



The 8MS Advisor Customer Newsletter

Summer, 2011 Edition

What's New at CSF

CSF is excited about a number of new developments including the introduction of our 8MS Carrier Express provisioning module for direct toll free "end carrier" provisioning, our customer's positive response to the new "8MS Bi-Annual Meeting" process, and our new 8MS Version 9.1 coming out this summer that will enhance the new SMS/800 template functionality. We would also like to welcome several new 8MS customers to the CSF family since our last newsletter, and thank our existing customers for their continued support and feedback.

Bi-Annual Customer Meeting Process-Update

Since late 2010, the CSF team has held formal Bi-Annual Meetings with at least 75% of our 8MS customers. During these meetings we received outstanding feedback on 8MS, including new feature requests, usability enhancements, and process improvements. We would like to thank our customers for their participation, and suggestions regarding this ongoing process. Moving forward, we will continue to evolve these meetings, and based on your feedback we will add 8MS training and other elements. Look for a comprehensive primer on 8MS features to take maximum advantage of SMS/800 SCP templates as this capability is rolled out soon!



8MS Features to Enhance New SMS/800 Templates

Some of the toll-free call originating SCPs are being upgraded to support SMS/800 routing Templates scheduled for July, 2011. All SCPs will not support this new capability, which will provide the following added functionality:

1. A set of toll free numbers can be pointed to a single routing instruction at the SCP. This is a large space savings feature for the SCP owner operators, and was one of the primary drivers for the feature.
2. Outage recovery is simpler and faster. You can tell the SCPs to "swap template A for template B" and all numbers will be swapped, also making complex routing easier and safer to implement.

CSF's 8MS Version 9.1 & 9.2 will further enhance SMS/800 Templates. CSF has been working closely with SMS/800 to insure that 8MS supports these new capabilities, and also adds additional value by making the usability better, faster, and more robust. As with 8MS today, these enhancements will insure that 8MS users can take advantage of all SMS/800 capabilities better including being able to work with groups of numbers, manage SMS/800 Template updates and status information in 8MS activity logs, manage and view SMS/800 Template usage, get PDF reports on

numbers and template routing, support both older routing and new SMS/800 Template routing simultaneously, convert older routing to new SMS/800 Template routing if desired, identify which numbers are associated with which SMS/800 Templates, automate the generation of SMS/800 Templates, and give users the ability to understand the relationships between numbers and routing with a higher degree of intelligence. Among the new enhancements to 8MS to support SMS/800 Templates will be the "8MS Template Generator" software capability for generating complex SMS/800 Templates automatically given simple text files or requests to block, redirect, or optimize routing based on geography, NPA/NXX, LATA, or other criterion. We will also be renaming our existing 8MS "Routing Templates" to "8MS Routing Sets" so that they are not confused with the new "SMS/800 Templates." CSF customers will be able to utilize many of the 8MS enhancements to SMS/800 Templates as soon as SMS/800 rolls out SMS/800 Templates this summer with 8MS Version 9.1, and additional 8MS enhancements will also be added with 8MS Version 9.2 in the fall. As with all new 8MS capabilities, we would be pleased to provide complementary training for our customers.

Upcoming Events

Telecom Exchange in NYC: June 29

SMS/800 SCP Template Release: July, 2011

8MS Release 9.1: July, 2011

IT Expo/CVx in Austin, TX:

Sept 13–Sept 15 (Booth# 737)

Comptel Plus in Orlando, FL:

Oct 2–Oct 4 (Booth #424)

8MS Release 9.2: Fall 2011

Toll Free Industry Update

SMS/800, Inc. Restructuring?

With the continued evolution of RespOrgs many in the industry are questioning the existing SMS/800 governance, and pressing for a more representative governing board than the present BOC only structure. In a June, 2011 published report soliciting RespOrg and SCP O/O feedback, there was sufficient support to warrant further study. What's your feeling? Let us know, and as a community the voice of 8MS users should weigh into this debate in a unified manner.

8MS Carrier Express Available Now

With 8MS Release 9.1 we have introduced a new 8MS module called Carrier Express, which provides direct carrier activation integrated with SMS/800 SCP carrier route provisioning. This capability allows 8MS users to provision their toll free numbers once in 8MS, and have them activated in SMS/800 and their carriers networks together in a coordinated way. 8MS Carrier Express currently supports Global Crossing and Verizon 222, and our plan is to add additional carriers with Release 9.2 this coming fall. Existing 8MS customers who would like to try Carrier Express should give us a shout.

8MS Platform Availability

Unscheduled 8MS availability continues to exceed 99.9999%. CSF continues to invest in platform upgrades including dual redundant data centers, hardware redundancy, and redundant high speed links to SMS/800 to insure similar performance moving forward.

Toll Free LCR

CSF's LCR software and services are being used by more and more 8MS customers, and our average savings for them has been 10%–30% on their external carrier bills. Our team would be willing to provide a free mini analysis based on your existing carrier rate decks and traffic CDRs to see if similar results can be obtained for you. If this sounds interesting, please give us a call!

The 8MS Family

 **8MS**

 **8MS** api

 **8MS** auto reserve

 **8MS** cpr gen

 **8MS** least cost routing

 **8MS** carrier express

 **8MS** carrier assurance

 **8MS** services

 **800**
ForAll.com

Did You Know?

8MS is deployed by over 75 Carriers and RespOrgs to manage 30% of all toll free numbers in North America, and used to make 70% of all SMS/800 changes throughout the entire toll free industry!



CSF Contacts and Information

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Please let us know how we can help, and we appreciate the opportunity to work with you.