



Route Mobile Awards TNS Global Contract

Business Challenge

Route Mobile, a leading messaging technology service provider, wanted to enhance its service to telecom operators globally. Headquartered in India, Route Mobile was formed in 2004 and has grown to provide services in the UK, Canada, United Arab Emirates, Nigeria and Congo, as well as its home market. It routes 2.6 billion messages every month and is currently growing at a compound annual growth rate of over 50% year on year.

Solution

Route Mobile has signed a new agreement with Transaction Network Services (TNS) to use its Carrier ENUM solution.

TNS' Carrier ENUM will provide vital Mobile Number Portability (MNP) look up services, allowing Route Mobile to route text messages faster and more cost effectively. Previously it had used several different MNP suppliers and performed its own Home Location Register (HLR) queries.

The solution helps organizations to identify the carrier of record in order to route messages and calls effectively. It can also find and utilize the best routes offered by Route Mobile's least-cost termination partners and generate real-time business intelligence reports. Interoperability challenges are not an issue as TNS ensures consistent Carrier ENUM server formats.

Outcome

Rajdip Gupta, Chief Executive Officer at Route Mobile, said:

"TNS' Carrier ENUM provides us with a single source solution which includes a global MNP database. Switching to TNS streamlines our processes and makes us considerably more efficient, allowing us to reduce call setting times and deliver measurable subscriber satisfaction benefits to our operator customers."


"This move is also strategically important to our growth plans. Using a supplier with comprehensive global data will enable us to explore new markets and target growth without requiring costly or complex changes to our MNP infrastructure."

Why Choose TNS Carrier ENUM Services?

Features & Benefits

- **LRN discovery** – If the queried number has been ported or pooled, the service returns the routing number (LRN) used to accurately route communications to the current carrier.
- **SPID discovery** – Utilizing metadata from industry and authoritative sources, queries are returned with the Service Provider Identifier (SPID) of the carrier-of-record.
- **SPID override** – Customization (re-write) of the SPID by comparing the portability-corrected routing information with a list of possible values.
- **Destination, origination, and time dependent routing** – Customization of the returned URL by comparing the calling number with a list of possible values, number portability information, and/or list of times and dates.
- **Easily manage trading partners** – A shared multiparty registrar function dramatically improves the exchange of routing information between networks. Once a network change in one administrative domain is uploaded, it is immediately published to connected networks.
- **Immediate route availability** – Peered administrative portals link trading partners for data exchange and simplify the process of negotiating least cost routes. Upon acceptance of an offer to use a least cost route, it is instantaneously made available to the network.
- **Accurate call completion** – Trading partners may use the TNS registry to share numbering updates directly with each other, producing a verifiable increase in calls terminating to the proper location.
- **Infinite least cost routes** – Unlike the on-board routing tables of your company's switching systems, the TNS Carrier ENUM Service imposes no limitation on the number of active routes you can have at any one time.
- **Safeguard data** – Using our secure portal, self-administer your company's data-sharing policies, selectively granting access to your data, in whole or part.
- **Registry views** – Sharing routing information can optionally be made sensitive to interconnects, allowing your company to manage things like traffic flows to and from its network.

For More Information Please Contact Us Today!

 **USA** +1 703 453 8300 **Europe** +44 (0)114 292 0200 **Asia Pacific** +61 2 9959 0800

 tsdsales@tnsi.com  www.tnsi.com