



# National Caller Name (CNAM) & Caller Name Presentation (CNAP) Services

Syniverse provides a national CNAM database query system that enables access and delivery of calling party names to wireless, wireline and IP-based operators who provide their subscribers with caller name identification services.

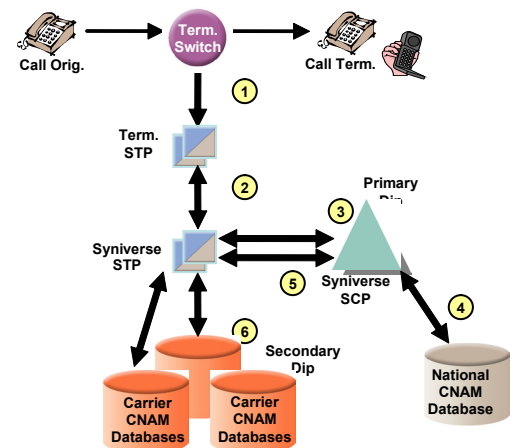
The fragmentation of the U.S. telecommunications industry has left you to deal with large volumes of diverse caller name traffic ranging from switched voice, packet voice, IP and wireless in order to provision caller name services to your subscribers. And with the advent of mobile number portability, family rate plans and prepaid cell phones, the cost and complexity of finding accurate caller name records increases exponentially.

The **Syniverse National Caller Name (CNAM) and Wireless Caller Name Presentation (CNAP) Services** help ease the complexity of sorting through this confusing caller name traffic. Recently enhanced with heightened access, our national CNAM/CNAP database query system leverages the largest and most accurate repository of caller names in the United States. It enables access and delivery of calling party names to wireless, wireline and IP-based operators who provide their subscribers with caller name identification services by receiving queries for caller names from service providers, performing database lookups for the name of the originating callers and returning responses.

This alternative to traditional CNAM/CNAP processing is offered as a cost-effective service bureau solution that utilizes national directory assistance data as its initial source. With Syniverse's industry expertise and unmatched access to the most up-to-date caller name information, you can count on receiving the most complete directory data available with our CNAM/CNAP services.

## Benefits of CNAM/CNAP Services

- Offers a low-cost alternative to traditional CNAM/CNAP database queries while maintaining high quality of service for customers.
- Reduces costs and simplifies operations as a service bureau solution.
- Provides faster fulfillment and enhanced reliability because Syniverse owns and operates its own STPs and SCPs.
- Supplies renowned customer service and 24-hour, seven-days-a-week support before, during and after implementation.





## Syniverse Technologies

Serving more than 800 communications companies in over 160 countries, Syniverse Technologies (NYSE:SVR) offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers.

## Features of CNAM/CNAP Services

- Delivers useful information on 100% of wireline and wireless listings, compared to only 76.6% accuracy from network CNAM/CNAP providers.
- Provides heightened customer satisfaction compared to network CNAM/CNAP services through standardized displays of caller names and their abbreviations.
- Offers flexible pricing options with built-in cost savings and technical simplicity over network CNAM/CNAP delivery services.
- Uses operator directory data formatted for CNAM/CNAP access.
- Maintains a national scope.
- Obtains wireline listings directly from all major ILECs.
- Receives daily feeds from ILEC OSS resulting in 400,000 to 900,000 updates per day on weekdays and 150,000 updates per day on weekends.

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