Number Translation Service
for tomorrow's networks

The more ways customers have to reach a business, the more that business will thrive. Number Translation Service (NTS), an Atos solution, provides a flexible yet simple way for your business users to offer an enhanced range of inbound call options.

The benefits of non-geographic phone numbers are instantly recognized by most businesses. Local call numbers can dramatically energize marketing campaigns as consumers are more likely to respond to an ad if they know the call will cost them nothing or very little.

Big businesses with operations in different locations and/or time zones can use universal access numbers to present a unified image and deliver a consistent message irrespective of the time of the day or location of the call center agent who attends the call, while smaller businesses can use non-geographic numbers to reach beyond their local market.

Despite the many advantages of these types of service, the uptake of freephone services, universal access numbers and premium numbers for value-added services has been relatively modest, particularly in market segments such as smaller businesses.

The reason for this is undoubtedly the shortcomings of early number translation service offerings, which fell short of the flexible and universal solution that both businesses and operators require.

Atos has designed NTS to address the flaws in number translation services based on older proprietary technology, particularly in the areas of compatibility and ease-of-use.
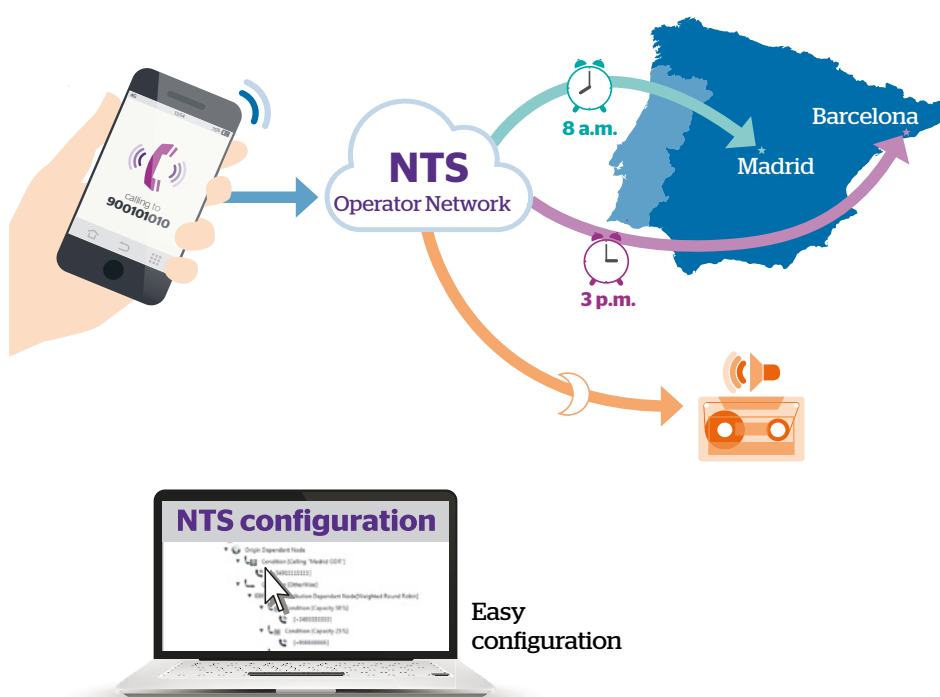
Delivering benefits to operators and their customers

NTS provides a range of compelling benefits for operators seeking to stand out in the crowded voice services marketplace by offering advanced number translation services:

- **Future-proof technology.** NTS is a SIP based solution so ensuring interoperability with today's equipment plus a hassle-free evolution to SIP-based networks.
- **Network independence.** NTS can handle traffic from and to both IP & circuit-switched networks.
- **Device independence.** End destinations can be circuit-switched or IP-based, fixed or mobile, PBX, ACD, etc.

- **High capacity.** A telco-proven platform with overload protection and additional capability to limit traffic per customer and destination.
- **Highly customizable.** The solution can be adapted to the requirements of many types of customers and scaled to all market segments, from small companies to large corporations.
- **Legal compliance.** Designed to easily accommodate differing legal requirements applicable to premium-rate calls.

- **Customer self-management portal.** The operator can decide the level of access granted to each customer via a GUI that makes selfadministration easy and very feasible.
- **Flexibility.** The Atos NTS can be used standalone or combined with the Atos Virtual PBX and hosted ACD functionality to offer customers a completely hosted cloud solution.

Trusted partner for your **Digital Journey**

Atos

Benefits for your customers

User-friendly GUI empowers business users to do their own administration and provisioning.

Easy and rapid provisioning of routing configurations.

Routing can be controlled by customer business processes and databases.

Business telephony devices can be of any type: circuit-switched or IP based, fixed or mobile, PBX, ACD or any other.

NTS can be combined with Virtual PBX Services to provide ACD / Call Center functionality in one hosted solution.

Detailed statistics are available to give customers greater detail on the use of their services.

Regulatory compliance

Adapted to business needs

The Atos Number Translation Service (NTS) supports the complete range of Freephone, Universal Access Number and Premium services, which are typically implemented using the dialing prefix codes 8XX, 08XX and 9XX numbers.

Atos NTS service translates these numbers to specific end points that the business customer can configure and reconfigure according to their business needs. The most common routing types are time-dependent and origin-dependent routing.

Time-dependent routing allows a business to route calls to different destination numbers according to the time of day. A typical use case is a large organization with one onshore call center and another in a different time-zone or located offshore. Calls can be routed to the different call centers depending on the time of day. Alternatively, calls received outside office hours can be routed to a recorded message.

Origin-dependent routing allows a business to specify a destination number or an announcement based on the call's origin. This allows businesses to give a different treatment to calls made from a particular city or geographic region.

NTS offers a full range of routing capabilities

Time-Dependent Routing
- Calendars can contain daily, weekly, monthly, yearly or one-off periods.
- Time-zone changes the default time zone for a call

Origin-Dependent Routing
- Calling Party Number Prefix
- CPC (e.g. payphone)
- Calling Identity restricted
- Calling Identity not available
- International
- Operator

Service Number-Dependent Routing
- A common behavior for all calls followed by differentiated routing according to service number.

Additional actions that can be performed by the NTS nodes include:

- Intermediate Announcement
- PIN Authorization
- Prompt and Collect Menu
- Load Distribution Routing
- Routing Query
- Collect Digits & Case, for routing based on the Originating User Prompt that could be a digit or a series of digits
- Advanced Call Queueing.

The recursive design allows powerful routing algorithms to be configured by combining nodes with different routing criteria, such as time of day, origin, or user input.

The rules for translating called numbers to end points are implemented using Routing Trees, which can easily be designed and modified using the web-based GUI.

Atos has designed this interface to leverage the roles used in other Telco Network Products & Services for business users. The operator can choose the levels of permissions it assigns to business users so allowing them to manage routing trees themselves and administer other service options such as service barring rules.

NTS also features a reporting portal that can collect detailed statistics and present them in a user-friendly fashion.

SIP evolution

Because it is based on SIP, an open standard, and is not dependent on proprietary IN protocols and systems, Atos NTS provides much greater interoperability between service providers and equipment. It has been designed to be future-proof and can embrace any type of evolution in networks, equipment and end-user devices based on the SIP standard. Since SIP is a flexible protocol, it is possible to add more features while retaining interoperability with existing SIP-based equipment.

But even if you're not ready to move to SIP, NTS can still be used to implement a sophisticated number translation solution with your existing equipment. NTS will work today, and will also work in a SIP-based future.