



With constant and growing cost pressures on their business, toll-free providers can no longer rely on slow, manual, ad hoc techniques to analyze and deploy least-cost call routing (LCR).

Many toll-free service providers sign agreements with multiple carriers to carry toll-free call traffic on each carrier's network. They do this for a variety of reasons because a carrier may not provide network service in a certain area or they can find a better rate on another carrier's network.

To take advantage of such agreements, your company must generate Call Processing Records (CPRs) for your toll-free numbers that use a particular set of carriers based on where each toll-free call originated. The first CPR plan may seem obvious or trivial (use the lowest cost provider for each NPA-NXX), but restrictions of the Somos SMS/800 database on the size and number of paths in a CPR often prevent the simple choice and require a more complex routing record.

Inefficiencies in implementing LCR translations and CPR updates can cause providers to unnecessarily sacrifice time, money, network performance, and business opportunities by:

- Unsuccessfully implementing new call routing in response to rate changes
- Failing to take advantage of price disparities or to apply discounts
- Losing focus on the cost reduction opportunities while implementing "home-grown" IT solutions for LCR, including screen-scraping and routing spreadsheets

CSF's powerful LCRGen engine is an add-on 8MS Cloud service that uses your providers' rate

agreements and traffic data to produce a CPR that will minimize your toll-free calling costs. LCRGen:

- Creates CPRs with some number of paths and a size that will be accepted by SMS/800 and can be loaded successfully in their Service Control Points (SCPs)
- Chooses between multiple carriers for any NPA-NXX
- Allows you to merge traffic data across multiple toll-free numbers to generate a single least-cost routing CPR for that set of numbers

LCRGen employs the most sophisticated optimization methods. Traffic is analyzed using mixed linear and integer programming with a variety of pruning techniques to retain most favorable routing.

Upon completion of the traffic analysis, and the generation of the LCR CPR, other benefits continue:

- Your company may be able to renegotiate your carrier agreements by asking for volume discounts based on the call volumes sent over each carrier's network
- Users can perform "what-if" analyses to determine which carrier rates would minimize costs
- You can quickly regenerate LCR CPRs as carrier network traffic changes on your toll-free numbers

"Using 8MS Cloud LCRGen we have been able to reduce our carrier costs, making our toll-free offering less costly and more profitable."

Thomas Stupeck
PGi, Vice President – Global Telecom

Our seasoned experts can help you maximize the power of 8MS Cloud to streamline your toll-free provisioning operation and optimize your CPR routing.

8MS Cloud Platform Services

8MS Cloud Core - The main application service of the platform that simplifies and automates the provisioning of toll-free numbers.

8MS Cloud Carrier Express - A standalone or add-on service of the platform that automates the carrier-side provisioning and activation process.

8MS Cloud API - An add-on service that allows carriers and RespOrgs to streamline the toll-free number provisioning flow and integrate the power of 8MS Cloud into their in-house IT infrastructures.

8MS Cloud CPRGen - An add-on service that automates the generation, management, and optimization of complex geographic toll-free routing.

8MS Cloud LCRGen - An add-on service that creates least-cost routing by minimizing external carrier costs and generating optimized toll-free routing.

8MS TeXT - A turnkey solution to enable carriers and RespOrgs to text-enable and deliver texting on toll-free numbers for your customers.

800ForAll.com - An e-commerce website, based on 8MS Cloud, that allows individuals to search for and reserve toll-free numbers and port those numbers to a carrier or RespOrg of their choice.

About 8MS Cloud

CSF's leading SaaS platform simplifies and automates toll-free number provisioning and complex routing with increased automation and a simple administrative interface.

With 8MS Cloud, you can reserve, update, and activate toll-free numbers in bulk in the Somos SMS/800 database and major carrier networks. Use 8MS Cloud to optimize the routing of toll-free numbers based on geography and least cost, and quickly re-route them during an emergency. The platform also provides a turnkey solution for text enabling toll-free numbers from the same interface, without the need to establish separate relationships with texting providers. Visit www.8mscloud.com to learn more.

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