



## Automatic Least Cost Routing

Artidium's Automatic Least Cost Routing sends communication requests over the most cost-effective lines and carriers available on your infrastructure. It ensures that call traffic is routed efficiently and economically. The ALCR process is fully automatic. The administration is limited to parameter updating.

## Quality-based Routing

The primary business control mechanism is Quality-based Routing since it determines how traffic leaves the network, which in turn determines the cost base. It supports differential routing for different customer and traffic types, based on the call quality requested by the customer.

## Margin-based Routing

The increasingly competitive telecom industry is creating a demand for optimized call-route management solutions, offering sophisticated routing capabilities that allow an operator to maximize its margins. Once minimum gross margin thresholds are provisioned, the required service is delivered to the customers. Low or negative margin routes and re-routes are eliminated automatically, maximizing operating margins.

## ASR/NER-based Routing

Data obtained from different sources in the system, when compared, determine how well a business is performing. These data are inputted into the routing decision process in real time. Performance measurements from call detail records and switch statistics are collected 24/7 and provide identification of quality issues on a variety of real-world usage patterns, such as call completion and error call ratios (ASR, NER etc). It provides measurements that enable the ability to benchmark performance improvements to help strive continually for increased productivity and profitability.

## Average Call Duration routing

The duration of a call is often an important key indicator for carrier quality problems. When average call duration drops suddenly, there is a great chance that this is due to carrier line quality problems.

## Load-balanced Percentage Routing

Load balancing the destinations over multiple providers has become a common way of handling traffic and is also used as a point of price negotiation and real-time testing to minimize the possible disadvantage at the customer level. Depending on the needs, the percentage-calls will be handled by the corresponding carriers.

## Bearer Capability Routing

Depending on the bearer capability of the call, a network selection can be made. So a voice, fax or video call can be routed to the best network determined by quality or margin.

## Subscriber-dependent Routing

Depending on the incoming subscriber, the routing can be configured so that the top customer gets the best quality service.

## Usage-related Routing

The usage-related rating mechanism depends on the amount of minutes that have already been handled by a specific carrier or even for a specific destination with this carrier. Once the thresholds have been reached, the carrier will be eliminated automatically and the required service is handled by the next provisioned/available carrier.

## Re-routing on Cause Values

Re-routing can be performed on a scale of value causes (i.e. no circuit channel available – circuit out of order – temporary failure etc) so a maximum of available services is offered to end-users.

## Number Portability Routing

The system will investigate where the destination number is owned and will route to the network that is most convenient.

## OSS/BSS Environment

Artidium has more than a decade's experience of delivering Operation Support Systems (OSS) and Business Support Systems (BSS) for telecom operators, vendors and service providers internationally. Artidium undertakes the design, development, implementation and maintenance of these systems that form the backbone of every telecom operation. The Service Creation Environment is based on the powerful Artidium graphical application generator (as shown below) and provides the capability to define scenarios for IVR from the simple to the very complex.