

TO-2005-0336

**CONSTABLE DIRECT
SCHEDULE JC-2**



WhoDA CNAM Service

Calling Name service -

*with the power of a **national** database*

WhoDA



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 data from the Incumbent Local Exchange Companies. This data is converted to a format necessary to be used as the CNAM portion of the LIDB.

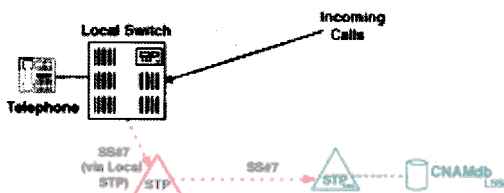
The LSSi database includes CNAM information for the entire United States, with current regional segmentation. That means customers get simplified access to a national database.

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

Even when specific calling name information is not available, the WhoDA service automatically returns the city and state of the calling party, so users still get helpful 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 services which are deployed worldwide. LSSi's use of Tekelec's IP gateway solution, with higher transaction-rate capability, can provide a highly attractive and cost-effective alternative to traditional SS7 access.

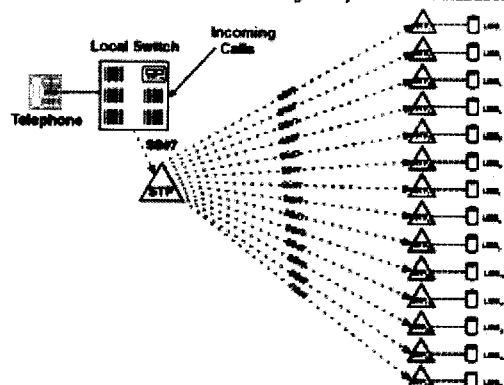
Customer Name (CNAM) Delivery Service - WhoDa



New Technology and a Single Database Lower Your Cost

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

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

Customer Name (CNAM) Delivery Service - Old Method
Regionally Located Databases**Host Your Data with LSSi**

CNAM services are profitable, and many companies are looking to offer CNAM relying on telephone companies. Additionally, as new telcos grow, they need network database to host their own numbers, for both local and out-of-compa

LSSi can help.

In addition to providing increased customer satisfaction and reduced operati LSSi's WhoDA creates an additional revenue opportunity if you choose to ha 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, sc customers might want a vanity Calling Name display, just like they pay for va plates today. Instead of "John Doe" the display could read "Johnny D". Or it c up with *the caller's screen name*. Just consider the marketing possibilities!

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

[Click for More Info](#)

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