

A woman with grey hair is smiling and 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

Welcome

Gina Perini, President & CEO

Somos

**Collaborate
& Evolve**

**2016
Toll-Free
User Summit**

2004 | My Journey Began

2013

Joined SMS/800..

2015

We are Somos!

2016 | Today!

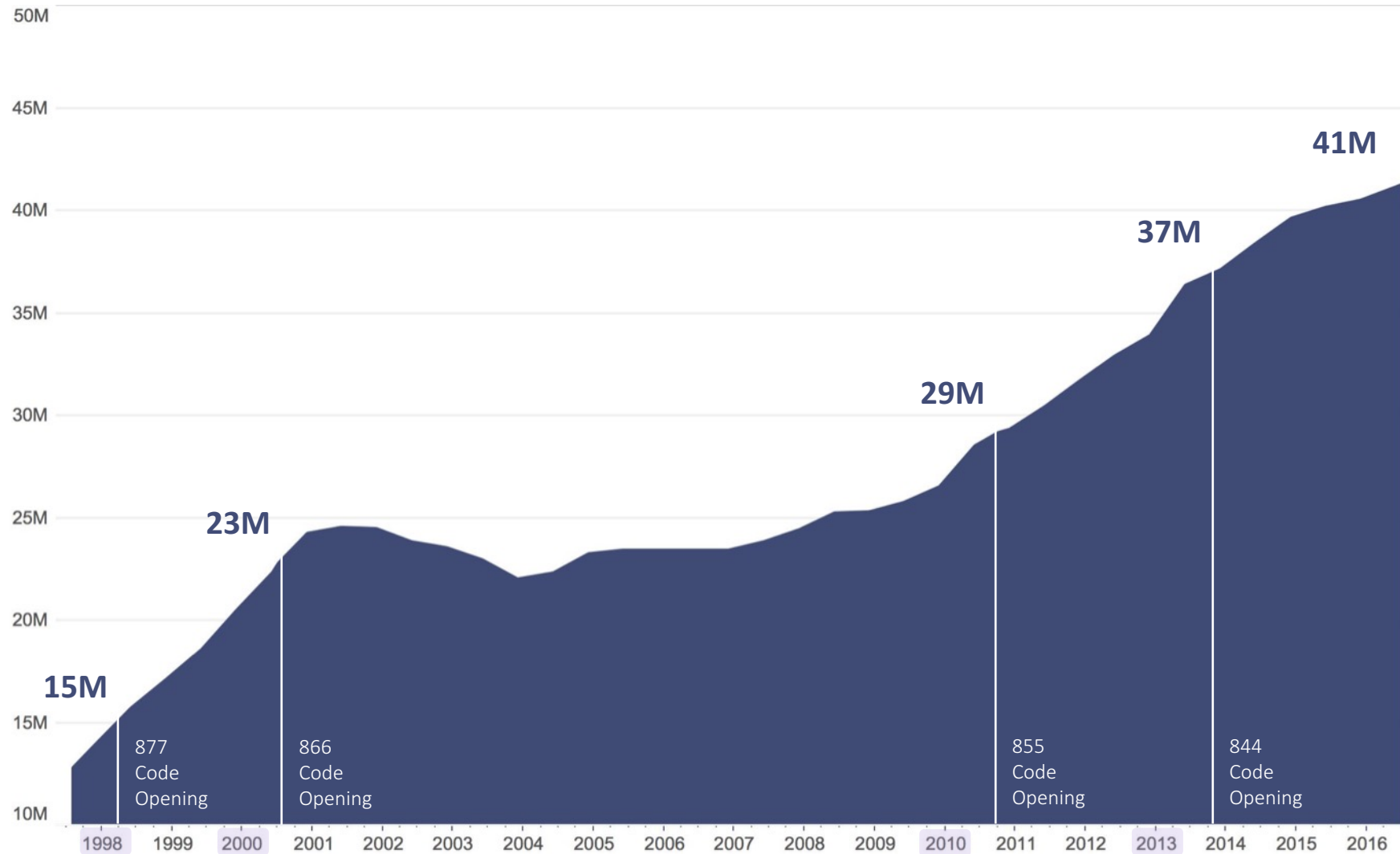
2017 | 50-Year Anniversary

We have a Profound Opportunity

The Power of Toll-Free Today



The Toll-Free Trajectory

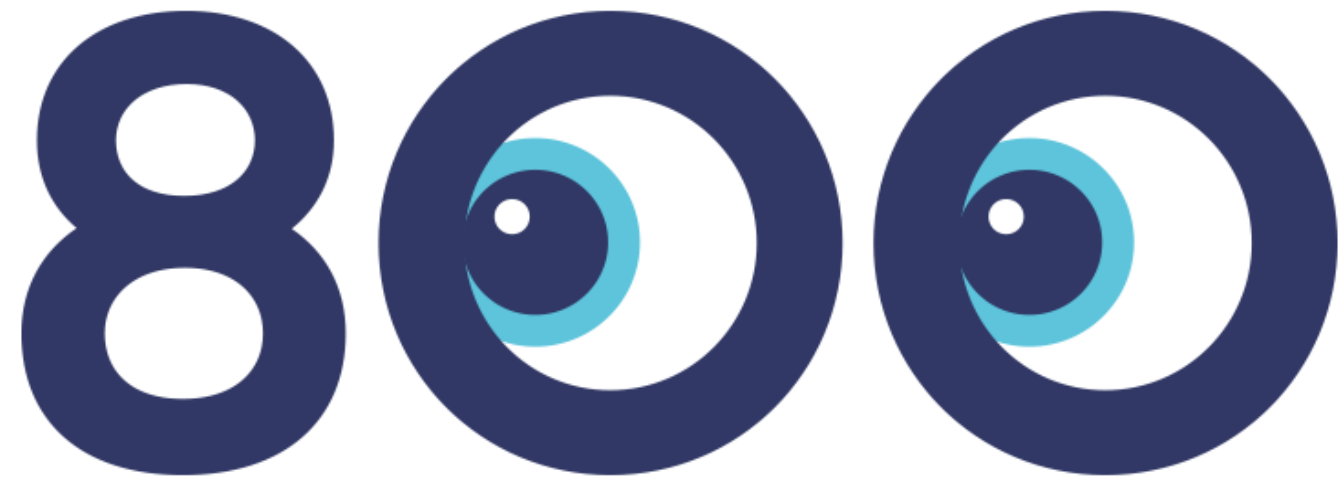


**“The Best Way to Predict
your Future is to Create it”**

Abraham Lincoln

800

800

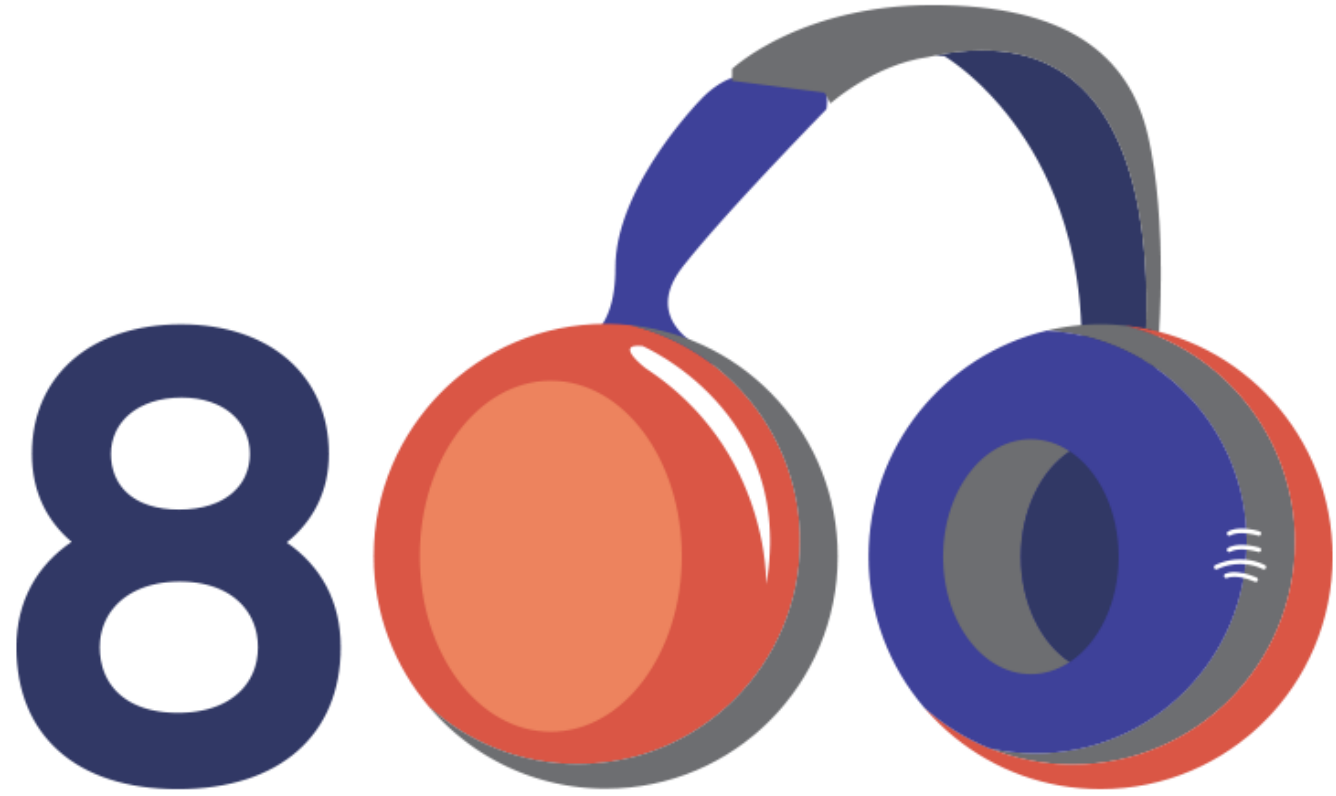
The image shows the number '800' in a dark blue, sans-serif font. The two zeros are stylized to resemble eyes. Each zero has a dark blue outer ring, a white inner circle, a dark blue pupil, and a light blue iris. The number is centered horizontally on a white background.

8

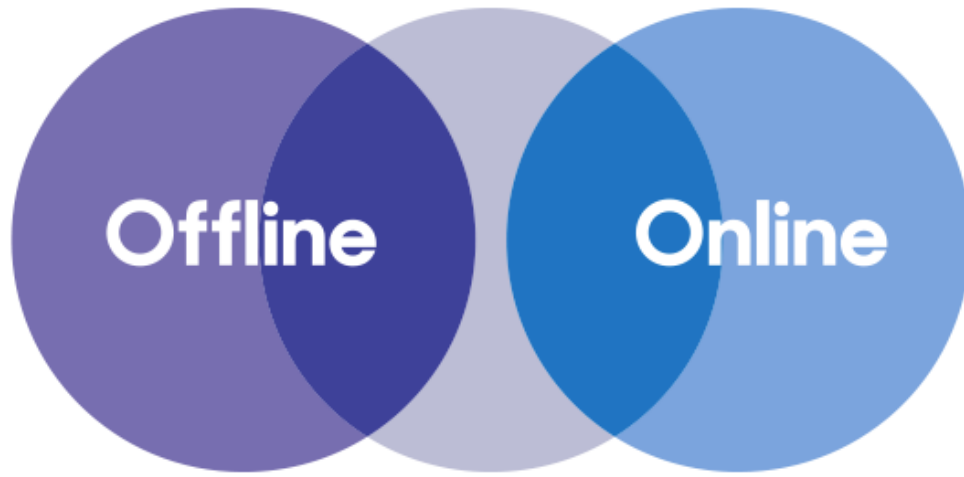


8





8



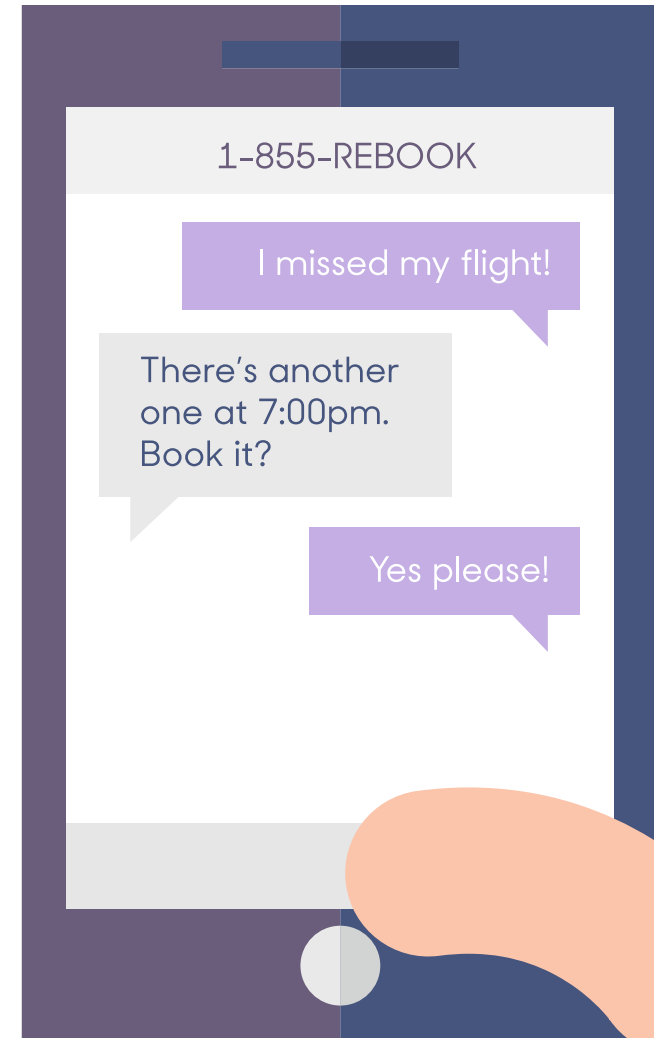
**Toll-Free Number
usage and
innovation will
continue to grow...**

**so we are
modernizing our
systems**



Toll-Free Numbers are crossing channels...

so we are ensuring
Resp Org authority and
data integrity



**Routing information
should be more
accessible...**

**so we are introducing a
modern, cost-effective
way to get routing
information**

RouteLink 

Powered by  SOMOS™



Enterprises can drive more value from Toll-Free Numbers...

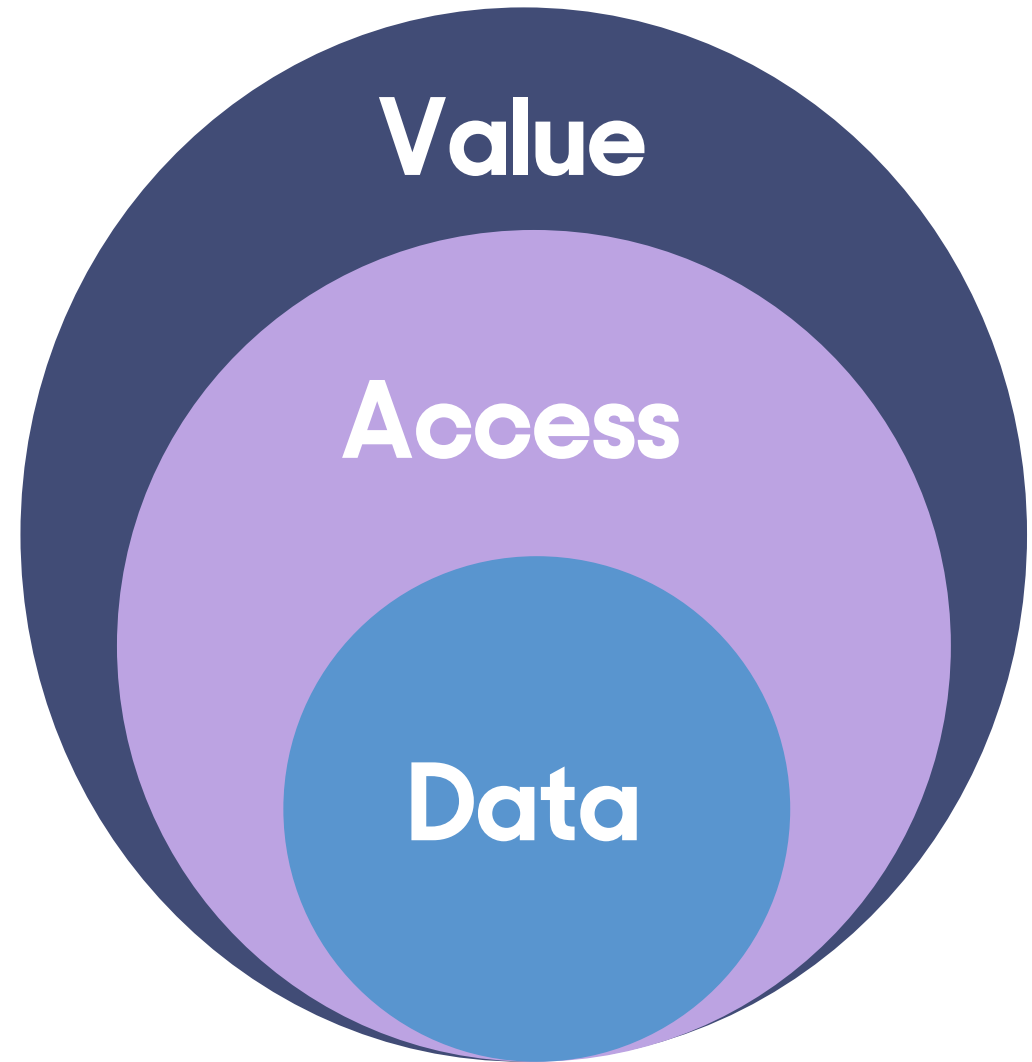
so we are launching a national marketing campaign

Role of a Registry

Ensure integrity

Foster competition

Enable innovation



A blue-tinted photograph of two women smiling and looking at a document held by a hand in the foreground. The text is overlaid on the left side of the image.

**We have a
profound
future
together!**

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