

OPERATOR ID SERVICE

mBlox Operator ID Service helps drive down costs while improving the consumer experience for your mobile service.



Operator ID Service Overview

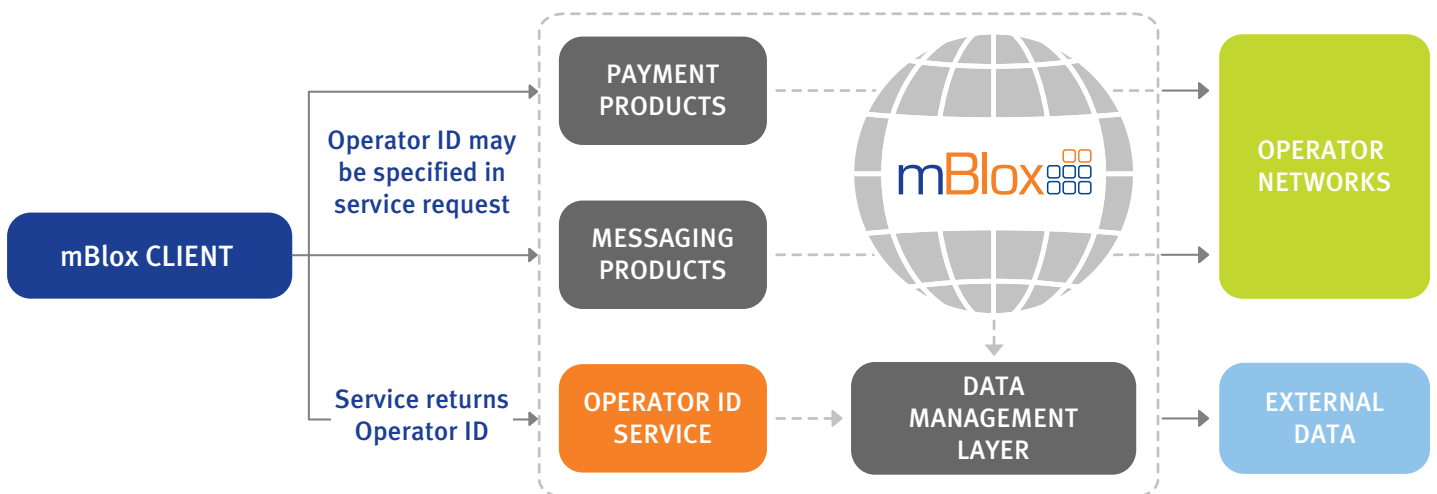
Mobile number portability gives consumers the ability to change mobile operators while keeping the same phone number. This has created a challenge for mobile content and service providers: how do you know which operator you are dealing with when you serve your consumer? Operator ID Service provides a tool to identify the current wireless network operator associated with any telephone number in North America (country code 1).

Operator ID Service can be used to comply with regulations, route messages, implement an operator-specific interaction with the consumer or validate and cleanse database information. In markets that support number portability, this information is vital in driving down the costs associated with errant messages or billing requests, while improving the consumer experience.

Operator ID Service uses a simple, standalone interface to provide up-to-date information in a format consistent with our messaging and payments products. This cost-effective service can help improve the conversion ratio for popular program opt-in mechanisms (such as web opt-in) and increase success rates for delivery and billing of your SMS or PSMS services. Identifying and applying operator-specific restrictions from the very beginning of your relationship with the consumer keeps you on top of regulatory issues.

Operator ID Service from mBlox is a powerful tool for businesses, complementing our industry-leading messaging and payments products delivered over the world's largest mobile transaction network.

Operator ID Service Interaction



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Operator ID Service Benefits and Features

Simple and Secure

mBlox makes it easy to use Operator ID Service with your existing SMS and PSMS services. Query results are returned synchronously via a SOAP interface over https, providing a single look-up per SOAP request. There is no need to interpret extraneous information or perform additional mappings, as the Operator ID format is consistent with our existing messaging and payments products.

Resilience and Performance

As the world's largest mobile transaction network, we have designed our products with the industry's largest clients in mind. Operator ID Service is load balanced, with a high-availability architecture maintaining throughput under extreme traffic loads.

Instant Response

Operator ID Service can be integrated directly into your real-time consumer interaction, without making the user wait any longer for their content or service. The system provides a synchronous response within 500ms.

Up-to-date Information

mBlox uses real-time or near real-time feeds where possible to maintain fresh data from a number of industry and authoritative data sources, including the Number Portability Administration Center (NPAC), MVNO/reseller information (including Virgin Mobile and Tracfone) and Type 1 number data. The result is industry-leading accuracy. Support for ported numbers is provided where data regulations permit.

The mBlox Difference

Being competitive these days means focusing all the resources you can muster. Why lose any sleep to mobile delivery and billing challenges? Join the many companies that already rely on mBlox's services and global mobile transaction network to handle their mobile messaging needs.

Industry Leadership

With long-standing operator relationships and years of participation with industry organizations, we've built a reputation of trust and stature in the messaging marketplace since 1999.

The Technical Edge

Superior system-level control — thanks to our carrier-grade SMSCs and our telecommunications network expertise and resources — gives mBlox the edge in solving the most demanding messaging problems.

Pure Focus

We never compete with customers. Our efforts are focused purely on maintaining the highest-quality network infrastructure.

Industry Experience

mBlox's wealth of industry experience sets us apart — for example, we were the first network in Europe to offer mobile billing in the United States. We provide global connectivity with local expertise.

Global Customer Support

Our three network operation centers in the United States, Europe and Asia-Pacific region deliver complete 24/7/365 regional support.

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