

PRODUCT OVERVIEW

WIRELESS CALLER NAME SERVICE (WCNAM)

The TARGUSinfo Wireless Caller Name (WCNAM) service is an inbound calling name information delivery service for your subscribers' wireless devices. The service gives your subscribers the opportunity to view the name associated with an incoming call that is currently not entered in their personal phone book.

The TARGUSinfo WCNAM service accesses a proprietary data repository of calling name information considered to be the most comprehensive in the industry. Today, TARGUSinfo is the leading non-Telco provider of calling name services with over 200 calling name customers.

SERVICE FEATURES

National Data Repository

- Multi-sourced data repository of calling name information
- Repository wholly comprised of Telco-served and or Telco-verified data
- Most comprehensive coverage of wireless caller names in the business
- Redundant service architecture, geographically diverse service sites
- CNAM data updates are processed 10 times daily; batches processed nightly

Name Display Rules

TARGUSinfo uses a standardized format for residential and business names. The chart below shows examples of names in multiple Network Formats and in standard TARGUSinfo Format.

Caller Type	Network Format	TARGUSinfo Format
Residential	SMITH, FRANK COSGROVE, JOHN VANASCO, D L VANDERS CHRISTO	Smith Frank Cosgrove John Vanasco David L Vanders C
Business	TEXAS INSTRUMEN	TEXAS INSTRUMEN

- If no name is available for a wireless-originated call, "Cell Phone" plus the <STATE> abbreviation of the calling party's address will appear
- If no name is available for a wireline-originated call, <CITY STATE> of calling party will appear instead of "Unknown" or "Out of Area"
- Vanity, descriptive, blank or generic "blocking" type names are not supported

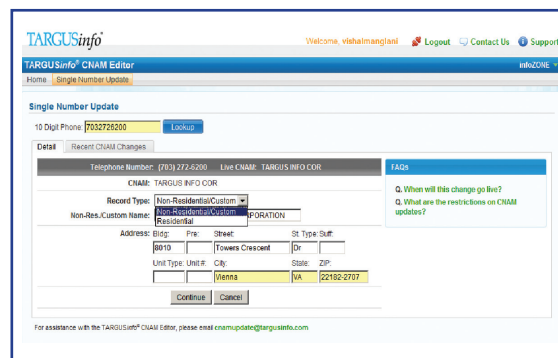
Caller Type	Network Format	TARGUSinfo Format
Wireline	< Blank > UNAVAILABLE UNKNOWN OUT OF AREA TEXAS	Tampa FL San Francisc CA Denver CO New York NY Austin TX
Wireless	< Blank > UNAVAILABLE UNKNOWN OUT OF AREA WIRELESS CALLER PENNSYLVANIA	Cell Phone MS Cell Phone OH Cell Phone NH Cell Phone TX Cell Phone MD Cell Phone PA

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Web Editor

- Used for emergency updates to your subscriber listings
- Desktop access is secured by user name, password and IP address
- Single number look-up screen to view 15 character handset display
- Ability to change or delete subscriber information with a time-stamped history of record changes
- Changes submitted are collected, processed and propagated to production servers every 2 hours (or sooner)



Service Guarantees

- 100% query response for valid US telephone numbers

Implementation & Training

- Processing validation and loading of client subscriber data
- Systems configuration (point code set-up)
- Installation of links for either SS7 or IP connectivity
- In-service training for customer care and field operations

Customer Support

- E-mail support for data-related questions or assistance, including requests for record changes or mass changes affecting Direct Inward Dial (DID) lines
- 24/7 live telephone support

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TECHNICAL SPECIFICATIONS

Network Access • SS7

- TDM Signaling via quad to our Rochester/San Diego STP locations
- GR-1188 Calling Name Delivery (CNAM)
- IS-764, IS-771 Calling Name Presentation (CNAP)

Network Access • IP Protocols

- MPLS or Internet VPN access to TARGUSinfo
- SIGTRAN M2PA connectivity to our Rochester/San Diego, Palo Alto Chicago or New York/Ashburn STP locations
- GR-1188 Calling Name Delivery (CNAM) via SIGTRAN
- IS-764, IS-771 Calling Name Presentation (CNAP) via SIGTRAN
- SIP INVITE with REDIRECT
- SIP SUBSCRIBE/NOTIFY
- ENUM (draft-ietf-enum-cnam-08)
- TARGUSinfo AGD2 API protocol
- WS-GetData Web Services for .NET and SOAP applications (XML)
- Web access via REST APIs (XML or JSON)

Network Access • Devices

- Any TDM- or SIGTRAN M2PA-enabled STP or SS7 Network Element
- Innovative Systems' APMAX
- Metaswitch Softswitch
- Performance Technologies STPs with TARGUSinfo Calling Name Gateway

For additional support, please call 1.800.935.9644.