

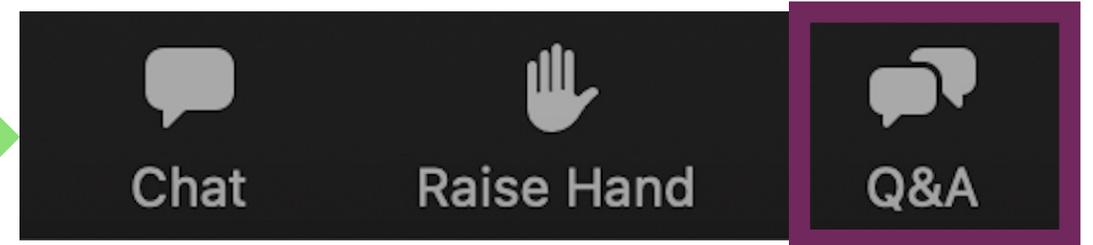
# RouteLink<sup>®</sup>: The Future of Call Routing Intelligence, Today

October 5, 2023



# 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



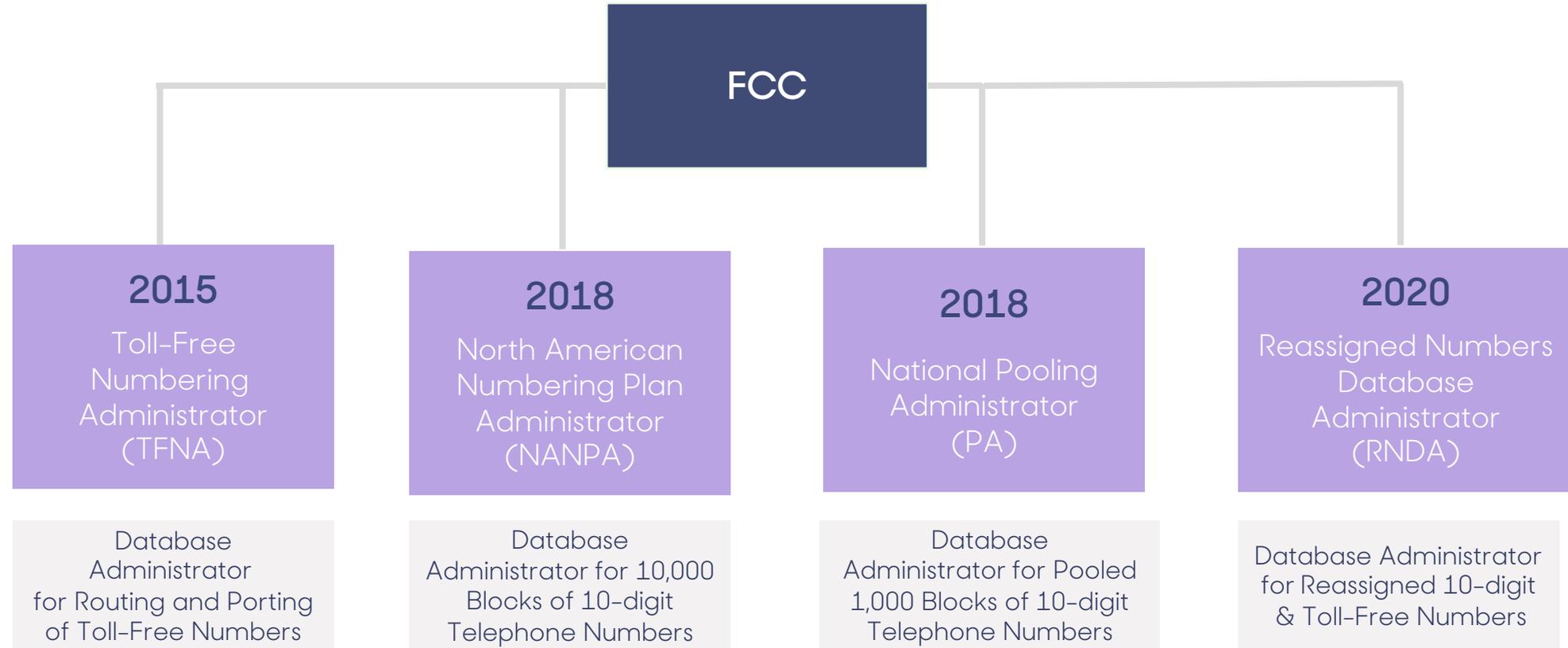
## Vision

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<sup>®</sup> 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

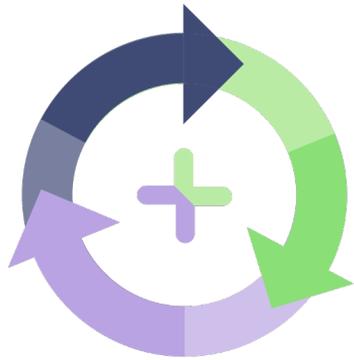
**RouteLink®**

# Today's Goals

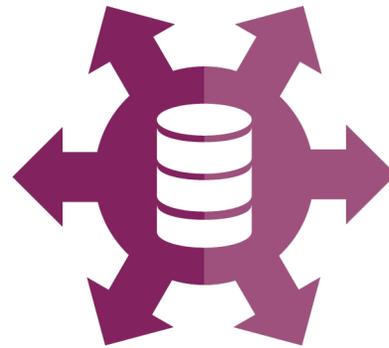
- Toll-Free Call Routing Data Distribution at a Glance
- Provide Solution to Industry Challenges
- Improve Trust in Toll-Free Calling Ecosystem



# Why Should I Care about Routing Data?



**Comprehensive  
View**



**Call Routing  
Data**



**Visibility**

# Barriers to Traditional Toll-Free Routing



**Costly**



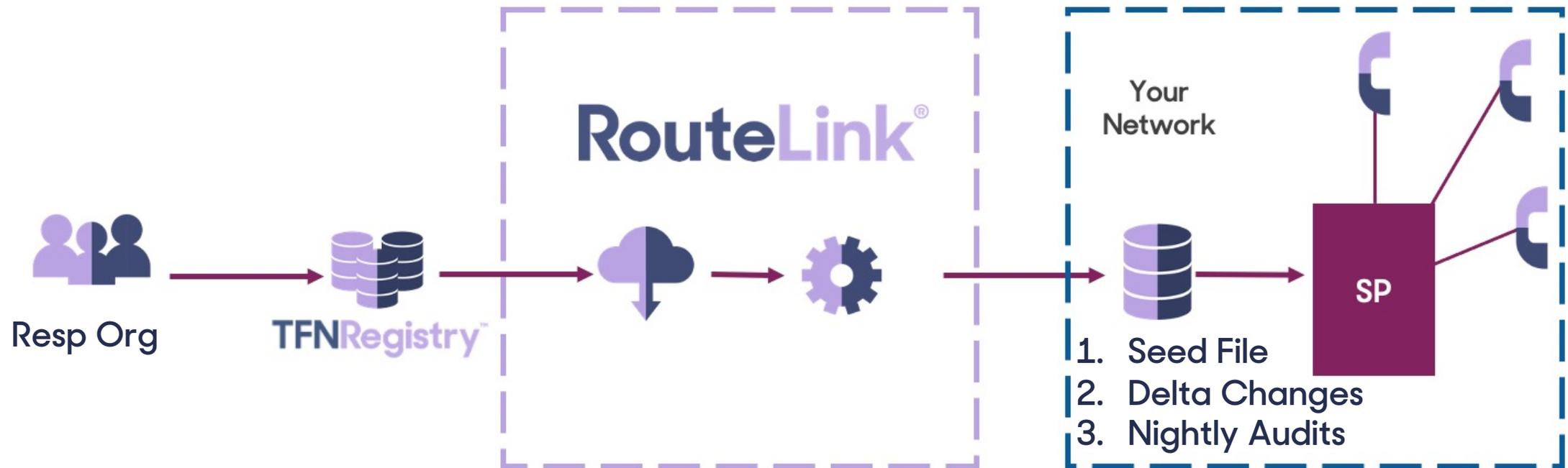
**Time  
Consuming**



**No Access**

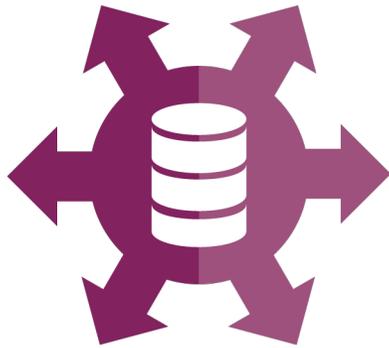
# Modern Distribution: Toll-Free Routing Data

Authorized Toll-Free routing data from the authoritative registry



# Modern Distribution: Toll-Free Routing Data

## Key Benefits



Local Network  
Copy



No Third-Party  
Query  
Dependencies



Increased Reliability  
and Confidence in  
Routing Data

# Subscription Models

## Direct Subscribers

Direct Access

Near Real-Time Updates

Fixed Monthly Fee

## Authorized Distributors

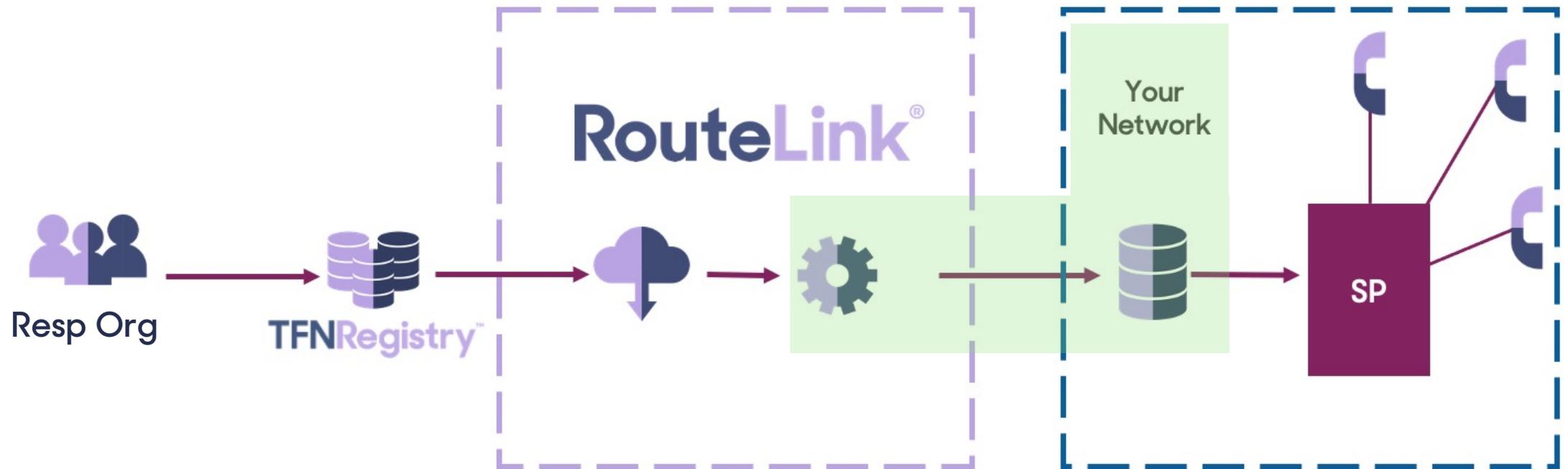
Licensing Agreement

Diversify & Expand your  
Product Portfolio

Routing Data Copies or  
Queries for your Customers

# Future of RouteLink®

# Future of RouteLink



# Getting Started in Sandbox – Create Profile

## Create Profile

\* First Name:

Susan

\* Choose Password:

.....

\* Company Name:

Somos, Inc.

\* Email (username):

stamida@somos.com

\* Business Phone:

8334412186 (833.HI.SUSAN)

Personal Phone:

\* Last Name:

Tamida

\* Confirm Password:

.....

\* Customer Type:

Direct Subscriber

\* My Company is:

A Facilities Based Carrier

\* I agree to Sandbox terms & conditions

Submit

# Getting Started in Sandbox – Administration

Sandbox Dashboard

Live Dashboard

View CPR

Documentation ▾

MyCompany ▾

Support | Sign Out

## ☑ New Customer Requirements

The documents listed below need to be uploaded for review prior to gaining access to live routing information. Once files are uploaded, you will receive a response within 2 business days about the status.

### Upload Required .pdf Documentation for Review

OCN Proof

 Select a file

Upload

Approved By Somos

Evidence State Operator Auth

 Select a file

Upload

Insurance Certification

## ☑ Users

\* Click here to indicate

First Name	Last Name	Username	
Susan	Tamida	susantamida@gmail.com	 

Add User

Send User Invite

## ☑ API Clients

API Client Name	Client Status	Version
SusanTesting	SANDBOX	v2

Add API Client

Add IP Routing API Client

Submit

Administration

My Profile



# Getting Started in Sandbox

Step 1: Select Your API

Step 2: Download Sandbox Events

Step 3: Develop Your Client

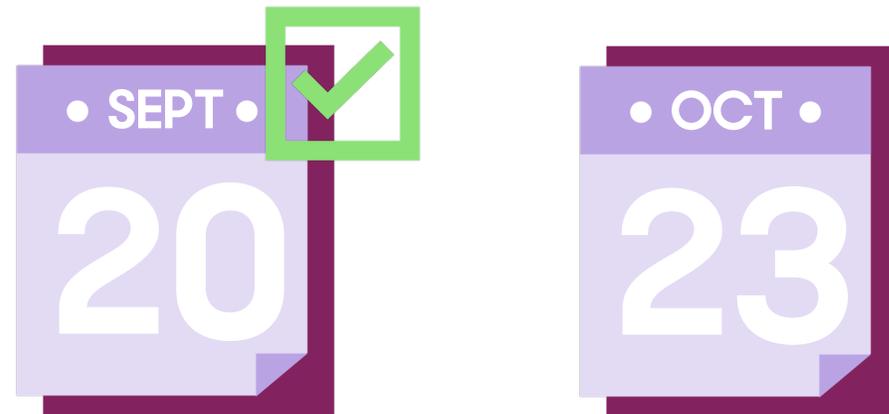
Step 4: Certify Your Client

Step 5: Activate Live Routing Data

# RouteLink<sup>®</sup>

Coming Soon!

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



**Questions?**

**Have additional  
questions regarding  
today's webinar?**

**Contact a Somos team  
member today:  
[connect@somos.com](mailto:connect@somos.com)**

Join us Oct 16<sup>th</sup>– 17<sup>th</sup>!

WASHINGTON, D.C.

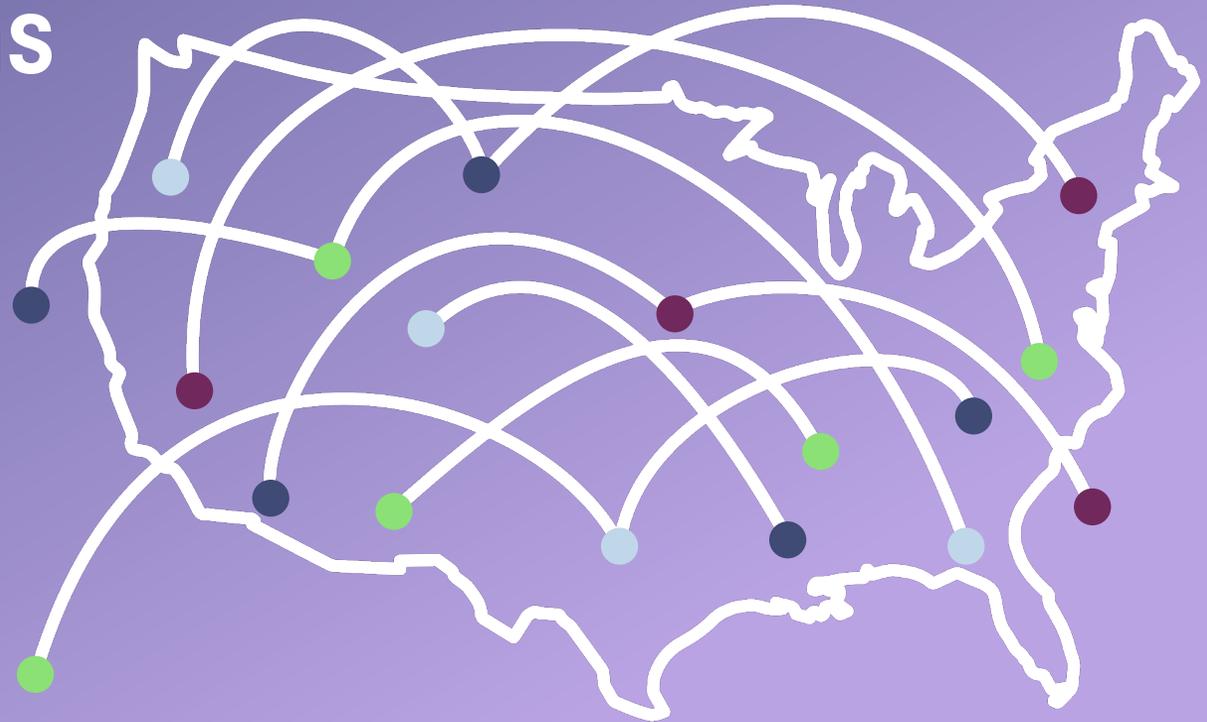
SUMMIT 2023

[www.somos.com/summit](http://www.somos.com/summit)

Stronger Connections

Increased Reliability

Enhanced Trust



# RouteLink®



SOMOS®