

# PathFinder<sup>®</sup>

GSMA's NUMBER TRANSLATION SERVICE



## Esendex and GSMA PathFinder Number Portability Discovery Service

Esendex, the business SMS experts, rely on the GSMA PathFinder Service, operated by Neustar, to ensure SMS messages are accurately, securely and reliably routed to their destinations in the most cost-effective manner.

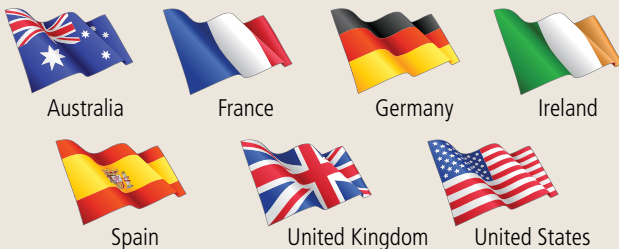
Esendex is built on a total commitment to the highest levels of customer service. So when they faced major challenges around SMS routing, there was considerable concern within the business.

### ABOUT ESENDEX

Esendex ([www.esendex.co.uk](http://www.esendex.co.uk)) has been at the heart of the business-critical SMS market for 10 years, focusing on mobilising business transactions, processes and workflows to enable faster decision-making, improved customer care and greater employee productivity. The Esendex service proposition, based on reliability that all SMS messages are delivered on time and to the right address, is brought alive in the strapline, Every Message Matters.

13,000 worldwide customers, including Boots, Cadbury, easyJet, Experian, Renault Retail Group, Virgin Media, and WHSmith.

#### CORE MARKETS:



Founded in 2001; based in Nottingham, England. Grown to 45 people; will achieve turnover £7m in 2011

### CUSTOMER CHALLENGE

Esendex faced network routing and number portability challenges that seriously impacted delivery rates and threatened its ability to offer its clients SMS traffic to-and-from one of their primary markets.

Number portability made it necessary to determine which operator network should receive the SMS message. Without reliable, accurate data about where numbers had been ported, SMS messages could be incorrectly routed; Esendex could incur penalty fees and SMS messages could be simply ignored. Esendex clients could experience inaccurate or inconsistent billing and uncertainty over delivery, all potentially leading to a loss of trust in the Esendex service.

To undertake in-house caching would have been expensive and eroded margins, so the company looked for a service provider. While they identified the need for a number portability look-up service, they needed data from a reputable source to ensure the integrity of the Esendex service.

*“PathFinder gives us reliability and predictability on SMS service delivery and supports the trust we have built with our clients.”*

*- Adam Bird, CTO, Esendex*

## THE SOLUTION

Esendex selected the GSMA PathFinder Number Portability Discovery Service, operated and marketed by Neustar, to ensure the successful routing of SMS messages.

PathFinder provides Esendex a real-time number look-up service using data sourced from national regulators and operators in the 70 number portability enabled countries worldwide. The PathFinder shared database provides a single, consistent interface that enables cost-efficient and accurate routing based on the destination operator. Queries are managed in line with message delivery and use ENUM, a more cost-effective platform than SS7.

Critically, PathFinder removes the time-consuming and costly process of accessing multiple domestic data sources. Previously, Esendex had to undertake separate solutions for each new country market it opened. In many cases, PathFinder is its single source of data and brings the reassurance of accuracy and reliability for all Esendex clients.

## THE BENEFITS

“The PathFinder Number Portability Discovery Service has added an extra layer of reliability to our offering and increased our own confidence and that of our clients in the service we deliver.”

PathFinder ensures every Esendex SMS message reaches its destination through accurate and effective traffic planning. This reliability and predictability enables Esendex to consistently meet its client expectations of exceptional services.

### COST OPTIMISATION

- Lower cost of sales
- Avoids cost of developing a look-up cache

### RELIABLE DELIVERY

- Predictable 99.99% delivery success
- Reduced non-delivery failure rate

### SECURITY

- Data sourced via PathFinder
- Confidence to use the solution in markets with large volumes, including UK and Spain

### REVENUE GENERATION

- Able to focus on core business rather than on service delivery issues
- Developer resources focus on delivering innovative services

*“Working with the GSMA and Neustar continues to be an excellent partnership which is core to our future business development plans as we look to increase our geographic coverage for our growing international client base.”*

*-Adam Bird, CTO, Esendex*