

GENERIC NUMBER TRANSLATOR (GNT)

Generic Number Translator (GNT) from Integrated Telecom Solutions (ITS) is an intelligent number translation solution designed to reduce the costs associated with network-based number translations. This solution simplifies the subscriber's experience by shortening commonly dialed numbers. GNT is implemented in GSM and ANSI-41 wireless networks and performs translations based on a variety of criteria, including Mobile Switching Center Identification (MSCID), Location Identification (LocID), Mobile Identification Number (MIN) and more.

FEATURES

Enables Instantaneous Translations of Abbreviated Numbers

GNT provides generic capabilities to enable instantaneous translations of abbreviated numbers into a complete final address. This allows a subscriber to dial a short number to immediately connect with businesses or commercial services such as:

- Customer Care to Home - allows subscribers to dial a defined customer service number anywhere in the network and be connected to their home customer service center.
- Voicemail Translations - allows subscribers to dial a defined voicemail access number anywhere in a service provider's network and be directed to their home voicemail system.
- Data Connection - allows subscribers to dial a defined data access number anywhere in the service provider's network and be directed to a service provider's data service.
- Regionally Specific Marketing Campaigns - allows ubiquitous marketing campaigns to be deployed without concern for regional translation complexities. Marketing

campaigns (e.g. *TAXI) may be sold to any number of suppliers across the network coverage area and still be served by the same short code.

ANSI-41 Translation Criteria

- Dialed Digits, CdPN, MDN, CgPN, Serving MSCID
- Specialized Dialed Translation
- Location Area ID (WIN parameter)
- Mobile Identification Number (MIN)

GSM Translation Criteria

- Dialed Digits: Nature of Address and ServiceKey (INAP and CAP)
- Directory Number (INAP and CAP)
- Mobile Country Code (CAP)
- Mobile Network Code (CAP)
- Protocol Type, INAP, CAMEL - Phase 1
- CAMEL - Phase 2



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BENEFITS

- Reduces costs associated with the administration of network short codes while greatly enhancing the marketability of services valued by subscribers
- Allows rapid deployment of LBS associated with short code-based services
- Provides ability to supply services through different vendors on a regional basis while maintaining national marketing ubiquity
- Resolves translation conflicts by allowing multiple translations to be supported for a single service
- Supports services in both home and roaming environments
- Offers convenient, shortened dialing services to customers and businesses
- Simplifies service use for subscribers
- Provides service ubiquity throughout the network
- Reduces churn through customer familiarity and use of services



- Generates revenue through corporate sponsorships of shortened dialing
- Generates revenue through usage of services

STANDARDS COMPLIANCE

- GSM 09.02
- UMTS 29.002
- INAP/CSI
- CAMEL - Phases 1 and 2
- TIA/EIA-41/IS-771



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