



Zipwhip Deploys NetNumber Global Number Portability Services

LOWELL, Mass. — June 10, 2015 — NetNumber announced today its Global Data Service (GDS) has been selected by Zipwhip, the North American leader in landline texting services for business, to enable its Text and Multimedia Messaging Services for existing landline numbers. NetNumber GDS is a cloud-based service, offering both registry and carrier-ID look-up services to service providers around the globe.

The NetNumber GDS registry service provides North American MVNO-OTT registry data for accurate routing of text messages in the North American messaging ecosystem. The registry supports 160 million subscriber entries, provides 30 million updates per month, and identifies more than 500 messaging service providers. The NetNumber GDS carrier-ID lookup service is used by more than 150 service providers to support the accurate routing of both voice calls and text messages globally. A query to this service returns a portability-corrected carrier ID called an NNID, or NetNumber ID, that uniquely identifies the service provider for a particular dialed number. The service also supports global portability correction, global code-range data, and North American MVNO-OTT override data for text messaging.

“Short form communication is defining modern culture, and every phone number—wireless or wired—should be able to support the text medium,” CEO John Lauer states on the changing communication environment. “Zipwhip is bridging the gap between wireless users and landline users for what is now the go-to mode of communications for billions of people.”

The business use for cloud texting is virtually endless. Popular verticals leveraging Zipwhip include insurance agents, staffing companies, car dealerships, and radio stations. Furthermore, Zipwhip’s data shows that any business that is dialing outbound from their landline numbers is receiving text messages back to that number. Everyday consumers are now auto-texting back to these numbers stating that they’re busy and to text them instead. Zipwhip enables these businesses to get the message.

“Accurate, comprehensive and validated number routing services are key to efficient and innovative service offering such as those offered by Zipwhip,” said Doug Ranalli, founder and chief strategy officer of NetNumber. “As accessing the various types of data can be expensive and complicated given country-specific details and different interface mechanisms, NetNumber foresaw the need for a cloud-based service that would provide easy and cost-efficient access to the data. NetNumber Global Data Services enables us to deliver a vital service to our customers and to the industry as a whole.”

Learn more about NetNumber Global Data Services at <http://netnumber.com/products/gds/> or by contacting sales@netnumber.com.

About Zipwhip

Zipwhip, a Seattle-based cloud texting provider, pioneered the concept of utilizing the cloud to enable existing mobile, landline, and toll free numbers to send and receive text messages from any connected device. Additionally, Zipwhip offers a carrier-grade cloud texting platform to help mobile and landline operators modernize the texting medium. Its technology introduces trailblazing functionality while holding true to the distinct culture of texting that consumers have grown to love.

Contact Information:

Ian Olson
+1 805 451 4292
ialson@zipwhip.com

About NetNumber

NetNumber, Inc. brings 15 years of experience delivering innovative signaling control solutions that enable carriers to accelerate implementation of new services across multiple generations of networks, while dramatically simplifying the core network and reducing operating costs. Today, we are the leading provider of Centralized Signaling and Routing Control (CSRC) solutions on which additional services such as number portability data and global code range data easily can be added. Visit www.netnumber.com for more information. Connect with us on Twitter, LinkedIn, Google+ and Facebook.

Contact Information:

Kim Gibbons
+1 408 398 5223
kgibbons@netnumber.com

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