CSG ROUTE

BOOST PROFITABILITY AND CONTROL WITH AN END-TO-END INTERCONNECT TRADING AND ROUTING

Buying and selling international traffic is a critical component of the wholesale telecom business. It requires precision, market responsiveness and the coordination of many parts of the organization. CSG Route, the most widely deployed routing and trading system in the world with over 50 active customers, helps you minimize the cost of interconnect and more effectively manage your revenue-critical intercarrier business.

CSG Route combines optimized routing, dynamically selecting preferred routes based on an array of customer-configurable algorithms; automated provisioning of routing logic against all of the world's leading switch types, and a "routing desk", providing hands-on control, visibility and insight to the intercarrier side of the business.

IMPROVING MARGIN MANAGEMENT

The speed and complexity of today's wholesale market demands that operations are streamlined and automated. Disconnected, manual applications are no longer viable when rates and best routes can change hourly.

CSG Route provides operational control of traffic trading and routing including full support for origin-based Rates (A number) along with automated network provisioning of commercial routing orders, from a single integrated system.

PROFITABLY COMPETITIVE

Buying is one of the most complicated and time-consuming processes in the international wholesale business. Ever-changing supplier rates and the varieties of origin and destination dial code definitions in the telecoms environment demand close attention and precise control.

The ability to react quickly to an attractive supplier offer is vital. CSG Route automatically processes and validates the price lists, rates, area codes (for both Origins and Destinations) and quality indicators offered by other carriers.

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CSG Route recognizes and stores each supplier's numbering plan and automatically maps the origins and destinations, enabling it to rank suppliers and instantly identify break-out opportunities.

CSG Route's configurable algorithms let you define different routing strategies based on margins, rates, quality, capacity, volume commitments, traffic patterns and agreement fulfilment strategy. Variable time-of-day routings are supported, and CSG Route gives you constant access to the latest quality and capacity data.

The system automatically transforms routing decisions into command files provisioned against the network. This reduces the number of manual and error-prone tasks typically associated with route changes, and improves your ability to take advantage of profitable routing opportunities as soon as they become available. Advanced provisioning features include origin, destination, customer unique routings, and composite products.

INTELLIGENT TRADING

CSG Route makes tariff-setting quick and easy, automatically calculating multiple cost definitions based on actual or future routing structures and price lists with customer-specific layouts and supporting on-the-fly rate negotiations.

A set of reports with drill-down functionality for traffic, revenue, cost, and margins is available. CSG Route reports on actual cost savings, loss and profitability, giving you a complete view of business performance.

Carriers can define their specific product portfolio and business models, and create preferred options, while CSG Route automatically identifies the most profitable breakout opportunities and purchase options. Personalized business alerts enable immediate action.

Standard business performance reports include revenue, product performance, profitability, minute margin, termination cost, traffic, quality, network utilization and more.

DEAL MANAGEMENT

With continually increasing pressure on voice margins and ever more competition, carriers need to be able to create and maintain innovative and revenue generating deals between each other that are more sophisticated than traditional interconnect agreements.

Often these deals are multi-dimensional and can specify parameters and targets for individual types of traffic that need to be tracked and fulfilled. As the nature of deals between carriers becomes more complex and dynamic, effective deal management is essential.

CSG Route Deal Manager allows carriers to increase its revenue and margins through business intelligence to negotiate the optimal deals and closely monitor the agreements fulfilments and profit margins, in order to when needed make adjustments.
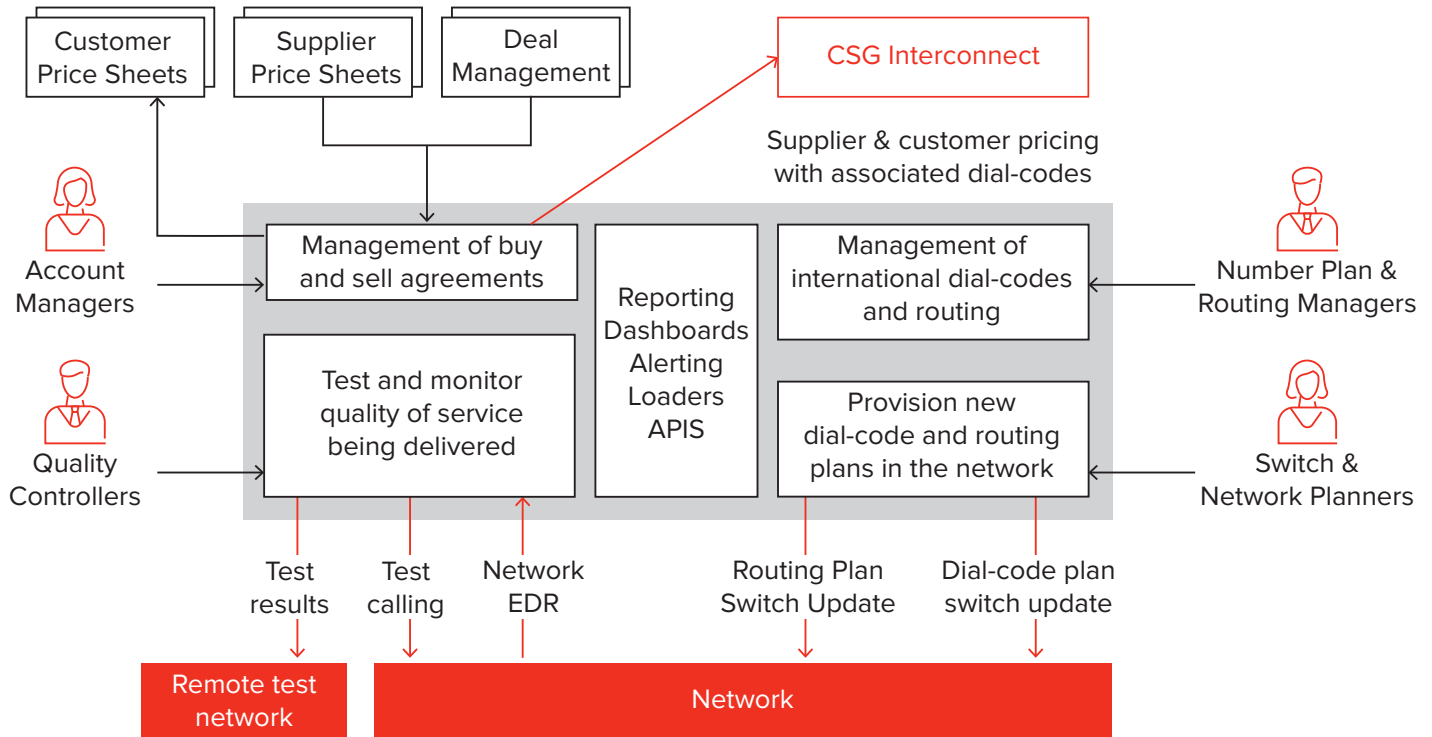
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TOGETHER, YOU WIN.

BENEFITS

→ Reduce interconnect costs without sacrificing quality through automated routing decisions

→ Full support for A number agreements

→ Create innovative deals to maximize revenue and margin

→ Improve margins with streamlined, automated provisioning of routing decisions

→ Leverage commercial insights with all routing and trading data viewable in a single window and populated dynamically

→ Exploit opportunities by creating multiple routing algorithms with unique parameters

→ Maximize ease of use with an adaptable user interface

→ Minimize implementation effort through quick-start program

→ Enjoy a smooth and painless migration to NGN through seamless support of TDM and SIP technologies

FACTS & FIGURES

→ Over 50 active customers

→ Routing and trading optimization for NGN, SIP and TDM Networks

→ Supports blended networks and the most common carrier switches:

    → Ericsson

    → Genband

    → Huawei

    → NetNumber

    → Nokia Siemens Networks

    → Nominum Navitas

    → Nortel Networks

    → Huawei

    → Ribbon

    → Sonus

    → ZTE

→ Optional CSG SIP Redirect Routing Server

→ Standalone or fully integrated with CSG Interconnect and/or the CSG Digital Wholesale suite

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ABOUT CSG

CSG is a leader in innovative customer engagement, revenue management and payments solutions that make ordinary customer experiences extraordinary. Our cloud-first architecture and customer-obsessed mindset help companies around the world launch new digital services, expand into new markets, and create dynamic experiences that capture new customers and build brand loyalty. For nearly 40 years, CSG's technologies and people have helped some of the world's most recognizable brands solve their toughest business challenges and evolve to meet the demands of today's digital economy with future-ready solutions that drive exceptional customer experiences. With

5,000 employees in over 20 countries, CSG is the trusted technology provider for leading global brands in telecommunications, retail, financial services, and healthcare. Our solutions deliver real-world outcomes to more than 900 customers in over 120 countries.

To learn more, visit our website at csgi.com and connect with us on LinkedIn and Twitter.

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