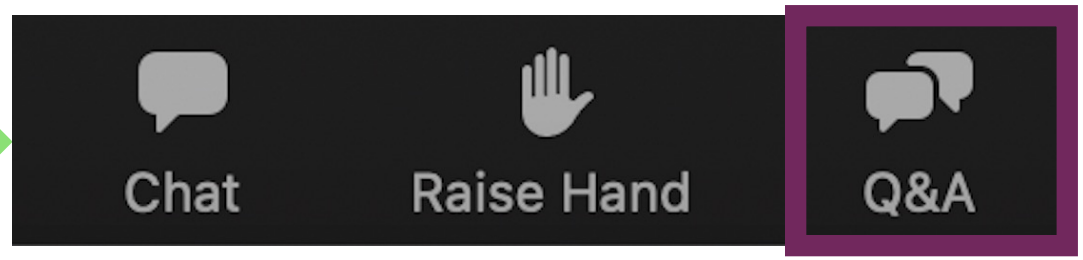
RouteLink®: The Future of Call Routing Intelligence, Today

October 5, 2023

SOMOS®

Zoom Webinar Control Panel

Submit your questions using the Q&A feature and our moderator will address your questions live.



Your Presenters

RYAN KARNAS
Director, Product Management

SUSAN TAMIDA
Product Manager

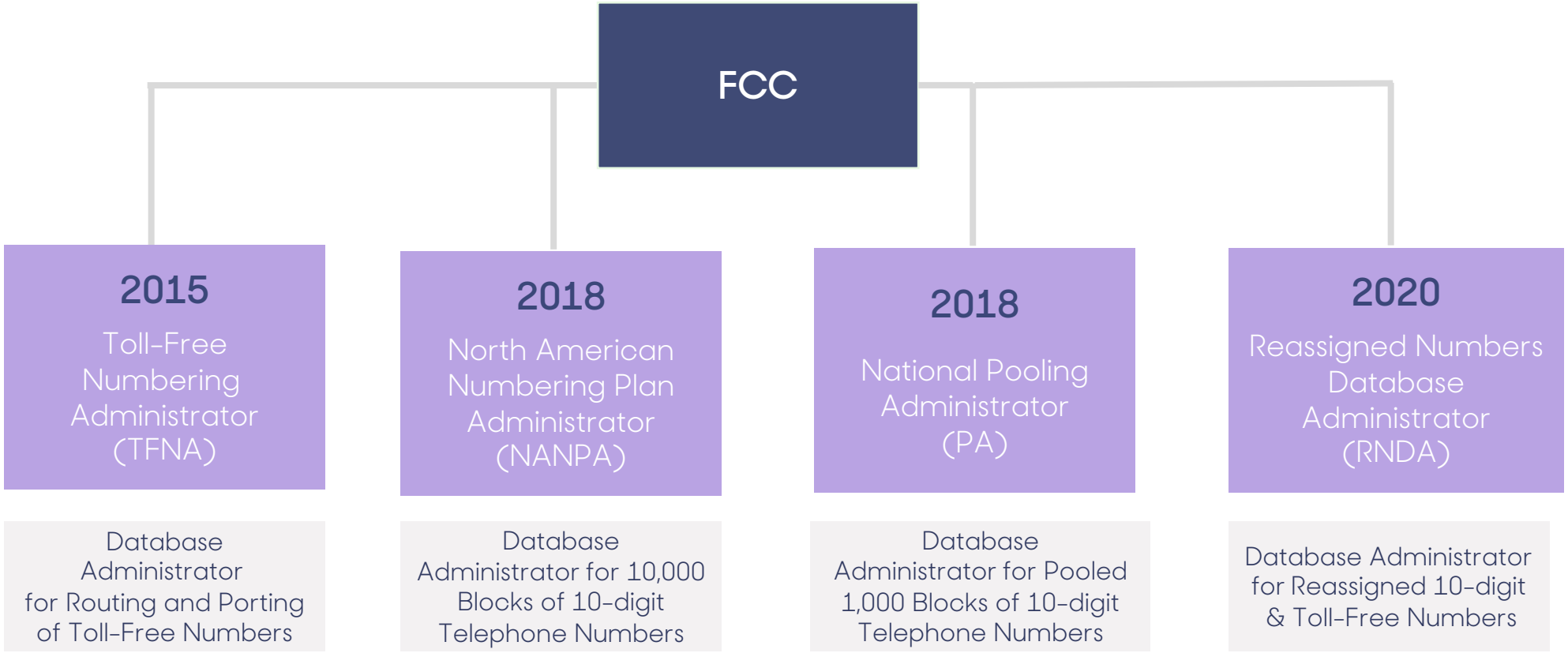
Vision

To be the leading provider of the trusted information that drives global connections

Mission

To empower more trusted connections between brands, consumers and communities

Somos Numbering Administration



TFNRegistry™

NANPA
North American Numbering Plan Administrator

rnd
Reassigned Numbers Database

SOMOS® at a glance

Deep Experience

North American Numbering and Identity Administration

Current North American Numbering Plan Administrator supporting over 1,400+ Service Providers and managing over 7 billion identities in inventory

Authoritative source and administrator of:

- 43+ Million Toll-Free Numbers
- 7.5+ Million Text Enabled Toll-Free Numbers
- Toll-Free Call Routing Data (traditional and IP)

Today we will cover:

1. Importance of Routing Data
2. Modernized Routing with RouteLink®
3. Future of RouteLink®
4. Q&A

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Today's Goals

- Toll-Free Call Routing Data Distribution at a Glance
- Provide Solution to Industry Challenges
- Improve Trust in Toll-Free Calling Ecosystem

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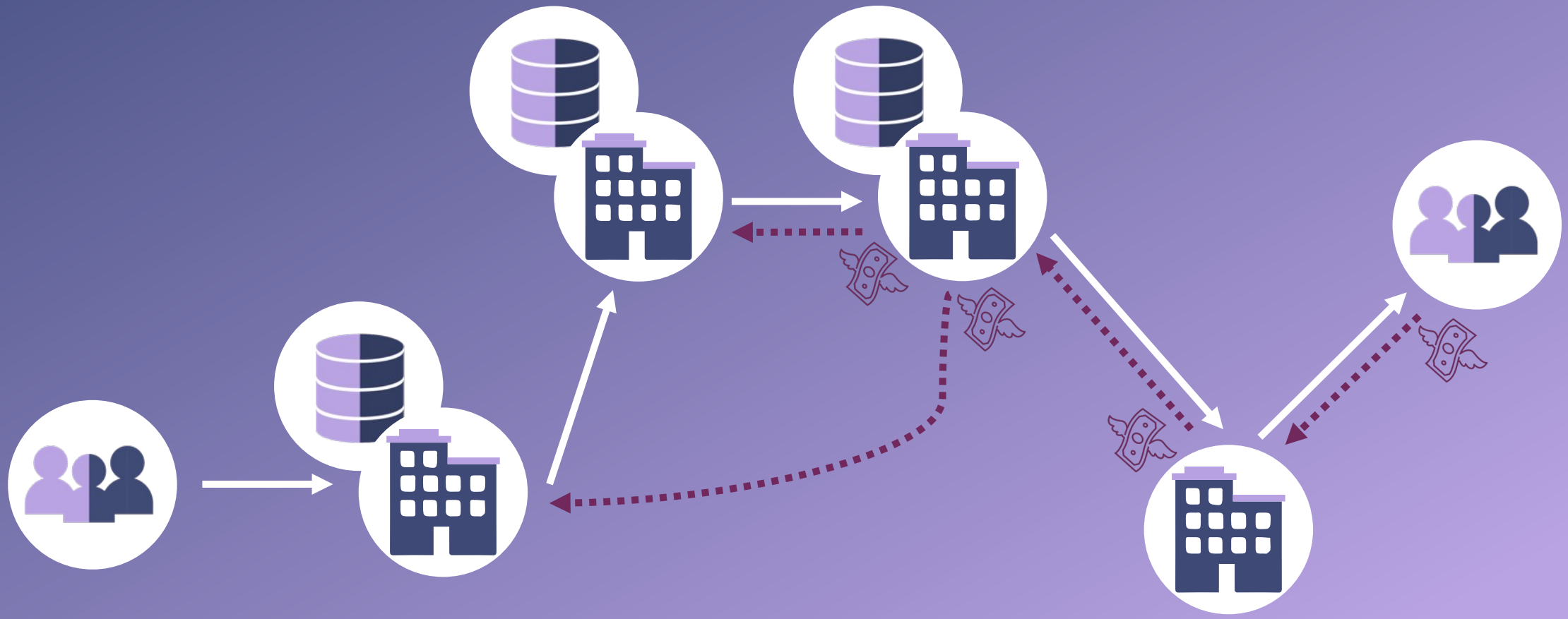
Why Should I Care about Routing Data?



Why Should I Care about Routing Data?

Comprehensive View

Call Routing Data

Visibility

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Barriers to Traditional Toll-Free Routing

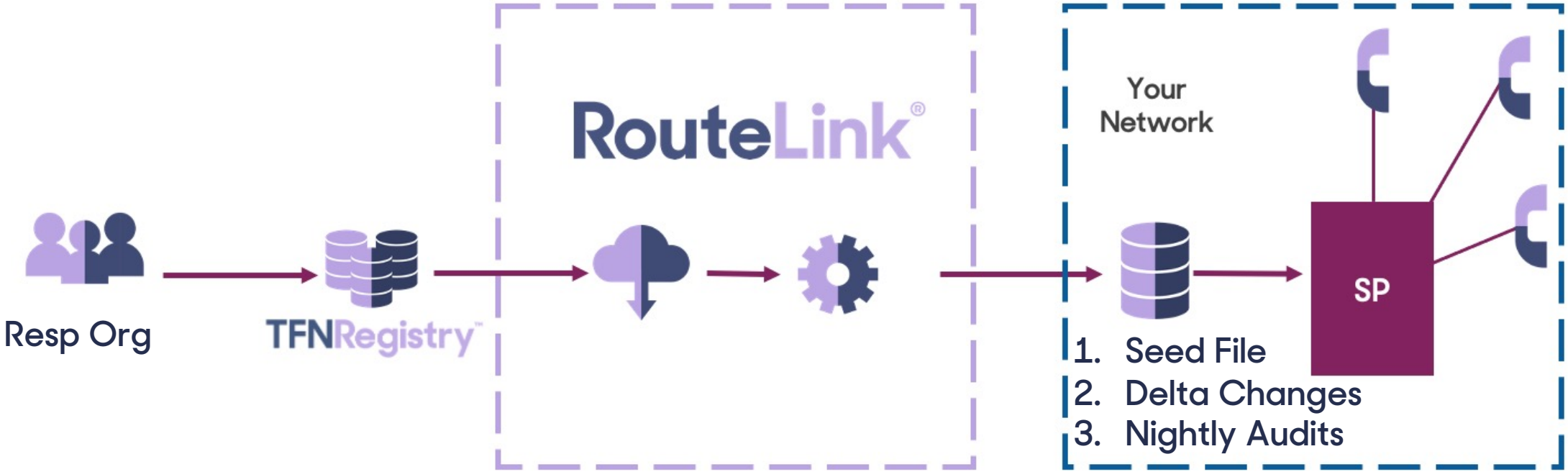
Costly

Time Consuming

No Access

Modern Distribution: Toll-Free Routing Data

Authorized Toll-Free routing data from the authoritative registry



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Modern Distribution: Toll-Free Routing Data

Key Benefits

Local Network Copy

No Third-Party Query Dependencies

Increased Reliability and Confidence in Routing Data

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Subscription Models

Direct Subscribers
Direct Access Near Real-Time Updates Fixed Monthly Fee

Authorized Distributors
Licensing Agreement Diversify & Expand your Product Portfolio Routing Data Copies or Queries for your Customers

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Future of RouteLink®

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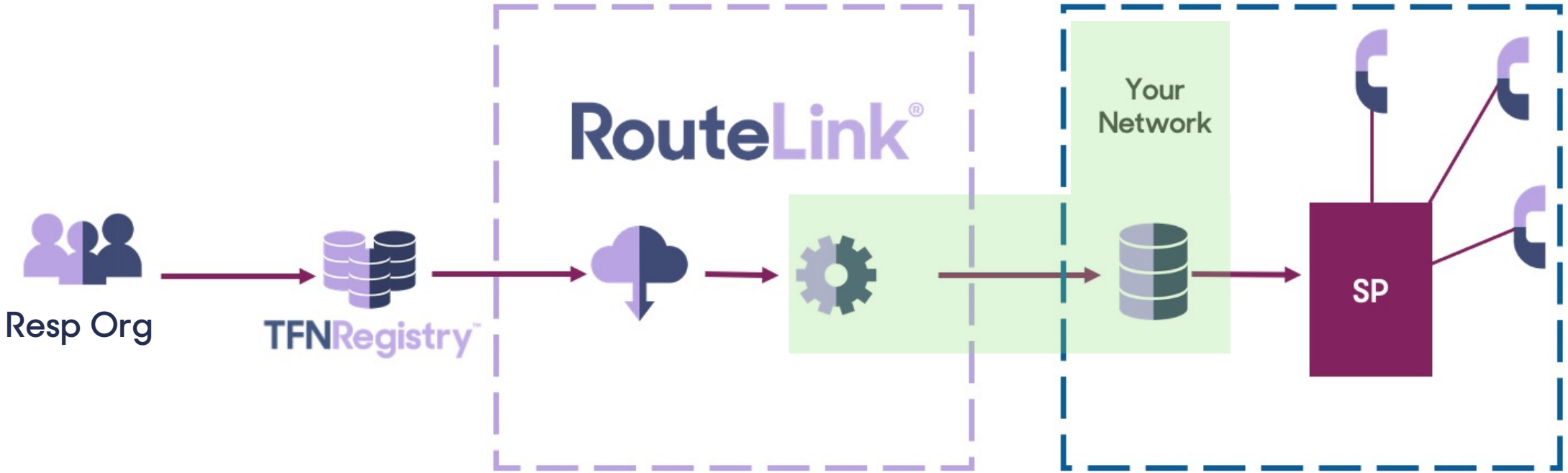
Future of RouteLink



Getting Started in Sandbox – Create Profile

Create Profile

* First Name: Susan

* Last Name: Tamida

* Choose Password: ••••••••

* Confirm Password: ••••••••

* Company Name: Somos, Inc.

* Customer Type: Direct Subscriber

* My Company is: A Facilities Based Carrier

* Email (username): stamida@somos.com

* Business Phone: 8334412186 (833.HI.SUSAN)

Personal Phone:

☑ * I agree to Sandbox terms & conditions

Submit

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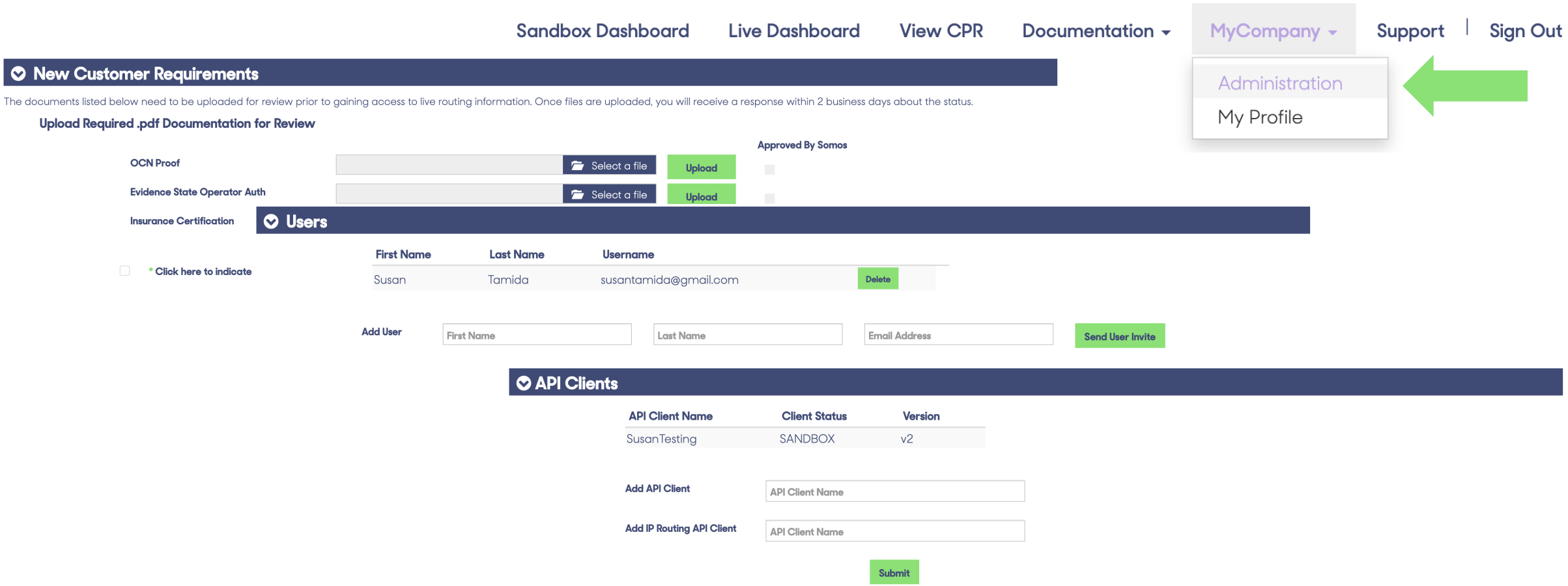
Getting Started in Sandbox – Administration



Getting Started in Sandbox

Step 1: Select Your API

Step 2: Download Sandbox Events

Step 3: Develop Your Client

Step 4: Certify Your Client

Step 5: Activate Live Routing Data

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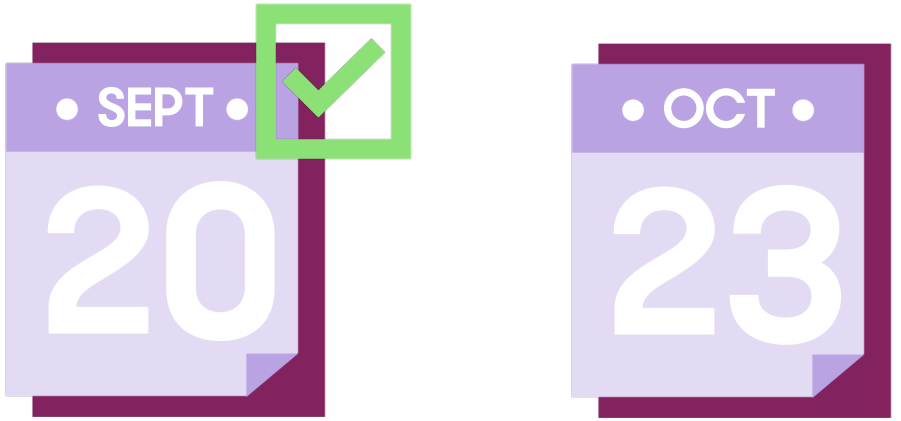
RouteLink®

Coming Soon!

- Enhanced Infrastructure
- Improved Monitoring
- Updated Token
- Increased Reliability



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Questions?

Have additional questions regarding today's webinar?

Contact a Somos team member today:
connect@somos.com

Join us Oct 16th– 17th!

WASHINGTON, D.C.

SUMMIT 2023

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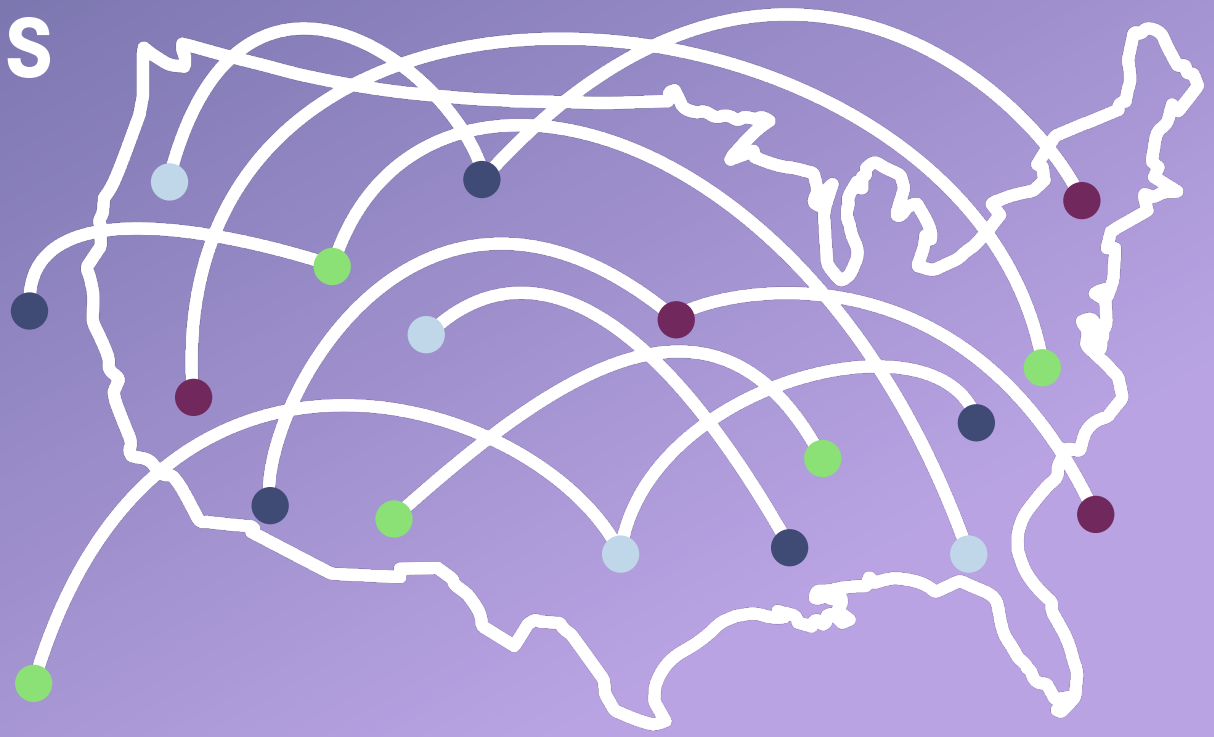
Stronger Connections

Increased Reliability

Enhanced Trust



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