



# TruOps Telecom Routing Administration

The Industry's Most Trusted Data Resource

Telecom traffic keeps growing exponentially, while the networks and processes supporting that traffic are getting more and more complex. If those trends weren't challenging enough, service providers also are under constant pressure to maximize their networks' efficiency, revenue, profitability, quality and competitiveness.

## Correctly Route and Complete Every Call and Message

iconectiv® TruOps Telecom Routing Administration (TRA) solutions provide the key data necessary to enable completion of calls and text messages throughout the U.S., Canada, the Caribbean and the rest of the North American Numbering Plan (NANP). Since 1984, TRA has been the industry's one-stop shop for routing, rating, billing and numbering assignments.

Numerous regulatory bodies, industry guidelines

and industry standards cite TRA products as necessary and critical to telecommunications products and services within the NANP.

All TRA data is provided by service providers and numbering administrators. This sourcing ensures that TRA always has the most accurate, up-to-date data, so calls and messages are always routed and billed correctly. That minimizes revenue loss and maximizes customer satisfaction.

TRA solutions provide data in standard, easy-to-access formats rather than self-contained applications. This design enables rapid, convenient integration of the data into specific business applications, internal databases and operational processes. TRA also includes customer care and technical staff to assist with questions, such as understanding the data.

LERG™ Routing Guide	The comprehensive source for routing data (NPA NXXs, Thousands-Blocks, Switches, Homing Arrangements, Rate Centers, etc.) covering the North American Numbering Plan area.
TPM™ Data Source	Contains NPA NXXs, Thousands-Blocks, Rate Center V&H, Time Zones, RAO, and other rating-related data for NXXs. (does not contain rates).
Local Calling Area Data Source (LCADS)	One-stop source for local calling area information (i.e. local/toll relationships).
Telemarketing Data Source (TDS)	Data that can be used to identify cellular, paging, and landline exchanges (prefixes, NPA NXXs ...) by state, entire U.S., Canada and all of NANP.
NPA-NXX Active Code List (NNACL)	Data for all working NPA NXXs in the NANP, by Area Code (over 175,000 NXXs and 600,000 Thousands Blocks)
NPA-NXX Activity Guide (NNAG)	Future adds/deletes/changes to NPA NXXs, by Area Code (NPA).
LIDB Access Routing Guide (LARG)	Access routing data used primarily for Global Title Translations for Alternate Billing Services.
Calling Name Access Routing Guide (CNARG)	Subscriber Calling Name data Used primarily for Global Title Translations for Calling Name Services.
Emergency Notifications (ENs)	Reports used to communicate new NPA NXX openings that were reported late relative to industry guidelines (supports the LERG and TPM).

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## Maximize Network Accuracy, Efficiency and Profitability

Over 600 wireline, wireless and interconnected VoIP service providers, competitive local exchange carriers, value-added resellers and other service providers rely on TRA every day for a wide variety of tasks, including:

- **Improving network planning.** TRA provides a comprehensive, accurate list of all future NPA-NXX code adds, changes and disconnects.
- **Supporting network maintenance and configuration changes.** TRA provides network change data weeks and months before it occurs, enabling better preparation and planning instead of last minute scrambling.
- **Decreasing operational costs.** TRA eliminates the need for—and expense of—developing and supporting internal tools for compiling, assessing and maintaining data.
- **Saving time and money** by using TRA for instant access to physical routing details to support interconnection agreements
- **Preventing revenue loss by ensuring each call is properly routed and completed.** TRA provides the accurate rate center information that is critical for rating and billing processes.

- **Maximizing customer satisfaction by ensuring each call is properly routed and completed.** Save time, money and brand reputation by eliminating customer complaints, make-goods and other issues associated with incorrect routing and charging.
- **Identifying new business opportunities,** such as helping identify where to add cell sites or getting an accurate picture of all existing circuit-switched network elements.

## Who Benefits from TRA?

Business Partners rely on TRA data for:

- Routing and switch translations
- Network planning, maintenance and grooming
- Interconnection – ASRs, LSRs, CABS, etc.
- Maintaining customer lists and databases
- Signaling
- New service and product introductions
- Rating and billing
- Forecasting
- Regulatory and legal support

For over 35 years, TRA has been the industry's go-to resource for routing, rating, billing and numbering assignments in the NANP. TRA provides the most accurate, up-to-date and comprehensive data, all in standard, easy-to-access formats for rapid, convenient integration into your business applications, internal databases and operational processes.

### about iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2B people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention.

For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on Twitter and LinkedIn.

### make the connection.

For more information about iconectiv, contact your local account executive, or you can reach us at:

+1 732.699.6800

[info@iconectiv.com](mailto:info@iconectiv.com)

[www.iconectiv.com](http://www.iconectiv.com)