



# TruNumber Gateway

Accelerate porting to gain new customers



Number porting is big business, with over 690 million numbers ported in the US since wireless porting began in 2003.<sup>1</sup> Porting numbers and gaining new customers enables new revenue for the service provider. Handled poorly, it can result in exactly the opposite – lost revenue, dissatisfied customers and damaged brand reputation.

The porting process is part of a new customer's first interaction with a service provider.

A customer wants to walk into a store or go online, switch providers and get a new phone plan, with no noticeable break in service. Executed seamlessly, porting the number should have no impact on the customer's ability to use the phone, but any delays and gaps in connectivity cause frustration, and can be the trigger for a bad relationship from the start. The number porting experience should be fast and painless for the customer, and simple for the service provider.

For a service provider, managing volume porting requests can be challenging. Deploying custom solutions, or maintaining systems developed in-house, can be time consuming and may require expensive testing and troubleshooting. Resources are needed to interface with the Number Portability Administration Center (NPAC),

interwork with all other service providers, and ensure the delivery of time-critical messages for each ported number. Add a whole level of integration with service providers' Operations Support Systems (OSS) and internal business processes, and the opportunities for pitfalls build rapidly.

At iconectiv®, we are number porting experts, with more than 20 years' experience. We serve the top service providers in the US and Canada, manage 100% of all wireless porting transactions in Canada and 95% of pre-port transactions in North America. Wireless, VoIP, cable and wireline service providers throughout North America rely on iconectiv.



<sup>1</sup> Source: Federal Communications Commission. Numbering Resource Utilization in the United States. By Craig Stroup and John Vu.

Available at <https://docs.fcc.gov/public/attachments/DOC-38124A1.pdf>

\*formerly known as Service Management Gateway

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## the right solution to meet your requirements

The iconectiv® TruNumber™ Gateway\* can help service providers gain market share while decreasing their risks and costs. TruNumber Gateway is a secure, high-availability, high-capacity solution fully compliant with industry requirements.

TruNumber Gateway manages volume transactions in a cost-effective manner, creating an automated, elegant flow-through porting process to ensure a graceful migration for service providers and a simple, consistent process for the consumer.

Seamless OSS integration minimizes deployment risks and cost, while the 99.99% uptime means superior availability.

TruNumber Gateway delivers high performance transaction processing with the NPAC and ongoing system enhancements ensure timely compliance with industry changes and mandates.

Available as a turnkey solution or as a managed service from a service bureau, TruNumber Gateway offers flexibility and a choice of CAPEX or OPEX based models. Whichever is right for you, it will enable you to focus on your core business of delivering the best quality service to your subscribers. And whichever option you choose, we'll make the switch to iconectiv as simple as the porting process should be for your customers.

iconectiv is the market leader for a reason: the trusted industry numbering authority with a market presence throughout the United States and Canada. Find out how we can accelerate customer acquisition and take the pain out of porting for the benefit of your business.

### key benefits

- faster revenue generation – the quicker and more efficient the process, the more rapid the route to revenue from the newly ported customer
- reduced operating costs and complexity through streamlined processes
- user friendly port management tools for operational savings and efficiencies
- less opportunity for error as end-to-end automation eliminates the human-error risk of manual processing
- dynamic, skilled and highly experienced iconectiv team on hand to integrate, manage and support the solution
- delivers a positive porting experience for new subscribers

### about iconectiv

Your business and your customers need to confidently access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services, digital identity and numbering intelligence helps you do just that. In fact, more than 5K customers rely on our data exchange platforms each day to keep their networks, devices and applications connected and 2B consumers and businesses protected. Our cloud-based information as a service network and operations management and numbering solutions span trusted communications, digital identity, management and fraud prevention.

For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on X and LinkedIn.

### make the connection.

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