



How to Use Least Cost Routing and Hunt Stop to Maintain Your Competitive Edge

In today's highly developed VoIP market, Carriers strive to have multiple providers because it allows them to have more rate options available for their customers. Maintaining multiple providers can mean constant changes in rates and Carriers need to be able to keep up with these changes in order to provide their customers with the lowest rate available. IPsmarx' Wholesale Softswitch integrates two automated features that enable carriers to streamline their rate management processes and ensure their maximum profit potential.

The IPsmarx Least Cost Routing Module, or "LCR", automates call routing ensuring carriers that all calls will be routed through the lowest cost provider. This automated feature routes the call to the lowest cost provider for that specific destination. The result is cost savings for the carrier as they avoid the cumbersome process of managing and prioritizing complex rate tables.

In conjunction with the Least Cost Routing Module, Carriers have extra assurance with IPsmarx' Hunt Stop feature. Hunt Stop scans rate tables in order to ensure that carriers are making profit. When a call is attempted through the IPsmarx Softswitch, Hunt Stop will ensure that calls connect only through providers whose termination rates are lower than advertised selling rates.

These features allow carriers to maintain their competitive edge by providing them with powerful tools to obtain the lowest possible termination costs available in the marketplace.

For more information about our LCR or Hunt Stop features, please contact us.

Tel.:
Washington DC + 1.703.871.5273
New York + 1.212.918.4990
Toronto + 1.416.665.6999

