Voice peering with number portability

Combining the strength of peering with industry leading number portability correction and customisable settlement functions.

ARBINET HAS BEEN successfully bringing carriers together to do business for 15 years, and has created a stable, easy-to-manage platform to buy and sell routes, attracting more than 1200 members. However, realising that a higher value proposition was required by retail operators, we started to think: what more can we do as a partner? Ultimately, this led to the PeeringSolutions^{SM} initiative.

There are advantages to having direct relationships: you can control quality and you can often decrease termination costs. You have control over how your traffic is routed, and you cut out additional points of failure.

In truth, we've been this way before. Arbinet has been able to offer voice peering and ways to optimally solve number portability problems for more than four years. When we took a second look at what we could do in the voice peering business, we realised that not only did we have a capability that others were only starting to develop, but that this satisfied a strong demand from customers, who want to do business more directly to avoid the lack of transparency and quality control in the international transit market.

AN EXISTING PLATFORM

Today, we offer our customers a solid, flexible voice peering solution, not empty promises. Over the next two years, we will offer enhancements to extend the capabilities of the service beyond voice and data into video and messaging.

The Arbinet peering platform works by providing an integrated service based on Arbinet's PrivateExchange^{SM}, which allows our customers to establish direct peering relationships with each other and create their own customised commercial terms. The advantage for customers is that they can control which networks their traffic passes through, so they can focus on networks that give them appropriate quality, price, or other benefits – and they can do this thanks to the intelligence and automation provided by Arbinet. We can also integrate peering services from other third parties.

There is clear demand from carriers for platforms to have this as a design requirement, but for many other platforms, actual implementation is years away. We have been offering this already for nearly four years, so we know that the platform we have created can handle the demands of our customers today. Using the platform, you can set up nearly instantaneous peering with the flick of a switch.

Arbinet offers a service that is currently unique in the market and we hope it will continue to be strongly differentiated from the competition. In 2011, Arbinet hopes to provide a fully compliant IPX solution.

NUMBER PORTABILITY & NUMBER MANAGEMENT

Direct relationships are much more complex today, partly because of the problem of number portability, which makes it far more difficult to route calls to a direct partner. Arbinet offers a Portability Correction Solution, which offers the ability to query, on a call-by-call basis, information about the carrier serving that number, prefix the dialed call and allow the operator to make intelligent decisions about how to route the call. Primarily used by carriers in Europe and North America, the service is now starting to gain additional leverage in Asia and Latin America. Arbinet also provides services to allow customers to manage numbering data if they are not a carrier of record for the numbers that they own. This allows peering to be extended to all service providers.


"Arbinet peering solutions and global number portability correction services allow network operators to effortlessly create direct, transparent relationships with other network operators."

WHO WILL BENEFIT FROM THESE SERVICES?

Many carriers will find that voice peering, outsourced in this fashion, will be an asset. For established carriers who wish to work together to enhance their offerings, the knowledge that you are peering with one counterparty means that you can add services to your offering to that destination. Arbinet's capability to handle the problem of routing and settlement for the customers means that carriers can focus on stimulating demand, without getting hung-up on interworking issues. Number portability and number management solutions allow the opportunity to capitalise on direct relationships.

Accurate call routing to your partners
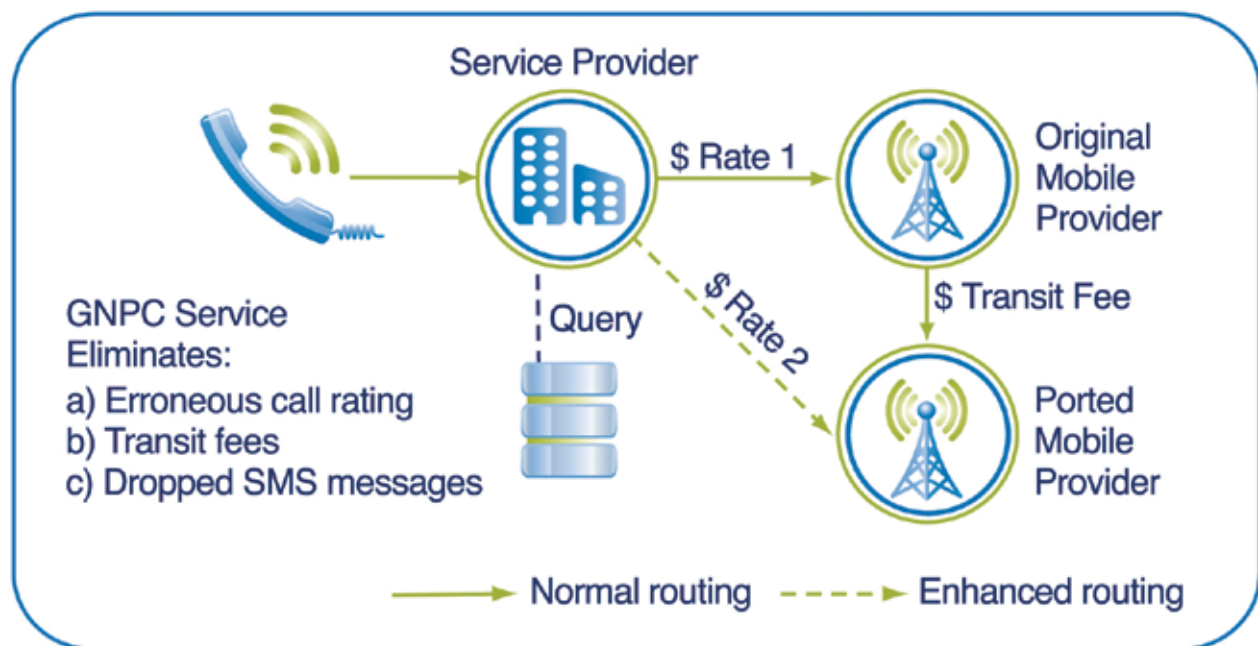
Using Arbinet's peering platform also means that services can be provided immediately and be continuously updated to meet new requirements, and that two parties who want to build a high degree of customisation into billing and settlement arrangements can use the Arbinet platform to do so.

For operators in deregulated or unregulated markets, the opportunities to make immediate service quality gains, to bring forward new value-added services and to reduce costs will be obvious. For those in heavily regulated environments, the ability to control who you are doing business with, and to control quality of the service, are an asset too.

For VoIP providers, outsourcing the process of establishing and managing peering relationships has an immediate benefit, as Arbinet can also handle IP-to-TDM conversions, and IP-to-IP transcoding within the platform

HOW IS THE SERVICE DELIVERED?
Management is through a secured web-based portal. By using it, you can easily see who you are doing business with, the value of that business and the terms under which it is being done. Updating those relationships is easy to handle without leaving the Arbinet platform.

For us the most exciting aspect is that this will rapidly evolve in 2011 to further meet the needs of our customers. This is not a new service for us: we know that we can provide these services and help customers manage their relationships effectively. Today, Arbinet can provide voice and data peering, number

portability and intelligent routing, conversion between TDM and IP, VoIP transcoding, detailed reporting and customised settlements, as well as, sophisticated online management.

The next-generation system will be able to offer video and messaging. And the ultimate goal is to offer any type of billing and settlement model that our users require, enhanced reporting and deep packet inspection capability.

We currently offer several different charging models to reflect the type of business that our customers want to do. We are also willing to work on one-off models depending on the scale of the opportunity. Our goals for 2011 are to offer simplicity and transparency to the market for peering services. In this way, peering doesn't just simplify your cost and quality issues, it helps to control and optimise the performance of your network and end-user services. This is managed services without constraints. You are in control, and you have visibility over how your peering relationships work. You give up the complexities of negotiating and managing the relationships, and the efforts of the billing and settlements process, while retaining all of the business benefits.

Contact
Brian Troesch
Senior Vice President
Global Sales, Marketing & Product Development, Arbinet
email: sales@arbinet.com