

MOST™ Routing Manager

MOST Routing Manager enables the creation of sophisticated routing plans based on a wide range of factors, which can be measured in real time, including cost, quality, traffic volumes, network capacity, agreements and business rules.

MOST Routing Manager is part of a modular software suite that covers the entire Wholesale process from Buy rates, Quality and Traffic management, Routing decisions to Sell rates.

Routing Issues Experienced

The ability to rapidly and efficiently define and implement a routing plan is a key differentiator for many carriers. Simply routing traffic by choosing the cheapest rate to a particular destination isn't necessarily the best choice where network constraints can cause unplanned overflow for a portion of the traffic.

The generation of Routing plans needs to consider Capacity constraints, Quality constraints, Existing contractual business relationships and the physical Network Topology. Attempting to manage all these issues manually and without the aid of sophisticated tools is extremely difficult. If a typical carrier was to consider all of the available options within their network to deliver the optimum routing plan, they need to make millions of separate decisions a day.

MOST Routing Manager Overview

MOST Routing Manager offers sophisticated functionality, which can analyze in real time actual traffic levels against overall network capacity and generate routing plans which optimize the use of available capacity on a network wide basis. This ensures that expensive unplanned over-flow is minimized and not only does the resultant routing plan generate a lower cost but also improves achieved call quality and revenues.

The routing plan analysis and generation takes account of a wide variety of user selected factors including:-

- Physical network topology
- Network capacity
- Actual traffic volumes
- Quality at the destination level
- Cost
- Bilateral & Swap arrangements
- A broad range of user defined business rules / constraints including forced routing etc.

MOST Routing Manager offers multiple levels of routing sophistication from basic Least Cost Routing to complex predictive routing based on optimizing the achieved cost and quality across the whole network whilst taking into account future scenarios.

MOST Routing Manager Benefits

Reduced routing overflow and improved cost predictability using *Optimizing Routing Algorithms* that allow for the allocation of traffic at optimal cost within a very wide range of user selectable criteria and business rules.

Routing generated at the lowest granular level within the Dial Codes offered by the carrier's suppliers, all possible routes are supported and included in the generation of the most optimal routing plan.

Reduced Risk in Routing Plans by automating the generation of the Routing plan and allowing a virtually infinite number of options to be considered to generate a more accurate and lower cost routing plan.

Ability to respond to change faster giving the carrier competitive advantage in a dynamic, competitive marketplace with the ability to generate a Routing plan more frequently.

Levels of Routing sophistication by offering a number of different routing algorithms the carrier can select which level is most appropriate to their current business requirements and can change the level of routing sophistication as their business drivers require.

Routing can be optimized to support different business models to enable the carrier to optimize routing for different business models, including Least Cost, Best Quality, Maximum Network Utilization, Best Cost.

Graphic representation of Routing choices where the user can see, understand and exercise control over the Routing plan before it is implemented, so reducing the risk of errors and mistakes in the routing plan.

Basic Routing Plan generation

LCR –based simply on lowest rate including Bilateral accounting rates

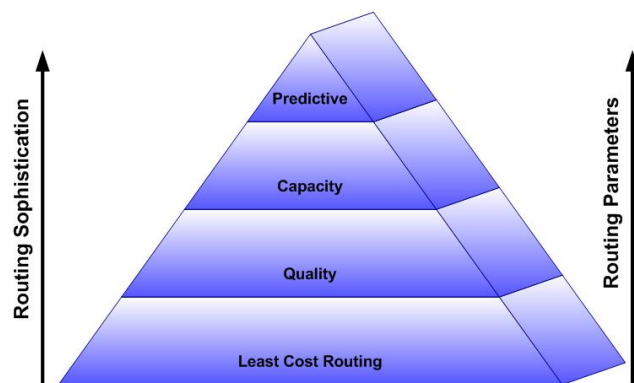
LCR with Quality generates service adjusted routing plans that offers the highest quality route for the lowest cost

Advanced Routing Plan generation

LCR with Quality and Network Topology also includes business rules and volumes into the routing plans with Loopback protection

LCR with Quality, Network Topology & Bi-Laterals agreements to cater for any bilateral agreements or arrangements in place with other carriers.

Optimized routing takes into account ALL network criteria and calculates the minimum cost of routing for all traffic across the network using predictive volumes.



MOST Routing Manager Deployment

Multiple Delivery Options

MOST Routing Manager can be uniquely delivered in a number of options:

- **'On Demand'** in a secure managed 24*7 operation with zero operational impact
- **Installed** with small footprint and low operational impact
- **Managed Service** including all Data management

Historically, companies were required to buy, build, and maintain their own IT infrastructures despite exponential costs. On-demand computing gives companies an alternative. Now they can use applications built and run on a world-class infrastructure and delivered via the Internet. This enables companies to decrease total cost of ownership saving by up to 90%, reduce implementation risk, decrease time to value and focus on business, not on technology. The value our existing companies have experienced with on-demand computing far exceeds what they can expect with traditional software.

Modular Approach

Seamlessly add other parts of a modular software suite to cover the entire Wholesale process.

Industry Proven

Prime Carrier's products are proven to deliver significant cost savings, Margin improvements and accelerated Return-on-Investments.

For further information on the Prime Carrier products and services, please contact us at

Head Office: +353 (1) 6311900

E-mail: info@primecarrier.com

Online: www.primercarrier.com