

Telcordia<sup>®</sup> Mobile ID

## Increasing Revenues and Customer Satisfaction

### For Mobile Message Providers and Aggregators

Telcordia<sup>®</sup> Mobile ID helps increase message revenues and improve customer satisfaction through higher message completion rates, cost-efficient routing, and more accurate billing. It provides authoritative, worldwide number portability-corrected routing data, along with over one million validated dial codes, from more than 230 countries.

### Enhance the Performance of Your Mobile Messaging Service

Short Message Service (SMS) providers and aggregators are facing increasing competition and falling profit margins on their mobile messaging services, which makes every effort to prevent revenue leakage and improve routing efficiency more important today than ever before. Unfortunately, these efforts can be complicated by a rapidly growing list of countries implementing number portability, as well as the never-ending changes in country dial codes and national numbering plans.

Number portability creates international routing, rating, and billing challenges, because when it's implemented, range holder data can no longer be used for identifying which mobile network a number is associated with. Telcordia<sup>®</sup> Mobile ID addresses this challenge by providing accurate and continuously updated number portability-corrected data that enables the direct routing of messages to locations worldwide. This allows efficient, least-cost routing and reliable delivery of messages to the proper terminating mobile networks, avoiding any additional transit or conveyance fees.

Our Mobile ID service also prevents the customer dissatisfaction created by dropped messages, and eliminates the revenue leakage caused by applying incorrect mobile termination rates to ported numbers. For numbers that are not yet ported, Mobile ID still provides validated dial code data for accurate rating and billing.

Telcordia Mobile ID addresses the full range of message routing and interconnection challenges by:

- Delivering authoritative data on ported numbers and dial codes from around the world
- Significantly decreasing the routing errors that degrade service quality
- Eliminating conveyance fees and reliance on expensive number lookup services
- Plugging the revenue leakage from incorrect rating and billing
- Supporting the full range of global protocols, interfaces, and numbering plans.

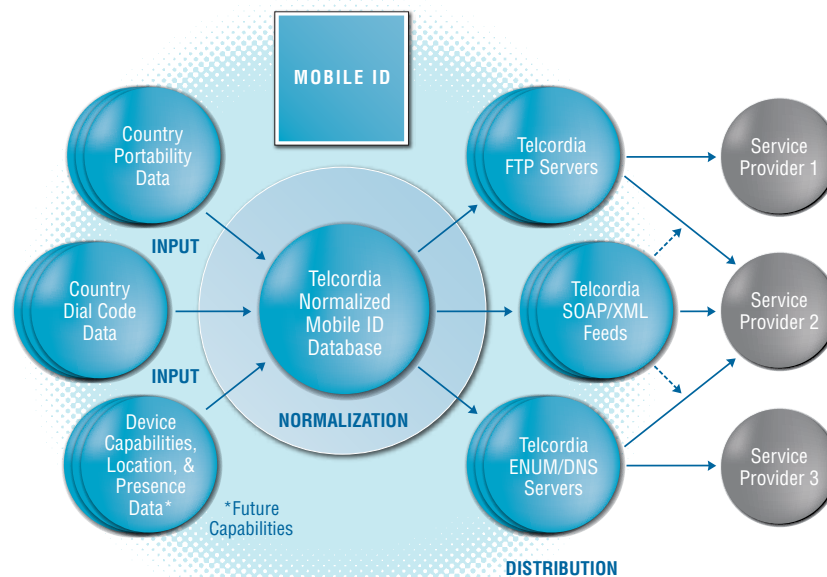
## Obtain Routing Data with Complete Confidence

You can save money, time, and resources by obtaining reliable, formatted, and normalized global routing data from a single source. With Mobile ID, you can eliminate the need for the expensive and time-consuming in-house tasks of gathering number portability-corrected data and range holder dial codes from all the national regulators and operators worldwide. Telcordia imports number portability and range holder data from authorized administrators on a per country basis, so you can count on the accuracy of the information.

We standardize our data formats and fields from country-specific number portability data — including over a million dial codes from more than 230 countries — into a common, normalized format for access by service providers. Our service is highly resilient and available, because it's deployable with key solutions components replicated at multiple geographical locations.

## Use Our Service Your Way

We offer flexible delivery options for Mobile ID data — File Transfer Protocol (FTP) downloads, ENUM query service, and SOAP/XML for incremental downloads — and you can even combine them if you wish. For example, you could use ENUM queries to obtain routing information and FTP downloads to execute billing and settlement, if you wish. Whichever option you choose, Mobile ID gives you added flexibility by enabling access to subsets of data, based on your authorization and contractual agreements.



*Figure: Mobile ID Architecture*

## Download Efficiently and Securely with FTP and SOAP/XML

With FTP, data access is through the Secure File Transfer Protocol (SFTP) — an interactive file transfer program that utilizes Secure Shell (SSH) protocol and public keys to provide authentication, confidentiality, and data integrity. Non-repudiation of the data is achieved through a digital signature using the recipient's public key.

SFTP maximizes download efficiency in two ways: first, it provides data compression; and second, its normal distribution via FTP and to name servers is incremental — which means that typically, it only distributes changes (additions, updates, and deletions) without massive

retransmissions of unchanged data. When operational circumstances require a full refresh, such as the initialization of a new server or restoration of a failed database, complete datasets can be distributed as compressed files.

Telcordia Mobile ID also supports a SOAP/XML interface as an additional download option, providing near real-time incremental downloads via Secure FTP that can be implemented after a bulk initialization.

## Make Customized, On-Demand ENUM Queries

Telcordia hosted name servers support ENUM queries (per RFC 3761). Our hosted service can be easily configured for your customized routing data selections, based on both the origin of the queries (identities of the service providers issuing the queries) and the destinations (identities of the service providers serving the terminating parties).

We also support IPv6, allowing ENUM/DNS operations in both IPv4 and IPv6 networks, according to IETF BCP 91 recommendations.

## Discover the Service that's Invaluable Today and Future-Ready

With Mobile ID, you can simplify your operations both today and as they evolve with:

- Application-neutral support for SMS, MMS, and other emerging IP-based services
- Worldwide numbering plan support (ITU-T E.164 numbering)
- A unified provisioning interface regardless of country or geography to simplify operations and save costs
- Support for standard protocols and interfaces (DNS, SIP, ENUM, SOAP/XML) for flexibility and lower integration costs
- Extensible support for new device capabilities and data types as they become available, including presence and location.

## Learn More

Contact us and let's talk about your requirements, and how our Mobile ID service might help you cut costs, improve revenues, and relieve pressure on your organization by delivering the highest-quality routing and dial code data — conveniently and efficiently, every time.



For more information about Telcordia,  
contact your local account executive,  
or you can reach us at:  
**+1 800.521.2673** (U.S. and Canada)  
**+44 (0)20 7632 4450** (Europe)  
**+1 732.699.5800** (all other countries)  
**info@telcordia.com**  
**www.telcordia.com**