use case

TruOps Common Language®

maximize profitability, operational efficiency with full access to industry-standard interconnection

challenges

Business growth increases operational complexity and costs

Increased risk of network planning and provisioning errors

Hidden, surprise costs due to billing errors and change orders

Meeting industry requirements for interconnection

solution

iconectiv TruOps Common Language subscription for rapid, precise and standardized interconnection

Unlimited access to location code information and ability to create new codes when you need them and perform updates

Exclusive analytical tools, support, training and advisory services

results

Increased operational efficiency and billing accuracy

Precise location of assets, addresses and buildings along with the functionality of equipment at those locations

New, deep business insights enable smarter decisions

challenge: increased complexity, cost and risk

As your business grows, so do a host of challenges, risks and expenses — ones that can push your company into the red. Quick, easy and affordable access to the right information is key for minimizing those typical growing pains of building a business.

A prime example is identifying, locating, managing and interconnecting network resources. VoIP providers and other fast-growing companies can sometimes struggle with those tasks as their networks and geographic footprints scale up.

For example, when expanding into new markets, an industry-standard way to exchange interconnection information with additional providers and being able to precisely locate network assets, including ones that do not have a street address, such as a cell site, is critical. The wrong information will result in service delays, customer frustration and operational challenges that put a drag on your bottom line and competitive position.

Business growth also requires more staff. New employees may be unfamiliar with telecom terminology and concepts. This can lead to miscommunication, operational inefficiencies and unnecessary expenses. For example, when sales and engineering teams do not use the same nomenclature, inaccurate billing and change orders often result—undermining profitability.

solution: manageable, sustainable and profitable growth

To overcome these and other growth-related challenges, communication service providers, telecom infrastructure vendors and their business partners rely on iconectiv TruOps Common Language as the authoritative industry resource for identifying, locating, managing and interconnecting network resources. Chances are if you are operating a network today you are already using at least one set of Common Language codes in your network operations.

That is because Common Language CLLI Codes are a requirement for all communication service providers. They provide the accurate, granular information necessary to efficiently interconnect with customers and other service providers. CLLI Codes also facilitate network planning and ensure accurate provisioning.

When new communication service providers are first starting out, they typically purchase CLLI Codes individually from the Common Language Store. This option is ideal for resellers, telecom billing and/or processing companies, regional holding companies, content providers and any other type of company that has low-volume interactions with communications service providers.

But as your company grows, so does the business case for investing in a full-access Common Language subscription. A subscription opens the door for unlimited access to all CLLI Codes and a host of other value-added services and products, including exclusive tools for integrating Common Language into your business processes to maximize efficiency and productivity.

To calculate the ROI for a subscription, consider how many CLLI Codes you and others throughout your company have purchased. If the annual total was more than 35, or trending in that direction, then a subscription could be the most cost-effective option to support your business.

A subscription allows for better financial planning as it helps avoid cost overruns when individual business units buy codes on an individual basis, or when your agent or third party acquires codes on behalf of the company. Like "stealth IT" projects, these hidden costs often get overlooked – especially at fast-growing companies. A subscription eliminates those surprises and provides enterprise-wide access to all CLLI Codes worldwide.

Next, consider how you use the codes. CLLI Codes purchased individually from the Common Language Store can be used only for interconnection. With a subscription, you also get access to the Central Location Online Entry System (CLONES) global registry. You can use CLONES to change your code information as often as you need, such as a merger/acquisition resulting in new legal entity company name. Businesses that do not have a subscription must pay an additional fee each time they need to make those kinds of changes. The ability to get updates at-will are another common reason why fast-growing businesses choose a subscription.

> *"In a mergers and acquisitions environment, Common Language provides a synergistic approach to consolidate businesses quickly and effectively."*
>
> *– a large domestic service provider*

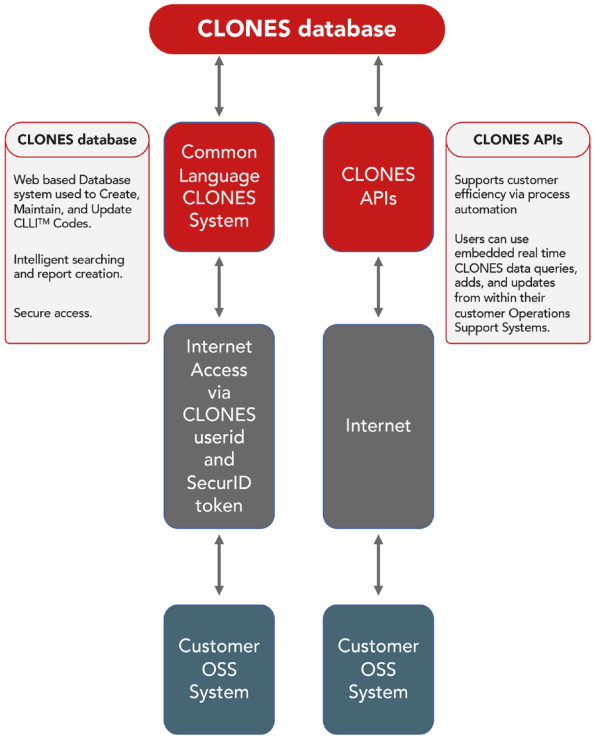
results: smarter network planning and business decisions

CLONES enables you to make informed engineering and business decisions about addresses. For example, the database lets you determine whether two street names represent the same location – such as Foothill Boulevard in Los Angeles, which is also Route 66. It also identifies the location of a cell site that has no street address. This type of information can easily be extracted to a file for additional analysis.

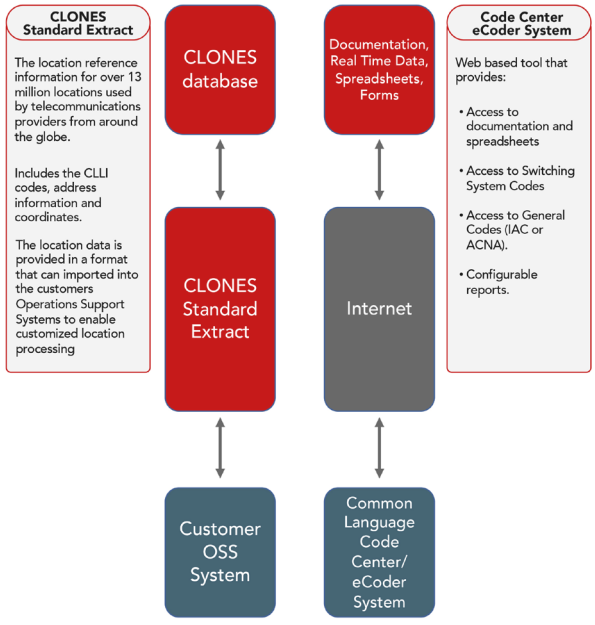
Common Language subscribers also get exclusive access to a broad, deep selection of support services and advanced features. For example, tools such as intelligent searches to determine the most accurate information. Subscribers also have access to proprietary documentation to decipher the intelligence behind each code as well as best practices including Job Aids and Methods and Procedures.

Subscribers can leverage the Common Language Intellectual Property (IP) to improve operational efficiencies. For example, this IP helps ensure that your sales and engineering departments are using the same industry-standard information and nomenclature. That enables effective collaboration and accurate billing while avoiding unnecessary expenses such as workarounds.

tools and support with a subscription



more tools and support



solution: trusted industry expertise

Online and in-person training ensures that all of your employees get full use of every Common Language feature. A subscription includes unlimited access to iconectiv Subject Matter Experts (SMEs) for hands-on help with tasks such as identifying locations. In fact, many subscribers consider iconectiv SMEs as a trusted extension of their staff.

Finally, subscribers also have automatic membership in the Common Language Technical Advisory Group (TAG). Three times each year, members meet to share their coding needs, network with trading partners, learn about best practices for implementation and understand emerging technologies.

"Proper use of Common Language CLLI Codes gave us better control of our systems, improved communication between these different systems and fostered better collaboration internally and with our customers. And we couldn't have done it without iconectiv as our supplier, partner and trusted advisor."

– a large international service provider

"It is obvious that the Common Language team wants to act as a partner and a trusted advisor, not just a supplier. My interactions with the team, sometimes on issues that have nothing to do with the code sets, have helped us define our internal naming conventions and our approach to infrastructure management."

– a mid-sized domestic service provider

how to get started

As your business grows, accurate interconnection becomes more important than ever for maximizing profitability and operational efficiency. A Common Language subscription is a proven way to overcome growth-related challenges such as skyrocketing network complexity. Put simply, it enables your organization to work smarter, not harder.

For more information, visit iconectiv.com or call +1 732-699-6800 to speak to a member of our customer service team about getting started.

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.
Follow us on X and LinkedIn.

make the connection.

For more information about iconectiv, contact your local account executive, or you can reach us at: +1 732.699.6800 info@iconectiv.com

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