



GENBAND and NetNumber Announce Partnership to Deliver Next Generation Services Architecture

Global service providers and wholesale carriers to benefit from the combination of market-leading service enablement solutions

Barcelona, Feb. 24, 2014 – [GENBAND](#), a leading developer of multimedia and cloud communications solutions, today announced a partnership with NetNumber to integrate the TITAN centralized Signaling, Routing and Database (SRD) services platform into GENBAND's industry-leading portfolio to offer advanced [interconnect](#) and [IMS](#) solutions. This joint solution architecture will evolve core telecommunications networks to new levels of scalability, efficiency and profitability for service providers and wholesale carriers around the globe. The partnership between GENBAND and NetNumber builds on the successful integration and deployment of their solutions on behalf of one of the world's leading communications services and solutions providers, British Telecommunications plc's (BT) Global IP Interconnect network for UK and global wholesale customers. GENBAND's market-leading interconnect solutions seamlessly interface with NetNumber's TITAN centralized routing and protocol interworking solutions in both IMS and non-IMS networks to enable optimal route decisions and to apply policies to ensure route quality and profitability.

“Carriers face the dual challenge of transitioning from legacy technologies to next-generation IP networks, while dealing with an ever-increasing signaling load brought on by new devices and new services on the network,” said Brad Boston, NetNumber President and CEO. “NetNumber and GENBAND are working together to deliver a robust and flexible framework for interworking legacy and next-generation IP network services. The strategic integration of NetNumber's TITAN platform with GENBAND's broad range of SMART solutions will foster new levels of innovation for carriers to leverage.”

Serving the needs of fixed and mobile customers in the UK and in more than 170 countries, the BT-deployed GENBAND and NetNumber solution delivers SIP-based IP Interconnect and

international direct dialing (IDD) for global tier 1 and tier 2 carriers. The deployment has since expanded across Asia and the Americas to enable BT's customers in these regions with advanced IP Interconnect and [IP Exchange \(IPX\)](#) capabilities.

“NetNumber’s TITAN solution builds out the core of a carrier’s next-generation addressing and routing infrastructure and this partnership creates one of the industry’s most advanced end-to-end interconnect solutions that improves efficiencies between service providers and within networks,” said Keith Landau, President of GENBAND’s IMS Business Unit. “Together, we enable our customers to determine optimal call routes and deliver a broad, highly scalable platform with an extensive set of capabilities required for IP Interconnect and IPX, whether for mobile or wholesale solutions, as we have enabled for BT, one of the most innovative providers in the world. We are pleased to expand access to this proven solution and look forward to our continued close collaboration with NetNumber.”

“The partnership between GENBAND and NetNumber addresses a key challenge network operators face today – the migration from legacy TDM to IP networking,” said Sue Rudd, Director of Service Provider Analysis at Strategy Analytics. “This joint solution architecture should accelerate operators’ deployment and management of next generation networks and services.”

TAGS: GENBAND; NetNumber; IP Interconnect; IPX; IP Exchange; Centralized Signaling, Routing and Database; Centralized Routing; IMS.

Additional Resources

- [BT Offers Innovative Global IP Exchange Interconnectivity Service Powered by GENBAND’s Leading IP Voice Infrastructure](#)
- [BT Selects GENBAND's SMART EDGE IPX Solution for Global IP Exchange Interconnectivity Service Expansion](#)
- [White Paper: Building a Secure and Scalable Multimedia IP Exchange](#)
- [BT IPX Solution Powered by GENBAND \(video\)](#)

About NetNumber

NetNumber, Inc. provides the TITAN Centralized Signaling, Routing and Database Services Platform for faster service delivery and simpler network deployment and operation to wireless and wireline telecommunications operators around the globe. Visit www.netnumber.com for more information. Connect with us on Twitter and LinkedIn.

About GENBAND

FROM THE CORE TO THE EDGE TO THE EXPERIENCE™, GENBAND is a global leader in smart networking solutions for service providers and enterprises in over 80 countries. The company's technology improves IP networks by making them more scalable, secure, profitable and efficient. GENBAND's market-leading technology supports multimedia voice, data and video sessions and fixed-mobile unified communications applications that scale on public and private networks. With a flexible, cloud-ready platform, GENBAND's IMS, edge and application solutions help its customers compete effectively by increasing revenues, improving profitability, and attracting and retaining customers. To learn more, visit us on the web at www.GENBAND.com.

GENBAND, the GENBAND logo and icon are trademarks of GENBAND.

Company Contacts:

Dennis Watson
GENBAND
+1 (972) 521 5921
Dennis.Watson@genband.com

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