

In today's environment of fast changing technologies and competitive margins, existing and new carriers need a simple, reliable and scalable modern solution to providing and enhancing services.

Adaptiv is a cost-effective and easy to use LCR product for VoIP networks, with:

- Automated routing directly from imported carrier rate sheets
- Built-in raw Carrier Rate Sheet converter
- Innovative Least Cost Routing algorithms to eliminate margin loss
- Modern ENUM-based routing engine
- Clear and timely monitoring and alarming
- Top 10 caller/destinations to complement fraud alarms
- Call margin protection
- Built-in analytics reporting

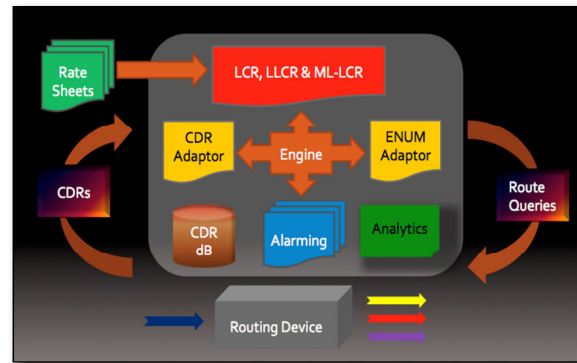
One of the biggest challenges carriers face is 'visibility' of calls in real-time. Substantial revenue opportunities are missed in the complex interaction of suppliers and buyers routing calls based on continually changing rate sheets, making it difficult, if not impossible, to predict call flows.

To make things even more complicated, often different management systems are used across varying vendor equipment, focusing on the configuration of a particular device rather than offering a holistic view of performance.

**Adaptiv** is a multi-vendor and multi-device solution that provides near real-time feedback based on call and event records. Adaptiv uses this information to alert you when fraudulent activity is detected, so you can act quickly and maximise call margins.

**Best-in-Breed** devices form the underlying network routing and Adaptiv works hand-in-hand with SBCs, Gateways and soft switches to route calls through the network, leaving the

intricacies of the voice protocol interworking to the devices themselves.

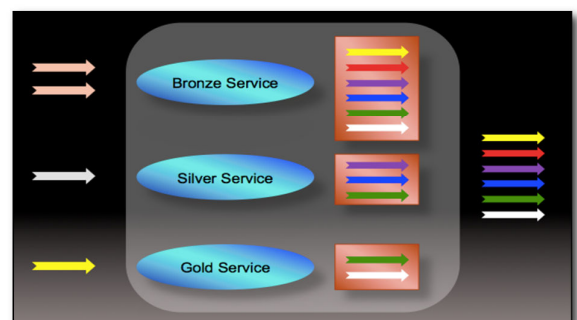


**Rate Sheet Importing** can be a difficult and time-consuming exercise, especially if data has to be imported manually on a daily basis from a number of carriers.

The **Adaptiv Raw Rate Sheet Converter** dramatically reduces the importing time by automating the process of analysing and inputting the **raw** carrier rate sheets into Adaptiv.

Once converted the rate sheets become simple comma separated text files so they can also be loaded to a PC and viewed with programs like Microsoft Excel or Wordpad.

**Multi-layered LCR (ML-LCR)** is an advanced LCR algorithm that separates carriers, allowing you to tailor services for individual customers. It allows you to apply different LCR and quality combinations on a case-to-case basis.

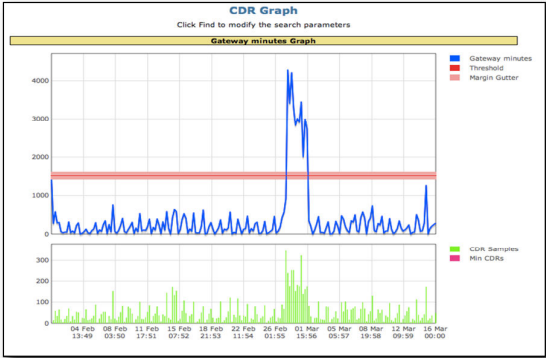




**Lossless-LCR (LLCR)** ensures all calls are profitable by checking the cost-to-price ratio across every region, from all buyers to all suppliers. With thousands of possible variations in buyer to supplier calls, LLCR ensures any calls that could result in a loss are clearly identified.

Buyer	Dial Code	Buyer price	LCR 1	LCR 2	LCR 3	LCR 4
BuyerA	3	0.215424	Dummy4 3(0.036057)	Dummy1 3(0.165835)	SupplierA 3(0.215424)	SupplierB 3(0.22)
BuyerA	2	0.870174	Dummy3 2(0.579012)	Dummy1 3(0.165835)	Dummy1 2(0.793054)	SupplierB 2(0.87017)
BuyerA	7	0.349787	Dummy4 7(0.287031)	SupplierB 7(0.3)	SupplierA 7(0.349787)	Dummy1 7(0.89414)
BuyerA	4	1.055364	Dummy1 4(0.559159)	Dummy4 4(0.471769)	SupplierA 4(1.055364)	SupplierB 4(1.1)
BuyerA	39	0.215424	SupplierA 3(0.215424)	SupplierB 3(0.22)	Dummy1 3(0.34842)	Dummy3 3(0.3954)
BuyerA	38	0.215424	SupplierA 3(0.215424)	SupplierB 3(0.22)	Dummy2 3(0.34842)	Dummy2 3(0.3954)

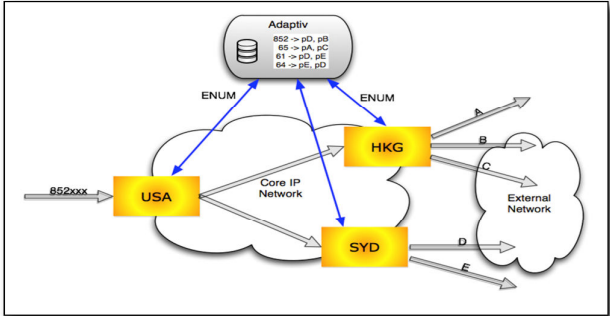
**Alarming** highlights poor network performance and prevents fraud. Using various metric alarms, Adaptiv can respond to anomalies in the network via automated route updates, emails and SNMP-based notifications. This early warning system lets you react quickly and address any adverse conditions.



CDRs are streamed to Adaptiv using a variety of methods, including FTP transfer and RADIUS accounting, and are then processed for alarming, rating and reporting.

Combining the CDR stream with rate sheet imports, Adaptiv is able to provide visibility of calls based on engineering as well as business metrics.

**Network-wide LCR (NW-LCR)** is unique to Adaptiv, enabling a carrier to use all available voice routing equipment to complete calls with a single route management platform. NW-LCR has the advantage of using multiple paths, regardless of the equipment and the physical location.



**ENUM Routing** is built directly into the core of Adaptiv routing. This allows Adaptiv to work with a broad range of Session Border Controllers and core soft switches for a simple, effective and modern alternative to proprietary routing engines.

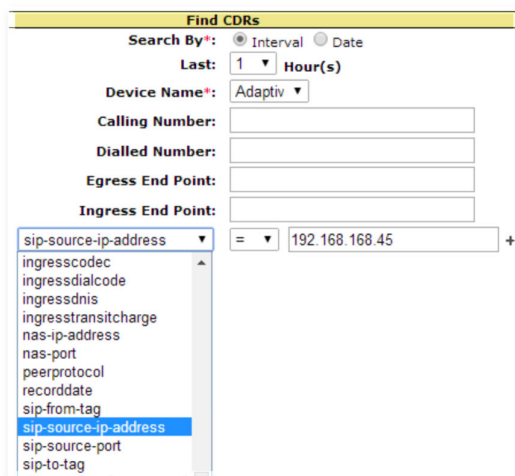
**Number Portability** is key to any carrier, which is why Adaptiv has a fresh approach, using ENUM as the definitive source for portability lookups. By using the same ENUM core routing engine for LCR and LNP, Adaptiv offers a cost-effective and scalable routing engine to determine the destination of a number.

**Redundancy** allows the routing and alarm components of Adaptiv to be available, all the time. With geographical Active-Active redundancy and automated replication between sites, both Adaptiv servers will process rate sheet loading, CDR and ENUM requests. To avoid duplication of alarm notifications, alarms are set in Active-Standby mode.

**Reconciliation** reports allow for exact comparison to the provided end-of-month carrier invoice by using the original names and dial code assignments made by each carrier. This report can be drawn at any time and exported if required. The report provides the total minutes and cost per region for a particular carrier.

**CDR Analysis and Searching** just got a lot easier with Adaptiv's CDR search and filter that allows you to filter any field in the CDR data of a particular device.

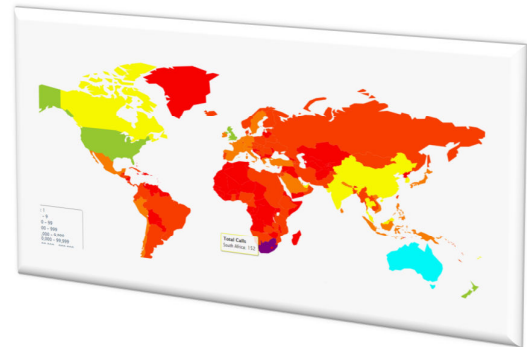
Using the CDR search and filter, you can pinpoint a particular call within seconds, and provide detailed information to your caller.



**Snapshot** reports give detailed data from the last 48 hours, providing a quick insight in to the condition of the network, from average call quality to the complete details of a particular call, including ACD and ASR.

**Analytics Reporting** gives a detailed long-term analysis of performance and revenue across a range of metrics, uncovering trends in the network and carrier interactions.

Reports can show data from calls per carrier, to calls by country or region, in simple to understand tables and graphics.



Analytics uses an advanced dimensional model based **Business Intelligence (BI)** engine to return years' worth of data in seconds, allowing Adaptiv to quickly report on carrier activity and trends over much longer periods of time.

### Why Choose Adaptiv?

Adaptiv is a simple, effective and modern solution for carrier routing and monitoring. Adaptiv enhances network routing and visibility across multiple devices.

The easy to use and intuitive web based interface allows detailed CDR analysis and alarming so you can better understand and detect problems in your traffic.

Adaptiv works with a variety of best-in-breed SIP devices and softswitches.

*Adaptiv is now available for Acme Packet SBC and Genband Q20 SBC and Metaswitch Perimeta SBC and Metaswitch CFS products.*