



Transaction Network Services

## **DIGITAL CONCEPTIONS CHOOSES TNS TO POWER CALLING NAME SERVICES FOR MULTIPLE CANADIAN CARRIERS**

**19 November 2009** – Transaction Network Services (NYSE:TNS) has been selected by Digital Conceptions, a Canadian telecommunications service provider, to be its wholesale provider of Calling Name or CNAM database services.

In business since 1999, Digital Conceptions offers various database and information services such as 911, 411 and CNAM look up to up-start, independent VoIP service providers throughout Canada. The organization also offers business and residential VoIP services under the trade name, AcroVoice.

Under this new agreement, TNS will provide Digital Conceptions and its customers with access to TNS' North American calling name database. TNS has provided high-quality database services since 1995, including network-based CNAM using only data sourced from the provisioning carriers, the definitive source for accuracy.

Trevor Peirce, owner of Digital Conceptions said: "We are in the business of making value-added services like CNAM available to the small VoIP service provider who may not have the volumes to merit a contract with TNS directly. We feel that they are a first class single-source database provider and an excellent source to obtain the highly accurate CNAM data that our customer's end users require."

TNS operates the largest, independent SS7 network in North America, providing network, database, and next generation services to over 700 telecommunications companies around the world, including Canada.

"Choosing a CNAM data provider is a strategically important decision," stated Michael Robinson, President of TNS' Telecommunication Services Division. "Various data warehouses outside of the telecom industry have tried to enter the CNAM business, and have delivered substandard data accuracy to the detriment of service

providers. Data quality has a direct impact on support costs and customer satisfaction, therefore, it is important that calling name data be sourced from a trusted, carrier grade CNAM provider such as TNS.

“Digital Conceptions is committed to offering quality services to next generation telecom providers throughout Canada and we are pleased to be a part of their service solution.”

For further information about TNS log onto [www.tnsi.com](http://www.tnsi.com)

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### **About Transaction Network Services**

Transaction Network Services (TNS) is an international data communications company that enables payments, money and voices to move around the world.

TNS' mission is to enable the world to transact. It does this through a broad range of networking, communications and value added services, which it provides to many of the world's leading retailers, banks/processors, telecommunications companies and financial markets.

Since its inception in 1990, TNS has designed and implemented multiple data networks, each designed specifically for the transport of transaction-oriented data. TNS' networks support a variety of widely accepted communications protocols and are designed to be scalable and accessible by multiple methods. Today, TNS has 32 offices across 28 countries with the ability to provide services in other countries. For further information about TNS, visit [www.tnsi.com](http://www.tnsi.com).

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