



# TruReach Toll-Free 8MS

streamline and automate toll-free number management

## replace complexity with speed, flexibility, business insights and more

More than 40 million toll-free numbers are currently in use. If you are a RespOrg such as a conference call provider or service provider, some days it can feel like you are managing all 40 million.

The more numbers you have, the more expensive daily management becomes—and the easier it is for revenue fallout to occur. No wonder so many RespOrgs turn to a trusted partner to help overcome those kinds of challenges.

Take provisioning. A multi-channel or national marketing campaign can easily require hundreds of unique toll-free numbers for web banner ads, social media, print and broadcast. If the campaign is highly granular—such as a separate set of numbers for each city, state or region—the total can top a thousand.

Although there is a free, standard registry available, its interface has limitations. For example, it restricts you to small batches: no more than 50 numbers at a time. That means provisioning a major campaign can take more than a week of work.

Suppose that campaign turns out to be far more successful than anyone projected. Now you may need to switch those toll-free numbers to routes capable of handling those traffic levels. If that is not done quickly, potential customers might not be able to get through, resulting in lost sales and revenue. That is why you need a solution that does not limit the amount of route changes you can make at a time.

Inventory management is another common headache. For example, a Tier 1 service provider may have 3 million toll-free numbers that have been in service for decades. It needs the ability to review each one to see how it is being routed and whether there are more cost-effective alternatives. Those business insights are critical for enabling least-cost routing to protect your bottom line.

## smart, easy and fast number management

Today, consumers expect to be able to send messages to any phone number, including office landlines and toll-free numbers. As a result, it is increasingly likely that they would text a toll-free number rather than call it.

iconectiv® TruReach™ Toll-Free 8MS makes it quick and easy to provision your business numbers. This turnkey, software-as-a-service (SaaS) solution also provides you with a comprehensive suite of tools for provisioning, least-cost routing, inventory management and business continuity planning.

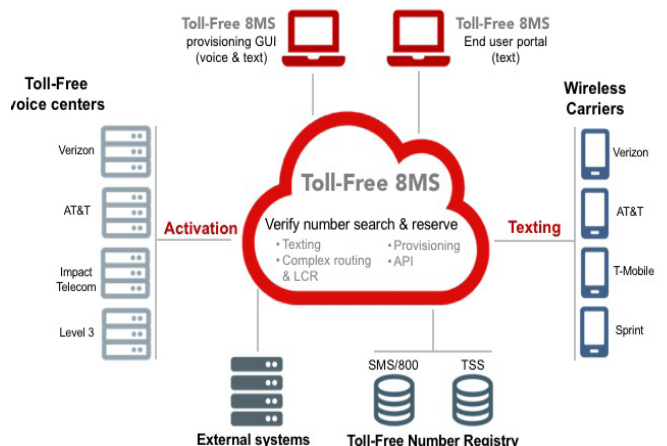
TruReach Toll-Free 8MS directly improves your bottom line through greater productivity, efficiency and business insights. It can reduce provisioning costs by more than 20% and increase toll-free profit by 20%.

20%

**decrease** provisioning costs

**increase** toll-free profit

This solution features an intuitive graphical user interface and automation tools to streamline tasks such as searching the Toll-Free Number Registry database. The GUI and tools also make it easy to search the TruReach Toll-Free 8MS archive for business intelligence insights. The TruReach Toll-Free 8MS GUI provides a single-pane view of all management capabilities. This increases employee productivity by eliminating the need to log into multiple systems to perform multiple tasks.



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The solution is designed to support large-batch management. For example, suppose you need to reserve 1,000 toll-free numbers for a call center client. Simply click "Batch Reserve" to launch the request, which is then completed in the background. This automation frees you to work on other tasks, maximizing productivity. TruReach Toll-Free 8MS also has no limit on the amount of numbers that can be activated at one time: 10,000, 100,000 or more.

These types of tools and the intuitive GUI enable you to make changes quickly, which directly affects reliability. For example, when there is a disaster such as a hurricane or major earthquake, TruReach Toll-Free 8MS enables them to quickly reroute traffic to ensure that calls get through.

Another key feature is access control. Administrators can use TruReach Toll-Free 8MS to specify the types of information and capabilities for each user or user group, such as engineering or the sales department.



## ensuring toll-free number attestation by helping RespOrgs navigate SHAKEN

Maintaining consumer trust and further ensuring the integrity and security of toll-free numbers is of utmost importance. As a result, the Secure Telephony Identity Governance Authority (STI-GA) has extended its robocall mitigation efforts to toll-free numbers by expanding its policy to allow RespOrgs into the SHAKEN ecosystem.

iconectiv is the first RespOrg to join the country's SHAKEN ecosystem, allowing it to verify the identity of the businesses and contact center operators authorized to use toll-free telephone numbers. As an approved RespOrg, iconectiv can ensure that outbound calls are properly vetted, validated, and attested to so that they are properly presented to the recipient. This process helps ensure that they receive the highest level of attestation under the SHAKEN framework -- ultimately helping maximize call-answer rates. In addition, iconectiv can help its RespOrg customers navigate the application process so that they, too, can become an approved RespOrg in the SHAKEN ecosystem -- and extend these robocall mitigation benefits to their customers.

The TruReach Toll-Free 8MS platform includes a variety of features for RespOrgs that need additional capabilities. For example:

### Business Continuity

Imagine what would happen if your toll-free numbers lost connectivity for a week? If disaster strikes, we have you covered with full business continuity services.

### Carrier Express

Take care of both ends of the provisioning process at once by seamlessly automating the entire network side of the provisioning process across multiple major service providers.

### Complex Routing and Least Cost Routing (LCR)

When even the tiniest changes in routing costs can significantly increase your bottom line, reliable LCR is essential. We helped customers save, on average, up to 20% on routing costs. Intrigued?

### Toll-Free Provisioning

Devote fewer resources to toll-free provisioning by simplifying and automating the provisioning process. With our powering provisioning, you could reduce costs by ~20% and increase profits by ~20%.

### Toll-Free Texting

Data shows that texting is the preferred way for customers to engage with businesses. By simply enabling toll-free texting on your business numbers, you will be able to expedite the customer service process, enhance efficiency and, most importantly, provide a better customer experience

### Vanity Number Search and Reserve

Have a specific toll-free number in mind that is tailor-made for your customer's business? The 8MS GUI provides intelligent search tools to explore and reserve various Vanity numbers.

### about iconectiv

Your business and your customers need to confidently access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services, digital identity and numbering intelligence helps you do just that. In fact, more than 5K customers rely on our data exchange platforms each day to keep their networks, devices and applications connected and 2B consumers and businesses protected. Our cloud-based information as a service network and operations management and numbering solutions span trusted communications, digital identity management and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on X and LinkedIn.

### how to get started

Like any other telecom resource, toll-free numbers must be carefully managed to maximize their business value and minimize their overhead costs. TruReach Toll-Free 8MS provides RespOrgs with a comprehensive suite of tools and capabilities for identifying and implementing least-cost routes, text enabling numbers, provisioning and ensuring business continuity. For more information, call +1 732-699-6800 to speak to a member of our customer service team about getting started.