

TO-2005-0336

**CONSTABLE DIRECT
SCHEDULE JC-1**

TARGUSinfo Wield The Power.[ABOUT US](#)[CUSTOMERS](#)[PARTNERS](#)[CONTACT](#)[Our Data](#) | [Services](#) | [Solution Finder](#) | [Demos](#) | [Innovations](#) | [FAQs](#)**SOLUTIONS: Services****SOLUTIONS**[PhoneData Express](#)[IntelliRouting Express](#)[CallerName Express](#)[Service Details](#)[Application](#)[Examples](#)[Demo](#)[Verify Express](#)[CallerProfile Express](#)[SpeechCapture Express](#)[VoiceSecure](#)**CallerName Express****CNAM and CNAP**

Until now, there has been one way to obtain caller name information — by juggling multiple regional data relationships not excluding those with your competition, while paying a fixed premium.

Costly and Inadequate Coverage is a Thing of the Past Now, through various telecommunications partnerships, we have developed the largest single-source, nationwide caller name network with telco-verified data. And at a fraction of your current cost! Gone are the days of multiple regional databases, "out of area" displays, incomplete coverage and poor service. Plus, now you don't have to feed money to the competition.

All of which has lead some of the nation's largest telco companies to switch to TARGUSinfo.

CallerName Express helps you:

- **Provide Nationwide Coverage** — Stop worrying about service areas your current providers can't consistently support
- **Control expenses and streamline operations** — A single low-cost source of data means predictable expenses and no multi-vendor headaches
- **The most current information** — In addition to nightly batch updates, online updates are processed hourly throughout the day
- **Quality information every time** — Whether the display is a name, phone type (such as payphone), or city and state information, we return information for virtually every telephone number in the North American Dialing Plan

Fastest Growing Nationwide Provider

With over one billion customer transactions a month, we offer top-quality information for the greatest return on investment for wireline, wireless and VoIP service providers.

In fact, our customers are so satisfied, they've made us the fastest growing CNAM provider in the country.

DEMOS[View our CallerName Express](#)**APPLICATION EXAMPLES**

See how easily Caller Express can be implemented

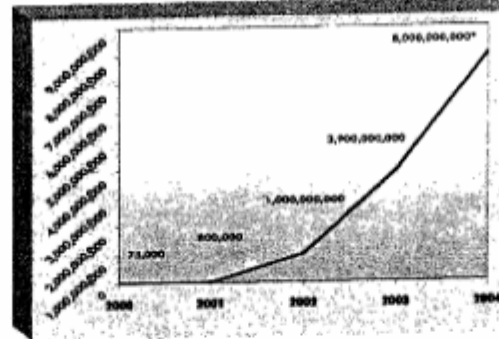
- [View Application Examples](#)

SAMPLE CUSTOMER

- Cox Communicati
- Alltel
- Voice Pulse (VoIP)
- Choice One

And Many More...

CNAM Transaction Growth 2000-2004



*2004 estimated transactions

Whether the display is a name, phone type (such as wireless), or city and state information, our coverage is 100%.



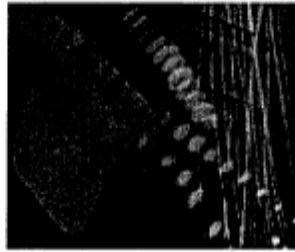
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WhoDA CNAM Service

Calling Name service - with the power of a national database



LSSI's WhoDA service brings all the benefits of a national database to Calling Name services. WhoDA uses the LSSI Database, which is updated daily with service-order-level data from the Incumbent Local Exchange Companies. This data is converted into the format necessary to be used as the CNAM portion of the LIDB.

The LSSI database includes CNAM information for the entire United States, versus the current regional segmentation. That means customers get simplified access to a single database.

By removing multiple gateways and database sources from the equation, WhoDA can eliminate the numerous frustrating "Not Available" messages caused by network delays and missing information that plague conventional CNAM services.

Even when specific calling name information is not available, the WhoDA service will automatically return the city and state of the calling party, so users still get helpful, usable information.

WhoDa combines a telco-quality National Calling Name database from LSSI with Tekelec's IP⁷. Tekelec is a leading developer of telecommunications signaling infrastructure, packet-telephony solutions, diagnostic tools, and value-added applications, which are deployed worldwide. LSSI's use of Tekelec's IP gateway solution, with its much higher transaction-rate capability, can provide a highly attractive and cost-efficient alternative to traditional SS7 access.

Customer Name (CNAME) Delivery Service - WhoDe



More-accurate Calling Name Service does more than just make your customers happy. The substantial cost savings of this new technology, combined with single-database architecture, translates into a significant savings in operating and network transport costs.

LSI also provides flexible pricing options. Our desire is to bring the benefits of call management services to all of our customers, and our economic pricing plan will allow you to expand your market penetration. Risk-free business arrangements are available to encourage your exploration of new markets and new applications.

Host Your Data with LSSI

CNAM services are profitable, and many companies are looking to offer CNAM without relying on telephone companies. Additionally, as new telcos grow, they need a CNAM network database to host their own numbers, for both local and out-of-company calls.

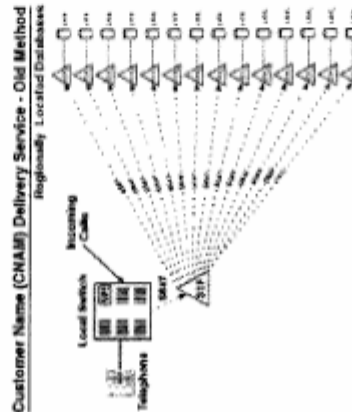
LSSI can help.

In addition to providing increased customer satisfaction and reduced operating costs, LSSI's WhoDA creates an additional revenue opportunity if you choose to have us host your customer data. Contact LSSI today for details.

Calling Name Services: Imagination Pays!

WhoDA opens up a wide range of intriguing service options. For example, some of your customers might want a vanity Calling Name display, just like they pay for vanity license plates today. Instead of "John Doe" the display could read "Johnny D." Or it could come up with the caller's screen name. Just consider the marketing possibilities!

Work with LSSI to develop new call-management services that will delight your customers. Let us help you bring your penetration of Calling Name services to 50% of your customer base — and more.



Click for More Info

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http://www.lssi.net/Pages/who_da.html

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