

Number Discovery: HLR Look Up



Number Discovery by RoutoMessaging is an HLR Look Up service that queries the Home Location Registers of mobile operators in order to provide you with real-time subscriber network information. This information enables you as an SMS aggregator, bank or marketer to increase margins, prevent financial loss and ensure customer satisfaction.

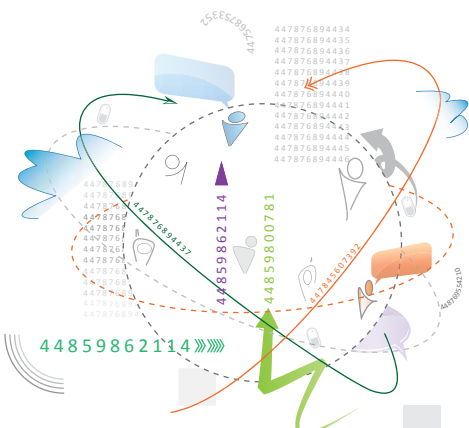
Key features and benefits include:

- Increased speed and accuracy when compared with other providers' HLR lookup services;
- Vast coverage includes ALL USA operators (GSM, CDMA and TDMA);
- Query via HTTP API and Web browser;
- Provides information such as MCC, MNC, MSC, IMSI and number validity information;*
- Pay per number to be queried - use the same balance for performing queries and sending messages;
- Use alongside sending SMS or as a standalone service.

* Subject to any restrictions of the destination operator.

For Mobile Marketing

As a marketer, HLR Look Up allows you to identify and "filter out" mobile numbers that are invalid or unavailable. This ensures you are sending SMS only to live mobile users who can engage with your campaign, representing a potentially significant cost saving on SMS charges.



Navigate mobile number portability efficiently

For Real-Time Routing

Number Discovery ensures service providers in SMS aggregation, using least cost routing, fully deal with the challenges of Mobile Number Portability (MNP):

- Protect against unexpected higher charges from your provider;
- Maximize margins;
- Ensure customer satisfaction;
- Optimize SMS delivery rate.



Global HLR coverage accessible through our API or Command Centre

With Number Discovery, a query will reveal real-time network information which enables you to route on the fly to the correct provider that:

- a) delivers to the network that the subscriber has ported to (as opposed to the network associated with the mobile number prefix) and
- b) charges you the lowest price from the available providers.

For Banking and Security

Using number discovery, financial services organizations can prevent exposure to fraud by authenticating the identity of the individual making a transaction. By obtaining the IMSI (unique SIM card identity) and MSC data from the Number Discovery output, mobile application developers can provide more secure payment processes for banks and payment gateways.

Subscriber Network Information

The following provides an example typical output and explanation of the output of a Number Discovery query:

Field Output	Description
Request ID: 555954066	This indicates the availability of the mobile number to receive SMS or calls.
Status: OK	
Message: undefined	
Number: 447866600365	
IMSI: 234109443407212	This is the unique identity of the SIM.
MCC: 234	This is the Mobile Country Code and Mobile Network Code of the network to which the mobile number being queried belongs. Compared with the prefix of the number, you can determine whether the number is ported.
MNC: 10	
Home Operator Name: BT (02)	
Home Operator Country: United Kingdom	
MSC: 447802000115	This is the Mobile Switching Centre.

Essential HLR information delivered realtime

How to Query with Number Discovery

To get started, sign up for an account at www.routomessaging.com. Creating an account takes only a few moments, there's no charge incurred and no obligation put upon users who just want to test. You can then decide which interface you want to use to perform your query, either from your computer or from your application.

From your computer, you can perform Number Discovery queries from your Web browser by simply logging into our Command Centre and accessing the HLR tool. Results can be downloaded into a spreadsheet.

To query from your application, you can connect using our HTTP/S API. Helpful guide documentation on this is available within the Developers section of our Web site.

How Much Does Number Discovery Cost?

Each mobile number queried is charged at a fixed price. The price remains the same regardless of the volume of submitted queries, or whether you use the HTTP/S API or Command Center for performing a query.

ENUM for VOIP and SMS Carriers

ENUM ensures you lock-in margins, prevent losses and keep your customers happy by enabling you to select and use the least cost route for traffic to an ever increasing number of countries where there is Mobile Number Portability present.

Our ENUM service allows you to query any mobile numbers for the network operator (MNC and MCC) that they belong to. This can be done from any VOIP switch / gateway or SMS application or through our ENUM interface. The cost model of ENUM is a simple pay as you use, which eliminates the need to buy a whole database and keep it updated.

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