



PathFinder[®]

GSMA's NUMBER TRANSLATION SERVICE

Industry Partner Programme



GSMA PathFinder Service



PathFinder is a GSMA Managed Service operated by NeuStar. Based on Carrier ENUM technology, the service provides an interoperable, industry wide solution, enabling the routing of global IP service interconnect traffic. Interoperability is particularly important in facilitating the uptake of emerging services such as MMS, IMS and Packet Voice. PathFinder underpins this growth, promotes the introduction of new services and revenue streams, and helps operators control costs.

The Global Market for IP Interconnect

The GSMA is building a global community of private ENUM users to enable the migration to an all IP interconnect world. GSMA members have recognised the benefits of standardised interoperable IP interconnect, and a global ENUM system for destination discovery. The GSMA is enabling this with PathFinder.

GSMA and NeuStar are keen to encourage the vendor community to get behind PathFinder, and allow operators to benefit from interoperable IP interconnect. Operators will be seeking solutions from vendors which support PathFinder functionality.

Evolution of the PathFinder Service

In 2007, the GSMA issued a competitive invitation to tender for the provision of Carrier ENUM services, meeting the GSMA's commercial and technical requirements. Following a comprehensive evaluation process involving a working group of the GSMA's members and professional staff, NeuStar was awarded a contract to operate and administer the PathFinder Service.

Having successfully completed a detailed Pilot Programme, PathFinder is now available to both mobile and fixed network operators, carriers and related service providers. The service supports all three commonly understood tiers (Tier 0, 1 and 2) of Carrier ENUM and is offered under attractive commercial terms to participating operators.

Further information on the GSMA and NeuStar is available at www.gsmworld.com and www.neustar.biz

PathFinder Industry Partner Programme

The PathFinder Industry Partner Programme is designed to foster working relationships with companies offering products and services that are complimentary to the PathFinder service. The programme is intended to facilitate the development and promotion of a community of technology providers enabling direct network-to-network peering for voice, video, multi-media and other IP based services.

The initiative provides certification of technology vendors, ensuring that PathFinder interoperability testing is available industry-wide to all vendors who wish to participate. The GSMA PathFinder initiative already has the backing of a number of operators. Vendors will benefit from having their equipment formally certified to operate with the PathFinder service.

Certification has its Benefits

Upon successful completion of the final interoperability tests, certified vendors will be allowed to market themselves as a "PathFinder Industry Programme Partner" and will receive a license to utilise designations and logos associated with the programme. Certified partners will benefit from access to NeuStar's technical and marketing resources, allowing the creation of partner and customer related joint marketing initiatives.

Profiles of certified vendors will be maintained on the PathFinder web site, accessible from both the GSMA and NeuStar home pages. Vendors will be provided with password-protected access to a "partner only" section of the web site, providing access to PathFinder specific training material, events and publicity.

The GSMA and NeuStar will jointly work with certified vendors to identify and pursue sales opportunities.

Joining the Programme

The GSMA and NeuStar are keen to hear from technology vendors wishing to join the programme. As a first step, please visit www.gsmworld.com/pathfinder click on the Partner Programme tab, then download, complete and return the Partner Application Form and Product Certification Questionnaire.

Following successful review by GSMA and NeuStar, prospective partners will be sent a PathFinder Industry Partner Programme contract, outlining the testing programme to be undertaken and the sales and marketing benefits available. Upon successful completion of the testing programme (which can take place in NeuStar labs or remotely), vendors will be certified as a PathFinder Industry Programme Partner.

We look forward to working with you.

For more information, and to register for the Industry Partner Programme, please visit www.gsmworld.com/pathfinder



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