to make more informed decisions quickly. With LERG OnLine, you can maximize customer satisfaction and minimize revenue losses by quickly troubleshooting call completion issues—and preventing others from happening in the first place. LERG OnLine also eliminates both the expense of creating a custom tool for using LERG data and the need to wait 30 days for the latest updates.

TRA provides key data necessary to enable completion of calls and text messages throughout the U.S., Canada, the Caribbean and the rest of the North American Numbering Plan (NANP).

Correctly Route and Complete Every Call and Message

Part of the iconectiv® TruOps Telecom Routing Administration (TRA) solution portfolio, the LERG Routing Guide is the industry's most comprehensive source of routing data within the North American Numbering Plan (NANP). LERG OnLine is a web-based application that maximizes the value of your LERG subscription by providing instant query access to LERG data, which is updated daily. The application features an intuitive GUI interface for viewing, manipulating and managing LERG data, making it a tool that everyone in your organization can use, from network planning to business development.

LERG OnLine eliminates the need for you to develop and maintain local applications to query LERG data. And because the data can be downloaded to your local environment, it can easily be integrated into your other applications, driving additional operational efficiencies and cost savings.



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Examples of the data contained in the LERG includes:

- Operating company numbers, company names, routing contacts
- Country code assignments
- NPA information
- LATA codes by region
- Destination codes
- Oddball NXXs (e.g., 911, 976)
- Switching entity record detail (e.g., equipment type, V&H coordinates)
- Rate center details (e.g., V&H coordinates) and localities (including county and postal codes)
- Switch homing arrangements (tandem and other switch-to-switch interconnections)
- Operator access tandem codes

How can LERG OnLine benefit

By providing on-demand access to the latest data, you can minimize issues that arise by decisions that are made with outdated information. For example, LERG OnLine helps maximize customer satisfaction by:

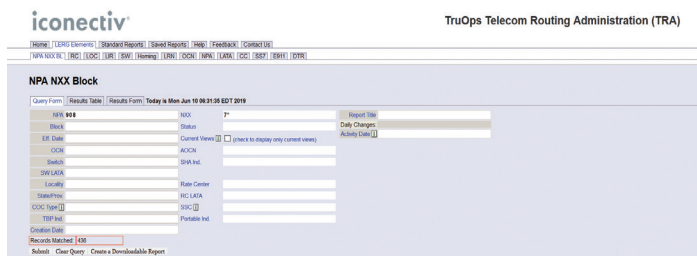
- Ensuring each call is properly routed and completed.
- Quickly troubleshooting call completion issues.
- Enabling better preparation for planned and unplanned events that affect performance and the customer experience. One example is quickly rerouting traffic when a hurricane damages infrastructure. Another is preparing for major events, such as the Super Bowl, which dramatically change traffic patterns and usage.

LERG OnLine provides a variety of additional network maintenance and optimization benefits, including:

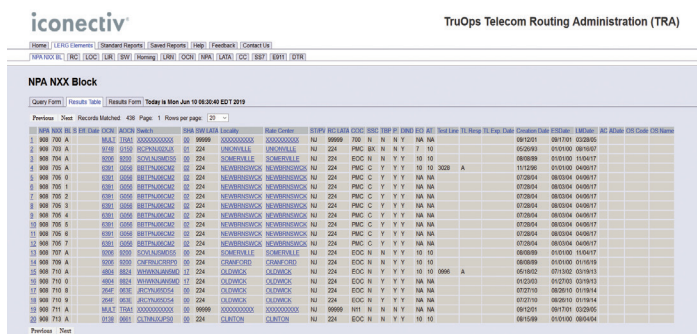
- Improving network planning.
- Supporting network maintenance and configuration changes.
- Preparing for changes to NPA-NXX codes, Thousands Blocks and new area codes/NPAs.

Finally, LERG OnLine enables several financial and operational advantages, such as:

- Reducing operational costs, starting with eliminating the expense of developing and maintaining a custom tool for using LERG data.
- Preventing revenue loss by ensuring each call is properly routed and completed.
- Supporting research, such as identifying new business opportunities.



results



Route It Right Every Time with LERG Online

Who uses LERG OnLine?

Wireline, wireless and interconnected VoIP service providers, competitive local exchange carriers, value-added resellers and other service providers rely on LERG Online every day for a wide variety of tasks. Typical job functions and organizations using LERG OnLine include:

- Service provider numbering administrators
- Engineers responsible for call routing and switch translations
- Network planners/architects preparing for changes
- Interconnection – ASRs, LSRs, CABS, etc.
- Groups maintaining customer lists/databases
- Signaling network control center staff
- Marketing managers planning new service and product introductions
- Call rating and billing staff
- Forecasters (marketing, network, etc.)
- Operator services staff
- PBX maintenance personnel and PBX administrators
- Regulatory/legal support

What is TRA?

For over 35 years, iconectiv® Telecom Routing Administration (TRA) has been the industry's go-to resource for call routing, rating, billing and numbering assignments in the NANP. TRA provides the key data necessary to enable completion of calls and text messages throughout the U.S., Canada, the Caribbean and the rest of the NANP. Numerous regulatory bodies, industry guidelines and industry standards cite TRA products as necessary and critical to telecommunications products and services within the NANP.

The TRA portfolio includes the LERG Routing Guide, which is the industry's most comprehensive source of routing data within the NANP. LERG OnLine is an optional product for LERG customers that's licensed on an enterprise basis for use by every authorized employee in the organization.

800K+ block records

200K+ Central Office Codes (NXX)

49K+ switching entities/point of interface



make the connection.

Interested in a free trial or looking for more information? Call 866-NPA-NXXS (866-672-6997) or 732-699-6700 or email tra@iconectiv.com.

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 35+ 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.