



***“Using NetNumber Global Data Services, Zipwhip is bridging the gap between the 350 million wireless phone numbers that have always had texting with the 200M non-wireless phone numbers that never had it.”***

John Lauer, Zipwhip CEO

## At a Glance

- Zipwhip is the North American leader in business-to-consumer texting services on existing landline, VoIP, and toll-free phone numbers.
- **Challenges**
  - Enable Text and Multimedia Messaging Services for existing wireline numbers
  - Accurate routing of text messages in North American messaging ecosystem
- **NetNumber Solution**
  - Global Number Portability Services
- **Results with NetNumber**
  - Industry's first picture messaging service for landline phone numbers
  - Ability for consumers to reply to existing landline business numbers

For more information about NetNumber TITAN, visit [www.netnumber.com](http://www.netnumber.com) or contact your local account representative via [sales@netnumber.com](mailto:sales@netnumber.com). Connect with NetNumber on Facebook, Twitter and LinkedIn.

## About Zipwhip

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

The core premise of Zipwhip is that businesses need software to read and respond to text messages at scale, just like they need software like Microsoft Outlook for email. Zipwhip believes the status quo five years out will be that every business number will have the capacity to receive and respond to text messages, making texting even more ubiquitous than it is today.

## The Solution

The NetNumber Global Data Service (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 specific number. The service also supports global portability correction, global code-range data, and North American MVNO-OTT override data for text messaging.

## The Results

Zipwhip is utilizing NetNumber to ensure comprehensive and validated number routing services to enable landline texting for businesses. Accessing the various types of data needed can be expensive and complicated given country-specific details and different interface mechanisms. NetNumber GDS enables quick, easy and cost-efficient access to both publish and query routing data.