



Traffic Management

Identifying Network Opportunities and Eliminating Network Inefficiencies

Critical tool in traffic management. In the telecommunications industry, network efficiency means more than more than simply completing calls. It provides a competitive advantage in an increasingly commoditized market. If you haven't optimized your network, you're probably wasting millions in unnecessary operating expenses every month while missing opportunities for more cost-effective services. And, the biggest obstacle you face is the sheer amount of data you need to analyze.

A Better Way

Carriers need a new approach – one that collects 100% of the data but incorporates business logic and industry knowledge yet “rolls up” the data to a manageable size.

Connectiv Solutions' Traffic Management Services analyzes and enriches your CDRs with multiple industry databases – giving you a clear path to optimize your network and reduce expenses.

Planning Solutions

Our approach looks at both existing and future connections in an effort to reduce variable usage expenses. Our in-depth knowledge of switch, long distance and alternative provider records ensures your teams have a complete picture of your planning needs.

- **Optimal Routing Analysis**

Connectiv Solutions provides a comprehensive plan based on sixty (60) days of usage data from multiple data sources. Using our studies, clients gain unparalleled visibility into their traffic patterns within an easy to navigate web portal. Your technical teams will solve cost cutting issues related to Peering, Least Cost Routing and Translation error detection.

BENEFITS

- Optimize routing and peering decisions
- Identify and quantify translation errors
- Understand financial gain using alternative providers
- Utilize network data for optimal capacity and network planning
- Gain network-wide visibility across your enterprise
- Enrich with LNP for accurate routing and auditing

- **Alternative Provider Analysis**

Connectiv Solutions has relationships with all the key alternative providers like Neutral Tandem, Peerless, Hypercube, Incomm and Level 3. Our databases collect all the codes supported by each alternative provider and easily integrate your specific rates. The analysis quantifies the cost savings which can be achieved by utilizing alternative providers as well as delivering code level details for translation and planning teams.

- **SMS Routing Analysis**

According to a recent CTIA report, the number of text messages sent in the United States topped 1.8 Billion in 2010 alone - a 3000% increase in the last 10 years. Now is the time for service providers to drill down into their SMS data to identify potential optimization and cost cutting initiatives. Our analysis looks at up to 60 days of SMSC CDRs and provides insightful information which can be leveraged for capacity planning, marketing and finance strategies.

LNP Dip Services

With over 350 million numbers in the lookup database, the majority of all calls being routed within the United States are now impacted by Local Number Portability (LNP). Without enriching CDRs with Local Routing Numbers (LRNs) your analysis will include costly errors. With our LNP DIP Services, we can perform these lookups in near real-time and enrich your CDRs with updated LRNs for both Originating and Terminating numbers. Having this information will ensure routing tables are updated and rate audits are accurate.

“We significantly reduced our network operating expenses with the Alternative Provider Analysis from Connectiv Solutions.”

- VP ENGINEERING, REGIONAL WIRELESS OPERATOR

Why Connectiv Solutions?

Connectiv Solutions has been helping the telecommunications industry contain costs and improve revenues for 10 years. We've helped some of the largest Service Providers in North America understand their variable usage cost and eliminate \$100s of millions in expenses. Our solutions and services analyze nearly 10 billion CDRs a month supporting the goals of Carrier Management, Engineering, Finance, Strategy and IT at Service Providers.

Learn More

Discover how much easier it can be to optimize your network and manage your costs with Connectiv Solutions. To find out more about our Traffic Management Services, visit www.connectiv-solutions.com.

