

A woman with grey hair is smiling while talking on a mobile phone. A man with glasses is looking down at his phone. The background is a blurred indoor setting with a window.

**Collaborate  
& Evolve**

**2016  
Toll-Free  
User Summit**





**General Session**

# **Modernizing Access to Toll-Free Routing Information**

**Ryan Karnas, Director, Products & Services**

**Somos**

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# Ryan Karnas

**Director, Products & Services**

- **Over 13 years of telecom registry experience, leader of the RouteLink development effort**
- **[rkarnas@somos.com](mailto:rkarnas@somos.com)**
- **Call or Text 844.HEY.RYAN**



**Break Down Barriers**

**More Accessible**

# RouteLink<sup>↑</sup>

**Evolution**

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**Direct Access**

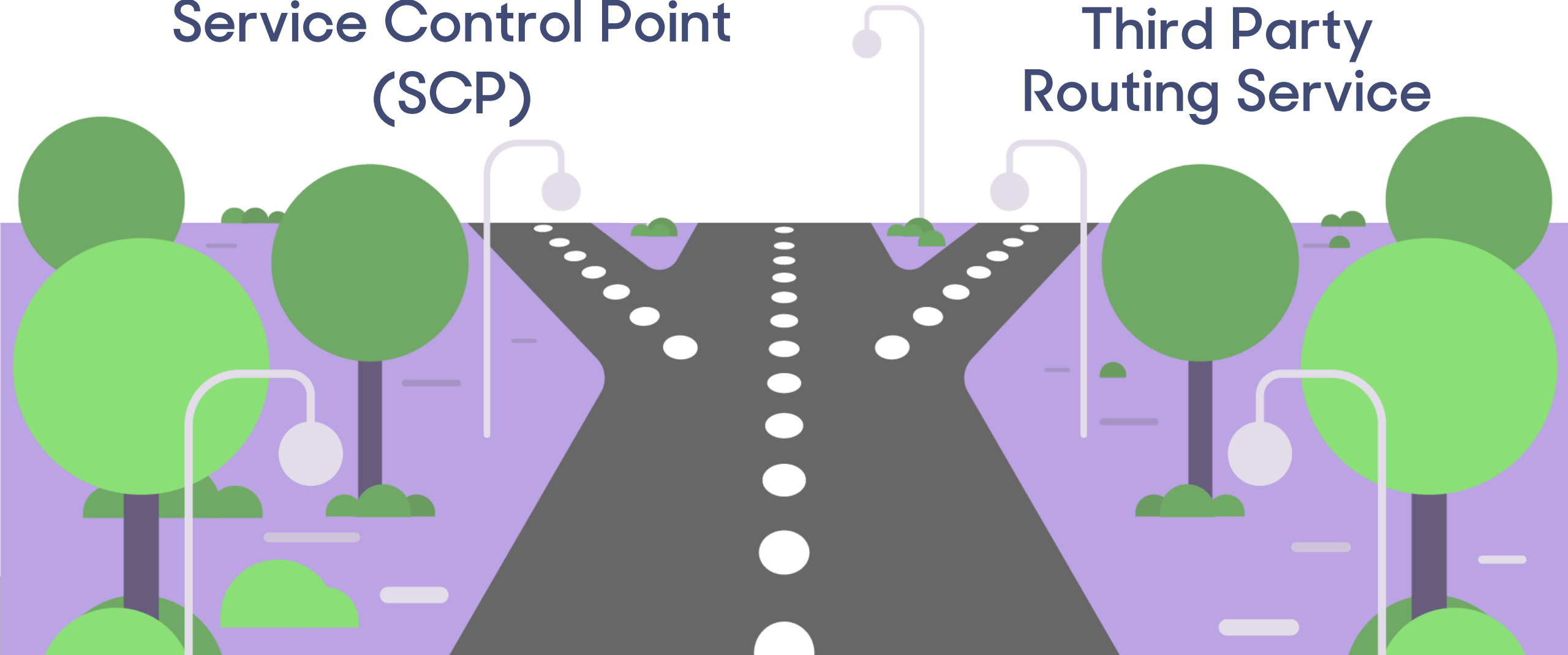
**Reduce Costs**

**Collaboration**

# Options are Limited

Service Control Point  
(SCP)

Third Party  
Routing Service



# Service Control Point



**Direct access**

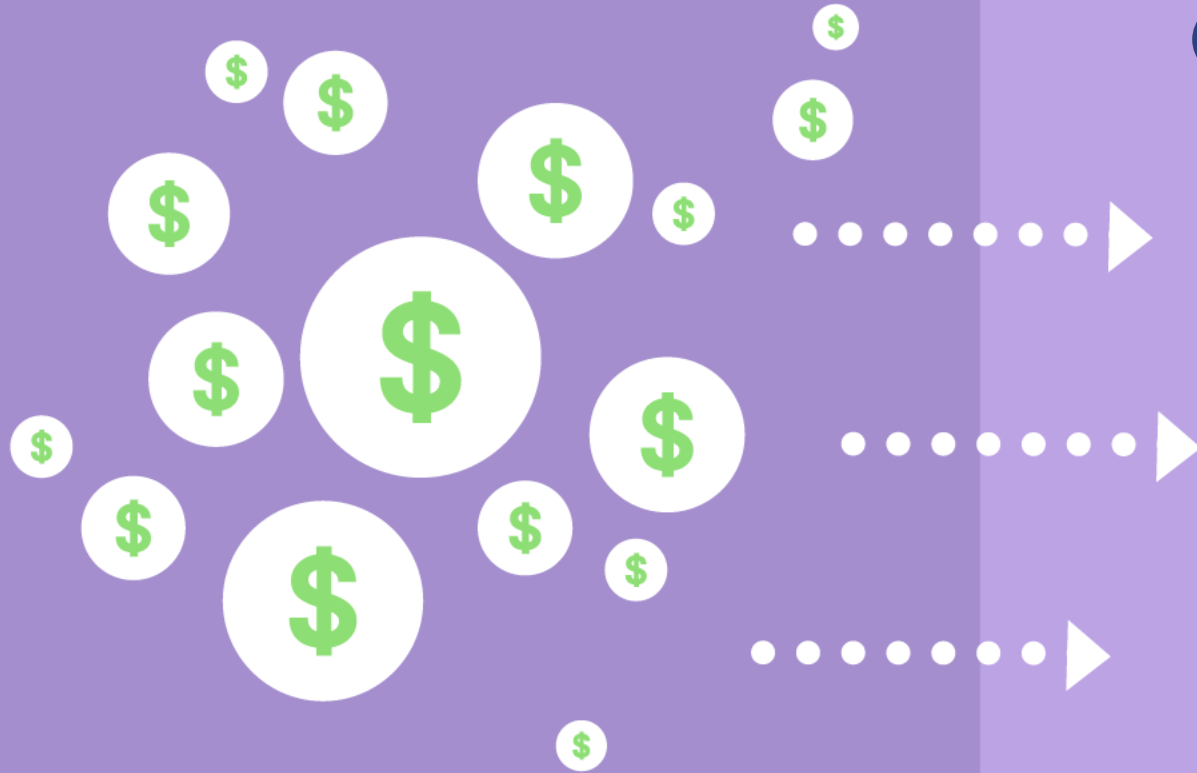
**All routing  
information**

**Locally stored**

# Barriers to Building a Service Control Point

It's expensive		
It's complex		
It's not modern		

**Third party routing service**



**Minimal investment**  
**On demand service**



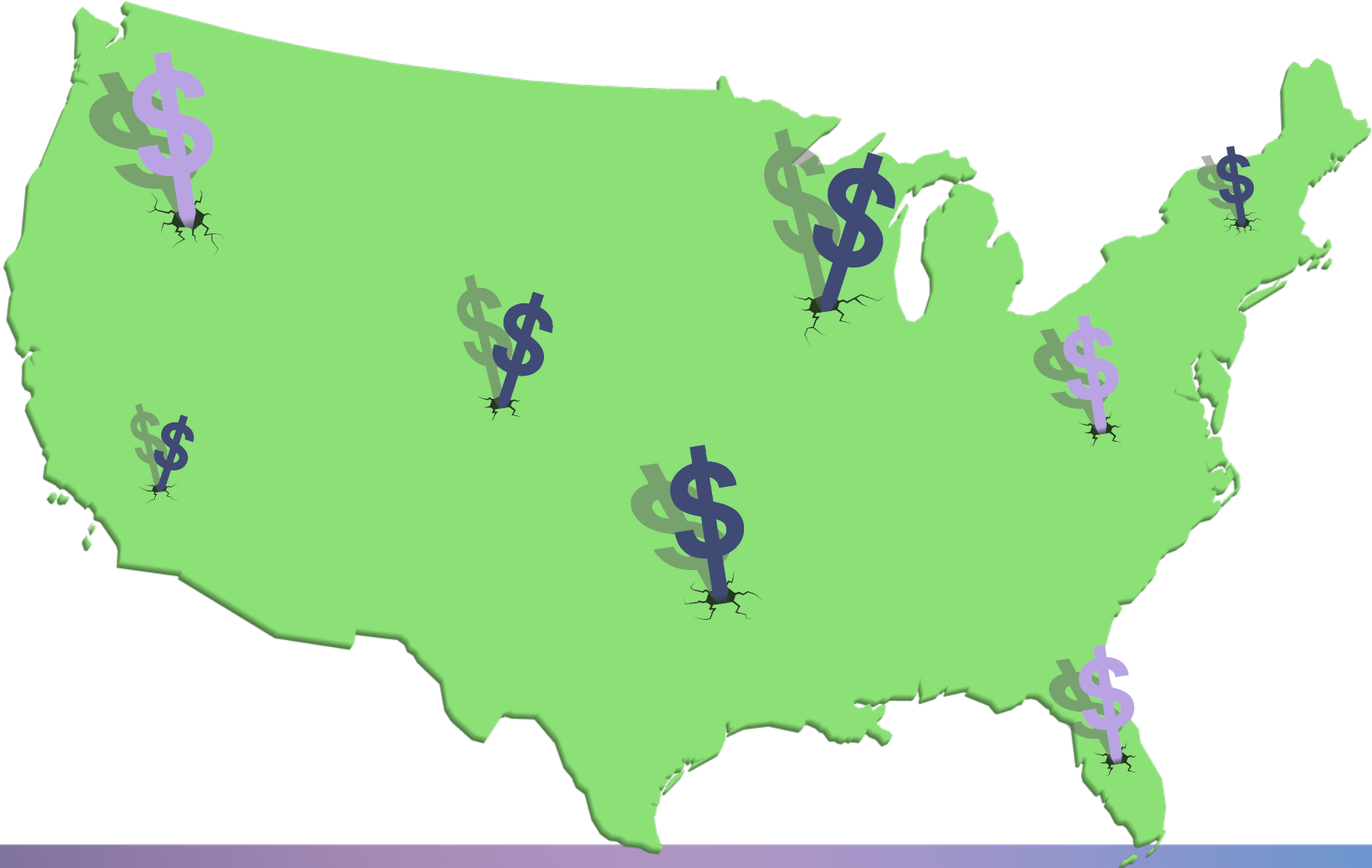
**Low price per query**

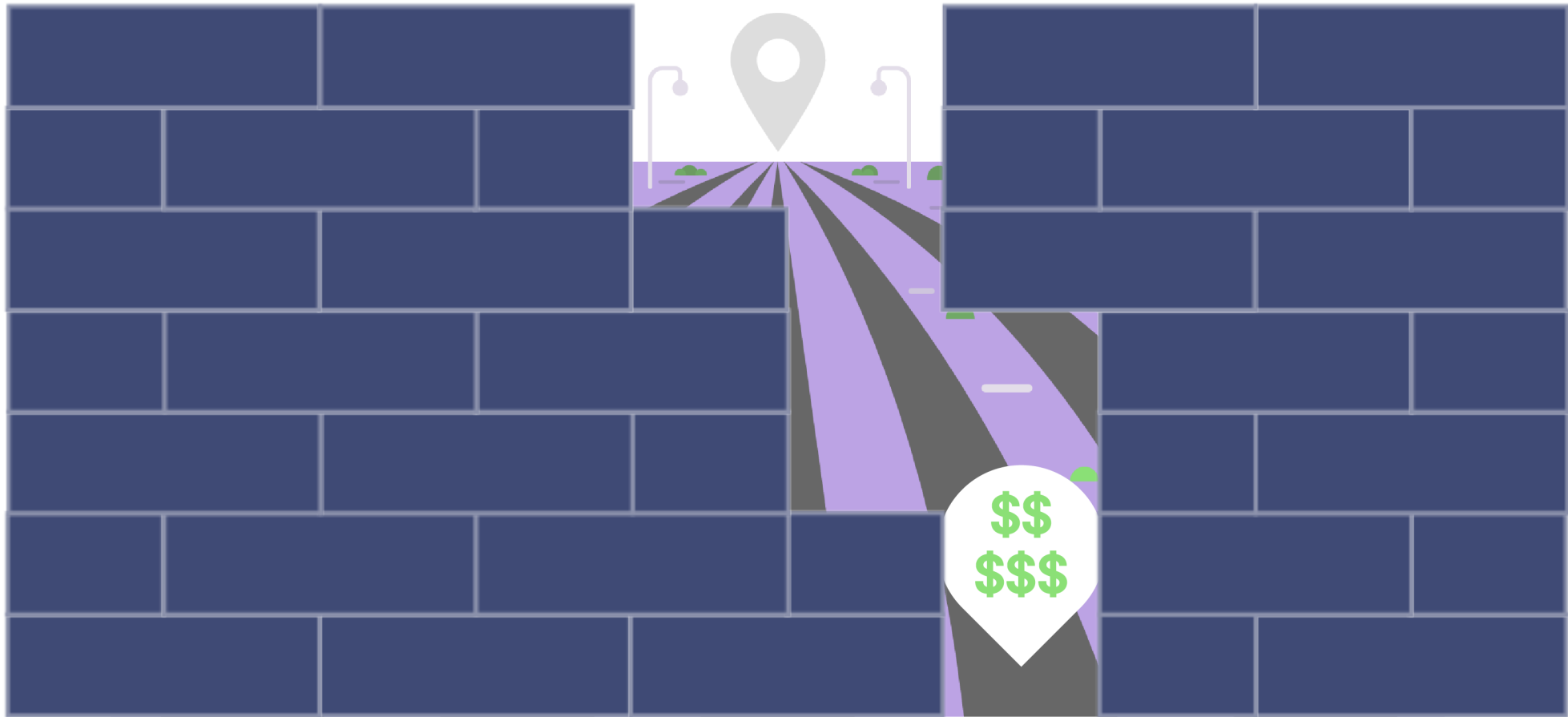


# Tradeoffs for using a third party routing service

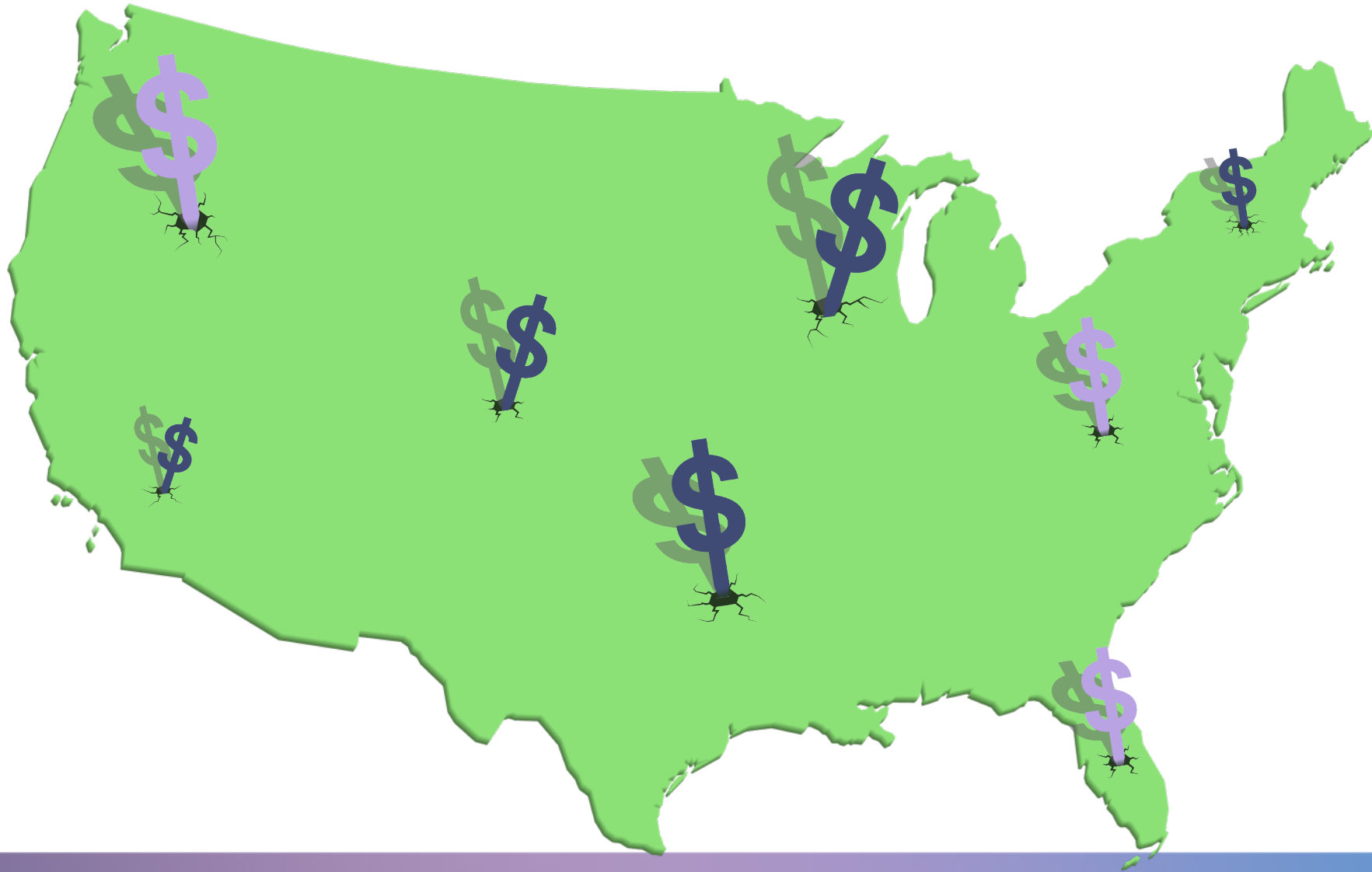
		Pre-determined route	
Off-net queries			

# High Cost is #1 Pain Point





# High Cost is #1 Pain Point



# RouteLink

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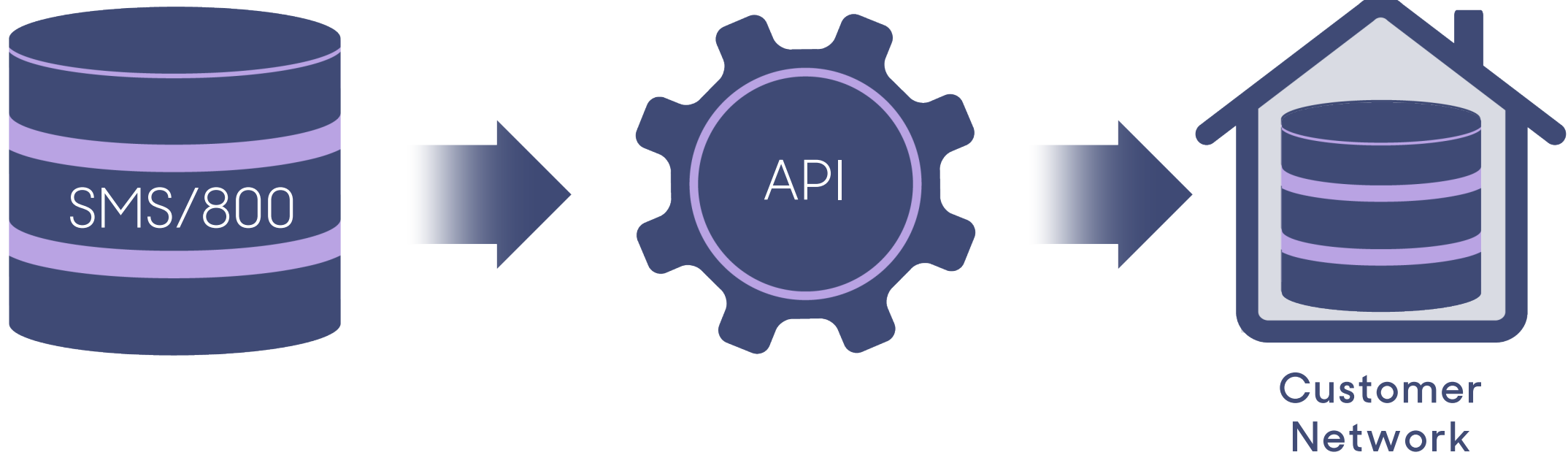
Broaden Availability

API Access

Reduced Costs

Enable Innovation

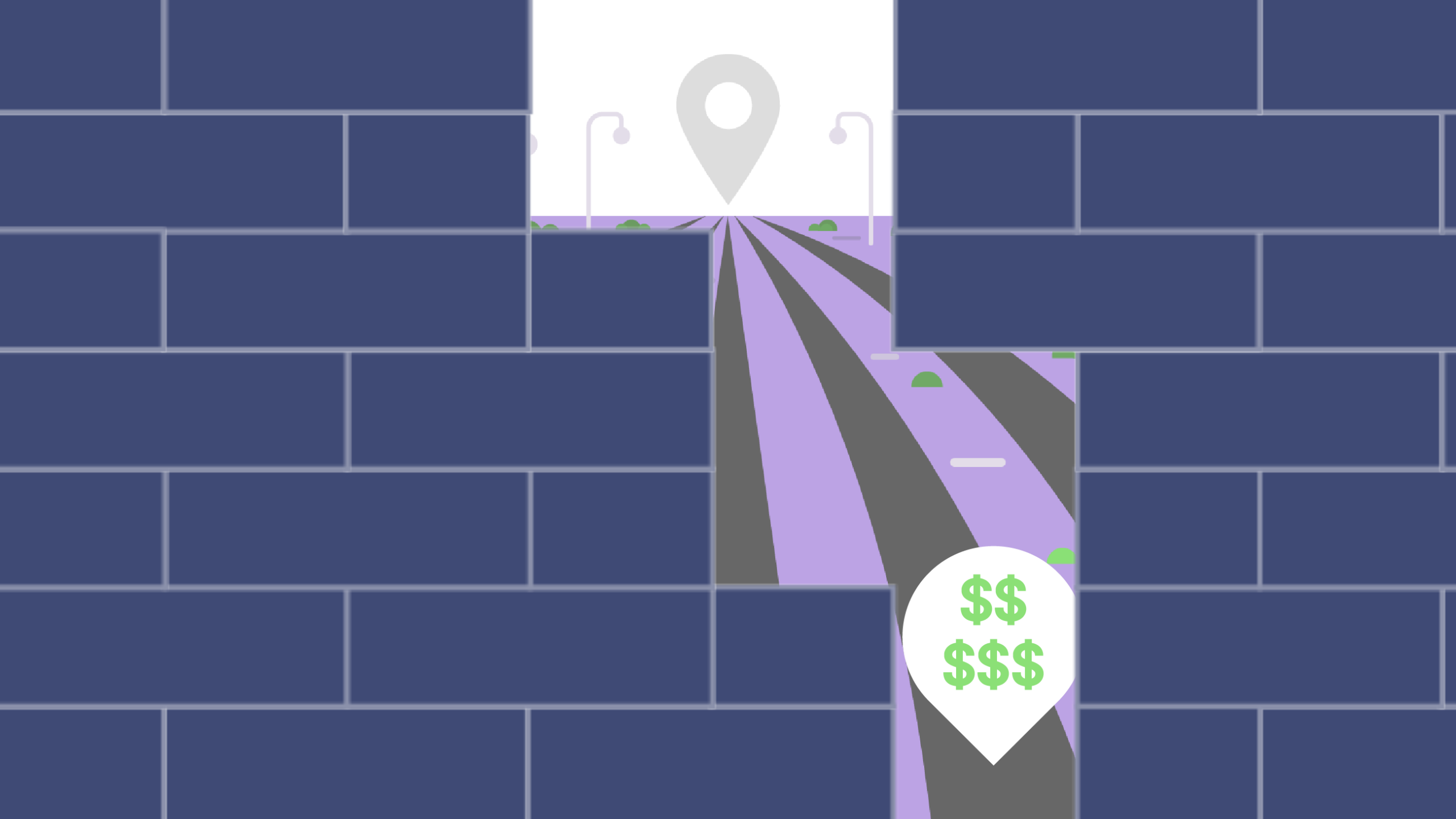
# How Does RouteLink Work?



# RouteLink

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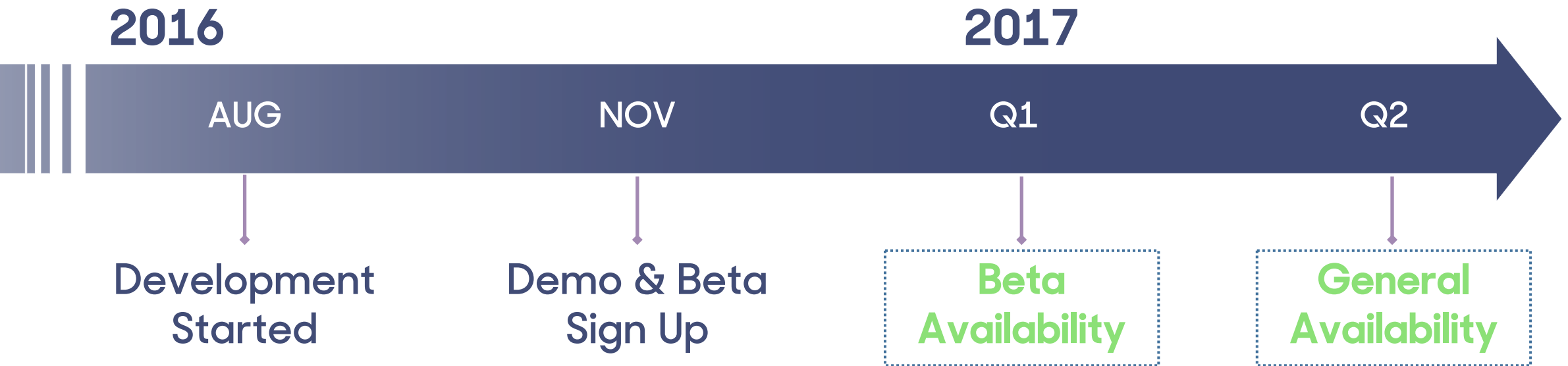


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# When is RouteLink Available?





# RouteLink

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Routing information and meaningful  
savings that you can clearly see

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