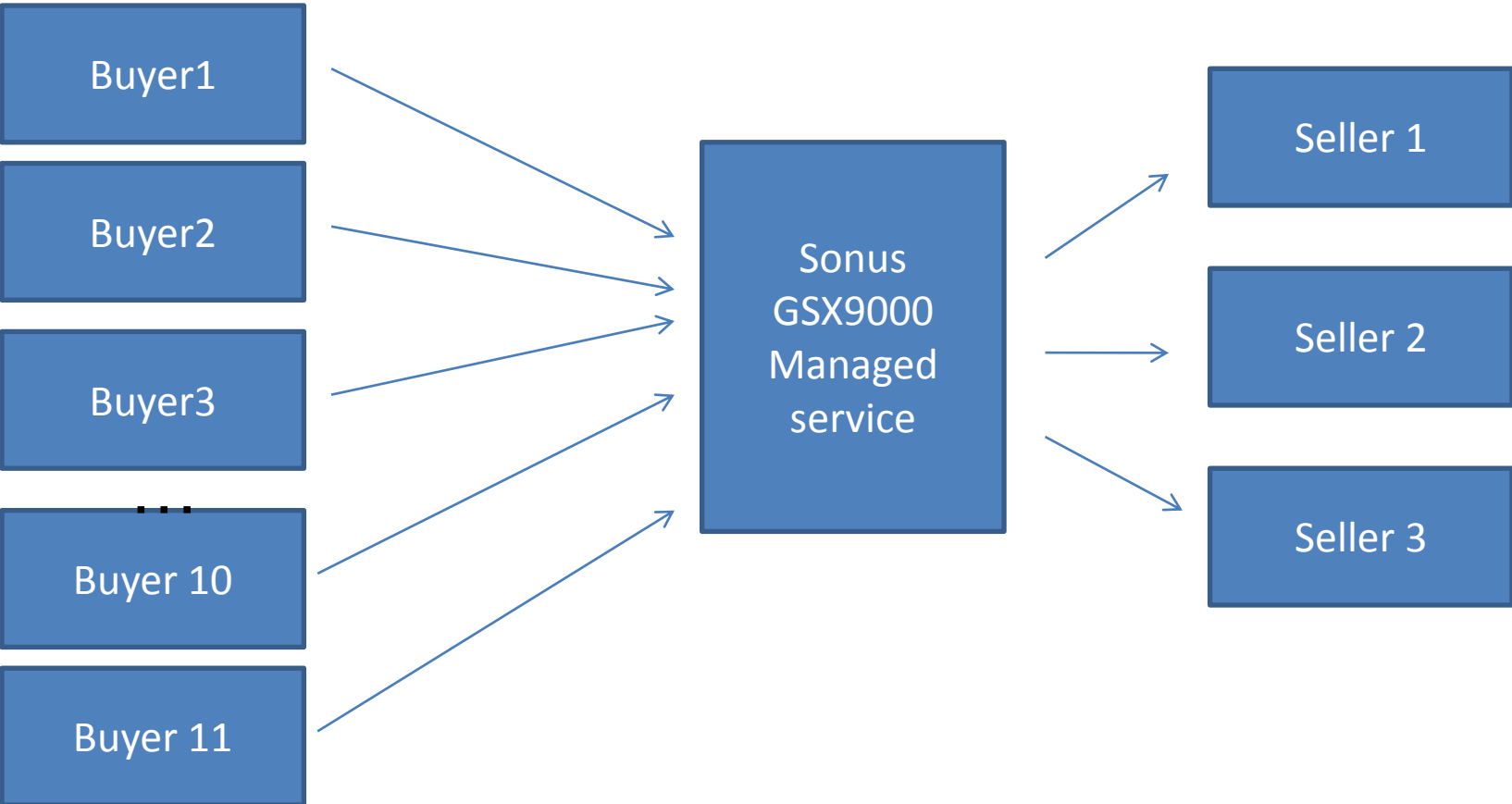
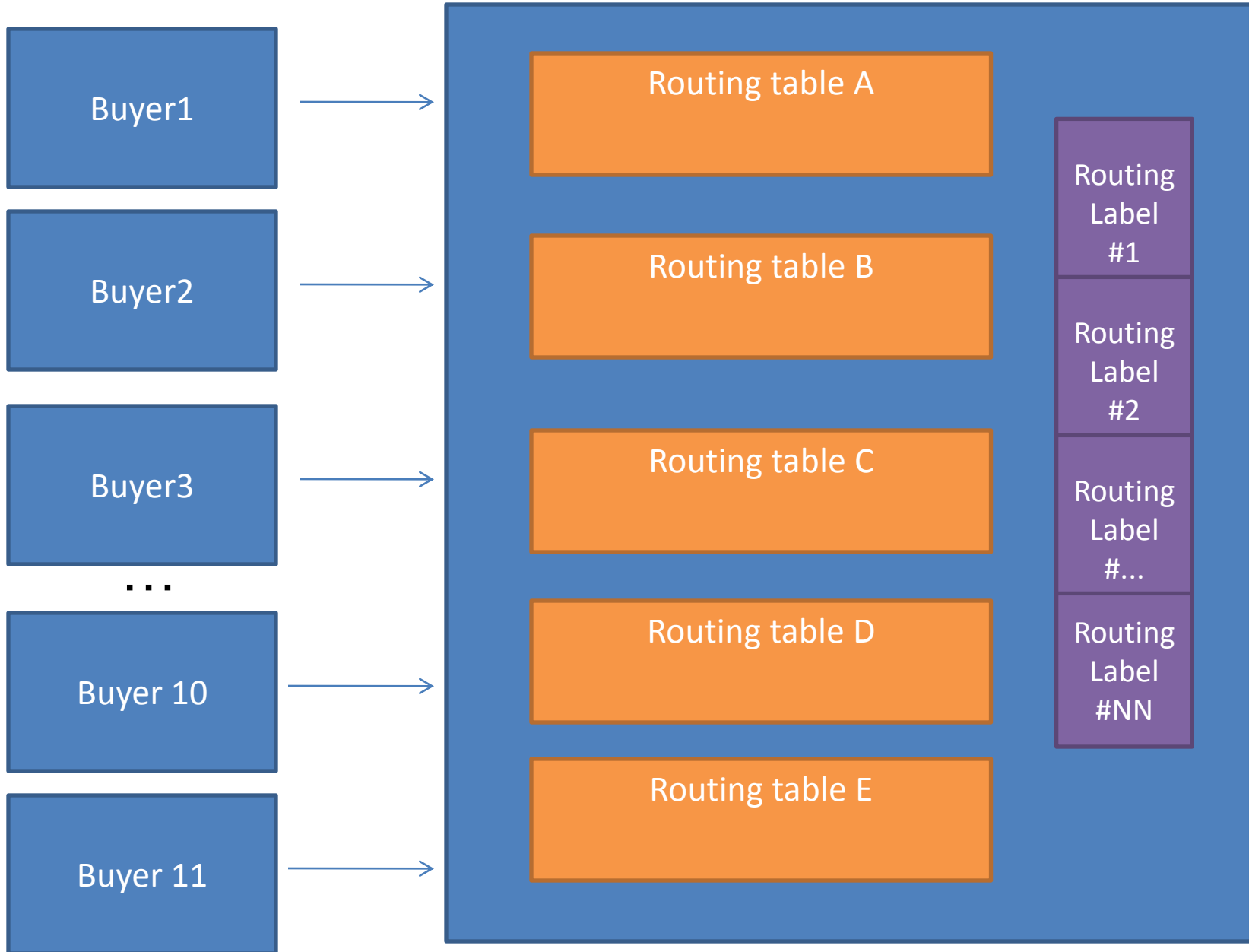


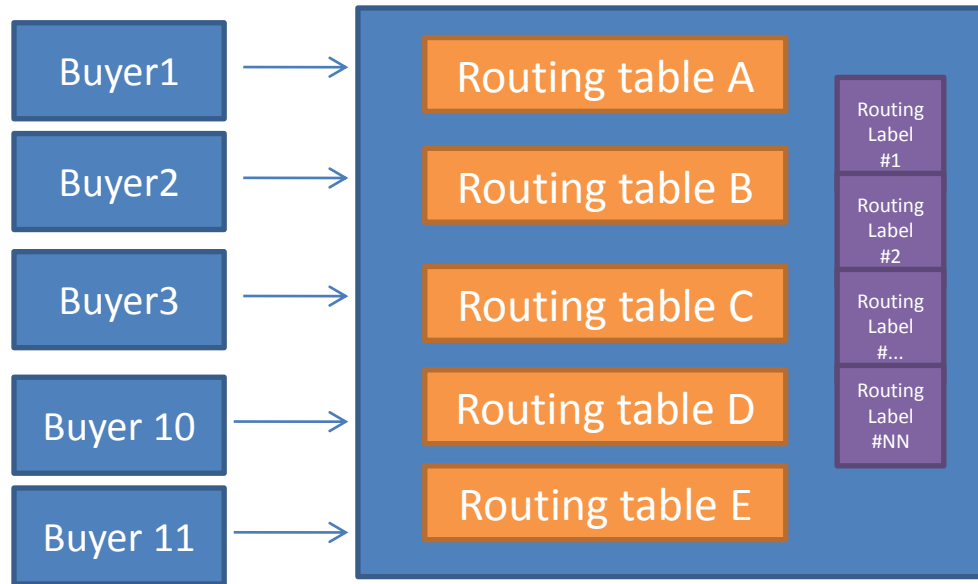
Ways to manage routing tables in R&R platform



Individual routing



Individual routing Allows maximum routing flexibility



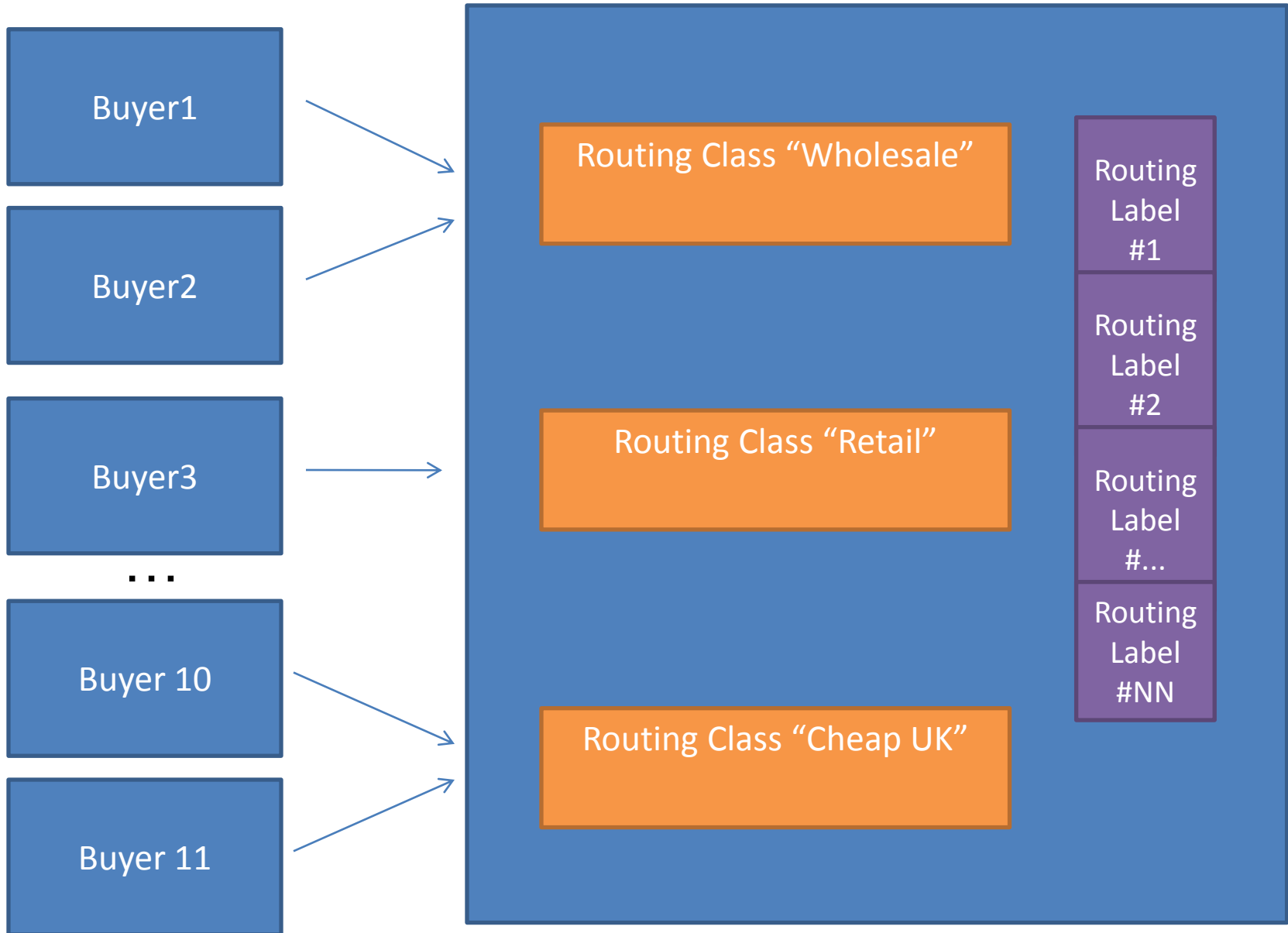
Advantages

- Independent routing rules
- Any change will not affect other Clients
- Can create very tailored routing based on Client's individual traffic patterns or termination requirements.

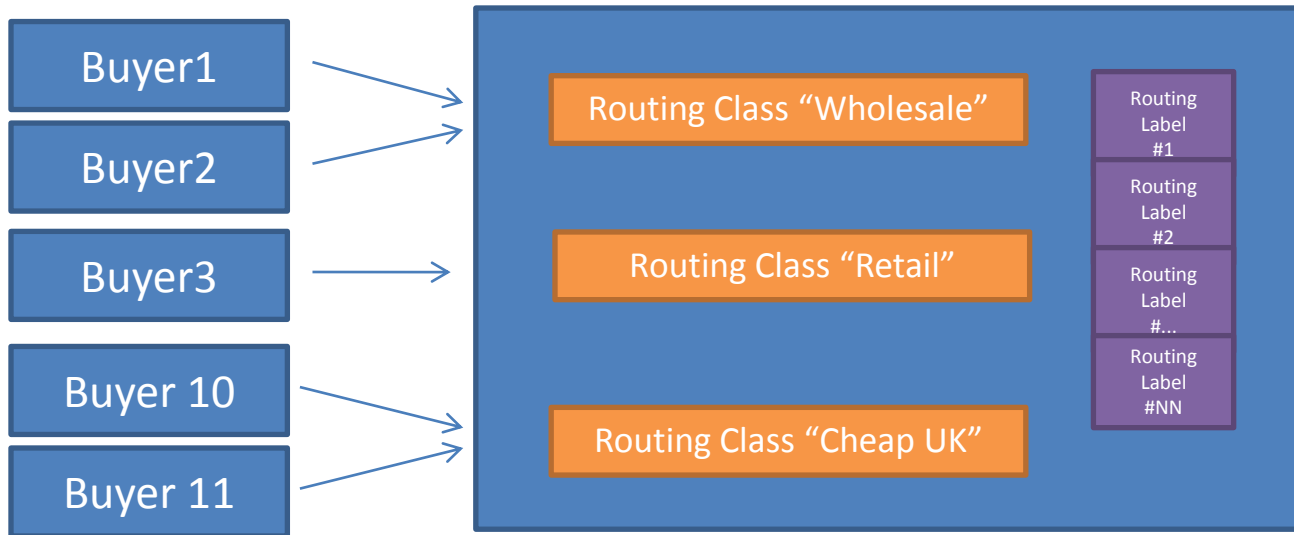
Drawbacks

- Can be laborious to create routing tables for many Clients
- Has to be created for every new Client from scratch

Class routing (Group routing)



Routing Class is suitable for Clients using identical routing tables



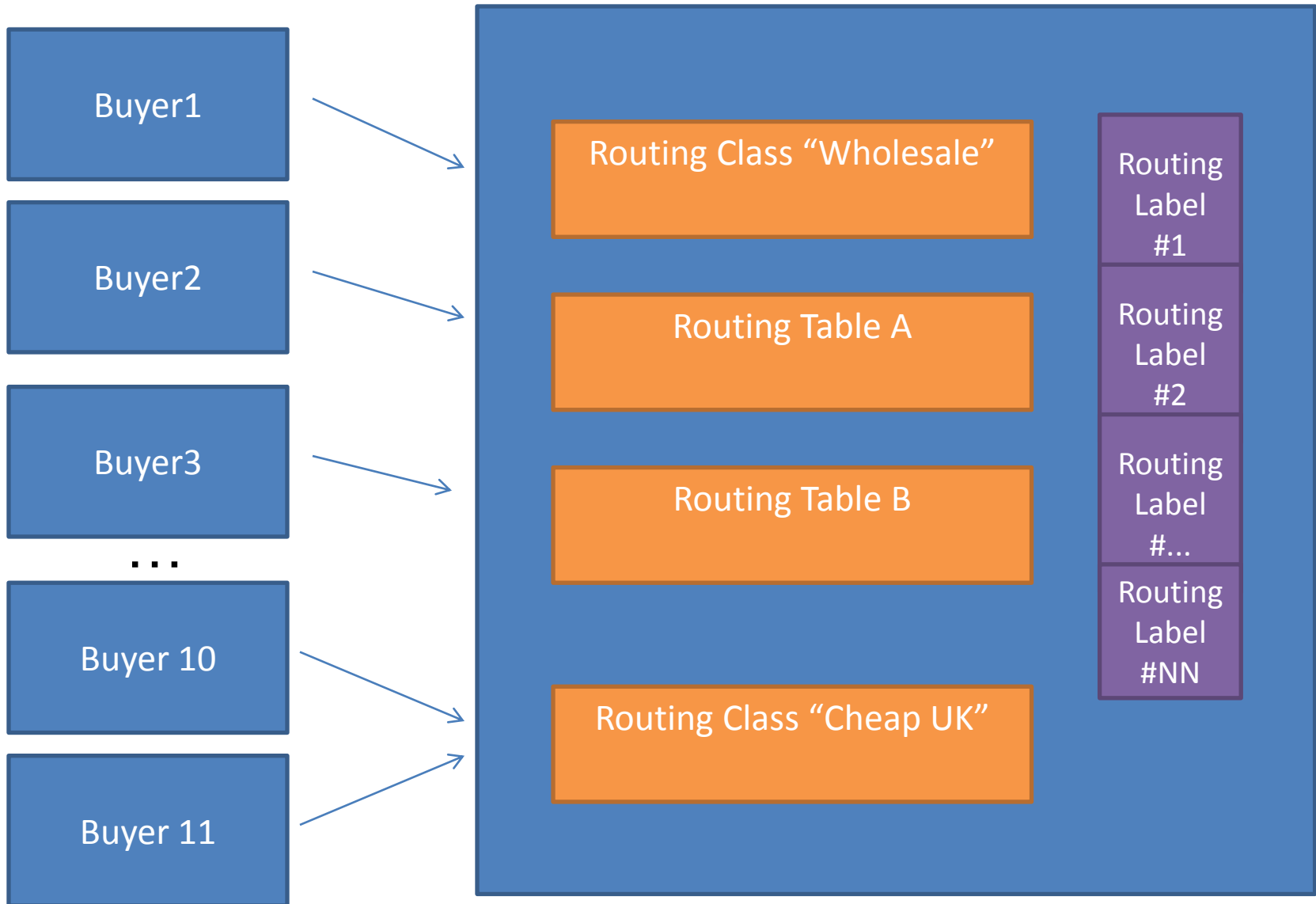
Advantages

- Be ready for new Client testing in one click
- Single change to Routing Class rules changes routing for all Clients assigned to it
- Multiple Routing Class groups allowed per partition
- New Routing Class can be created by a copy of existing one

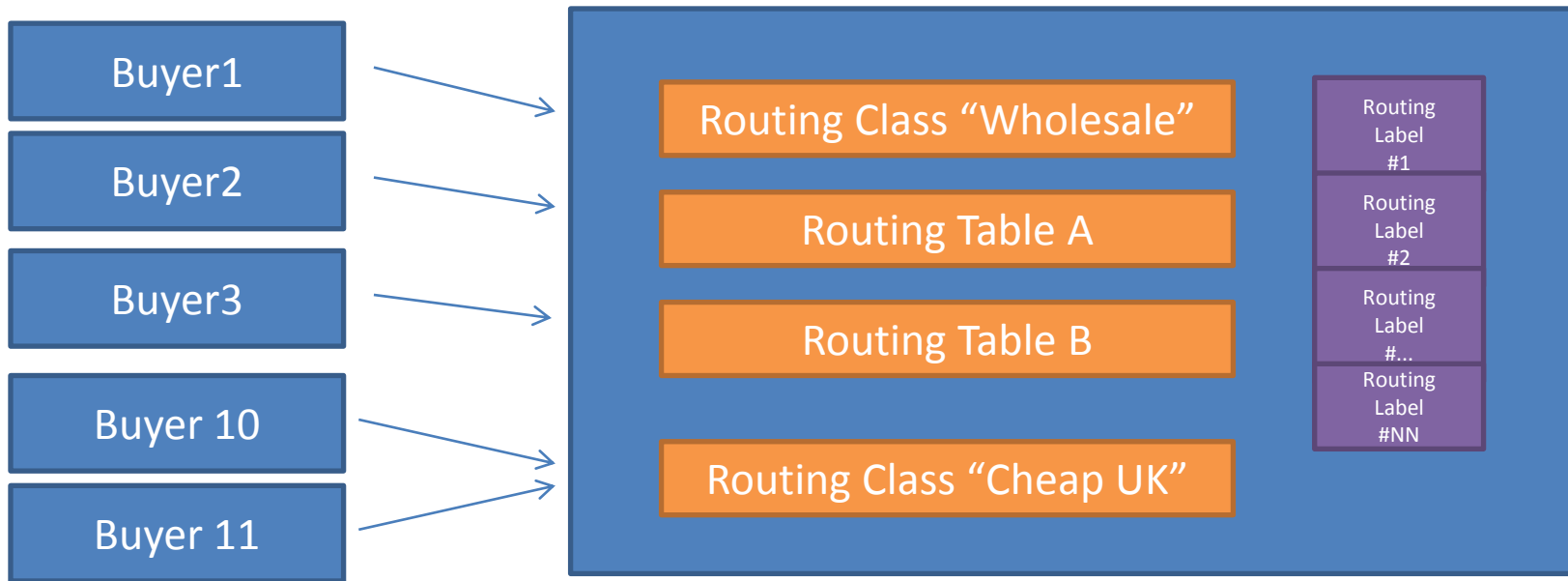
Drawbacks

- Can't change routing rule for individual Client that belongs to Routing Class.

Combine two routing principles



Best routing flexibility with minimum effort



Advantages

- Each Client can have either individual routing or be assigned to Class
- Can switch between two options anytime

Drawbacks

- To avoid confusion, any Client can either have individual routing or belong to a class. No mixing allowed.

R&R service offers powerful and easy to manage routing tables

1. Code and destination based routing
2. Simplifies routing operations for multiple Clients
3. Easy routing rule look up
4. “Full country” and “All countries” routing rules
5. Flexible termination selection (sequence, proportion, round-robin)
6. Bulk changes – single operations affects multiple Client/Carriers
7. Unlimited number of routing rules per partition
8. Routing depth up to 10 digits
9. Industry’s best route lookup time to decrease PDD
10. Same routing for TDM, SIP and H.323 traffic

What is the problem with LCR?

Least Cost Routing or LCR is a route selection logic that is based only on price.

In current market environment where Wholesalers are interconnected with 50+ parties allowing rate be the only routing criteria leads to very **low quality**.

Using LCR leads to increased load on technical support and numerous **billing disputes** due to widespread use of False Answer Supervision (FAS).

What is the problem with LCR?

Least Cost Routing or LCR is a route selection logic that is based only on price.

Wholesalers are forced to exclude carriers from routing, **resulting in more work** to exclude (50+ exclusions) rather than just create a route to a trusted partner.

What is the problem with LCR?

Wholesale profit = "Rate spread * minutes switched".

Low quality routes do not deliver same amount of minutes, hence **depress profits**.

R&R has derived statistical value "Profit Index" that accurately measures expected profit. Real life data shows that **rate alone cannot be routing criteria to maximize profit**.

What is the problem with QoS LCR?

Any statistical system measuring ASR and ACD for route exclusion are based on **statistical values of failed traffic**. They are “too late”.

They also ignore that incoming traffic structure may be flawed resulting in many exclusions of “good” routes.

Today, in most cases, there's no substitute for well tested static routes.