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A Smarter Way to Manage and Monetise Global Numbers

Optimising DID Management and Simplifying the Supply Chain

Global demand for telephone numbers is accelerating. The growing appetite for Direct Inward Dialling (DID) is creating new revenue opportunities and operational challenges.

The need for numbers is being driven by the uptake in Communications Platform as a Service (CPaaS), call centre solutions and a whole range of collaboration tools that incorporate voice and messaging. The CPaaS market will be worth \$25 billion in 2025, rising from \$7 billion in 2020, according to Juniper Research.

A growing number of carriers, mobile network operators (MNOs), valued added resellers (VARs) and CPaaS providers are seeing the need to optimise how they manage numbers and the potential revenue they can capture from offering numbers to their customers. At the same time, they are recognising that management of DIDs and International Toll-Free Services (ITFS) should be part of their digital transformation strategies. The Requests for Proposals (RFPs) are increasingly including a dedicated section for number management, and they can differentiate their offering if they have unique capabilities.

The challenge is to efficiently manage numbers, present them out to customers, and meet changing expectations in terms of on-demand purchasing and delivery. They need a solution that enables them to rapidly transform their number management processes, increases service agility with APIs and makes monetising numbers simple and seamless.

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New Opportunities in Number Management

- Carriers and MNOs can automate inventory management and provide simple and fast ways for service providers and customers to manage their numbers via API integrations into existing business systems.
- Resellers and Channel Partners can monetise numbers and enter the market if they can seamlessly manage, control and deliver inventory efficiently and with agility.
- CPaaS Providers can automate the supply chain to reduce inventory stock costs and eliminate provisioning delays.

Transforming the Supply Chain

While digital transformation is influencing the developments in some telecoms operations, it has yet to have a meaningful impact on how numbers are presented and consumed by customers. The supply chain has not seen digital transformation happen in any comprehensive standardised way.

The result is the continued use of slow and manual processes relating to inventory management with unnecessary resource costs. Other aspects of the telecoms ecosystem are moving to on-demand procurement and click-to-connect services while numbers are still lagging behind. This means it is difficult to enter the market or scale-up the number services being offered to customers.

Manual processes also add to overall costs. End customers expect the ability to consume numbers at source, yet the solutions which

underpin automated customer propositions are manual. Therefore, service providers need to maintain relatively large number inventories to support instant consumption for their customers. These costs are growing along with adoption.

In some scenarios, service providers have developed bespoke in-house multi-vendor solutions as a basic quick fix. These often lack external compatibility, standardised processes or APIs. These kinds of developments take time and resource without adding value for customers.

Today, managing numbers manually remains a headache but is low down on the list for transformation budget or resource. It is not making headlines as a focus area for transformation, but the service providers that get it right have an opportunity to immediately differentiate their offerings and monetise the growing demand for numbers.

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Automation, APIs and Capturing New Revenue Streams

The solution is to adopt a platform that can rapidly transform a service provider's approach to number management and monetisation and benefit from new levels of automation. Numbers remain a critical component of many of the solutions being offered by service providers, but they fail to monetise them effectively. Service providers just need better tools.

A white-labelled global number and messaging platform can immediately optimise number management in an on-demand world and bring multiple number providers onto a single intuitive platform. Deploying a purpose-built platform minimises resource requirements while expanding capabilities. It changes a service provider's approach to numbers and gives them a foundation for serving high-growth customers with massive appetites for numbers.

They can automate and standardise how numbers are ported, eliminating lead-times and massively reducing provisioning times. Service providers can reduce inventory costs through reducing procurement times from two weeks or more to 10 seconds or less. Manual resources are removed and replaced with a dynamic

environment where customers are empowered to manage their own routing.

APIs ensure the platform's capabilities can be integrated into existing systems and processes. They can also present out inventory to customers via an API that customers can use to consume numbers. Bring Your Own Numbers means all inventory can be managed in a single platform offered to customers.

It creates a flexible ecosystem that is easy to use and can have an immediate impact on a service provider's bottom line. The platform can be deployed and numbers or providers added then presented out to customers. It removes the complexity from global numbers and makes monetisation simple, seamless and secure.

Three Keys to Capture New Revenue from Global Numbers:



ENABLE

Offer customers online provisioning for number inventory while adding existing or new number providers and customers to enable immediate revenue generation opportunities.



INTEGRATE

Deploy APIs so that customers can seamlessly integrate widgets and features for specific customer needs and compliance, then easily share inventory with ecosystem partners.



ORCHESTRATE

Automate business process workflows using a comprehensive suite of APIs, streamline resources and deliver Flexibility as a Service.



A Friction-Free Future

Monetising numbers needs to be simple, efficient and agile. Service providers should be able to add numbers to their service offering, expand their relationships with existing customers and attract new prospects with simple and powerful processes. Customers should be able to access numbers as and when they need with a friction-free model.

The outcome is an increasingly connected global marketplace for regulated numbering and an enhanced customer experience. Service providers of all kinds can plug and play a number management solution and choose from a wide range of preloaded providers for numbering and CXaaS solutions. They just need the right platform and the right tools.



Telesmart.io

Simple. Seamless. On-Demand. In Control.

Telesmart.io empowers partners to rapidly grow new revenue streams, expand their product portfolios and serve more of their customers' needs.

Offering partners a purpose-built DID inventory management solution, it automates the supply chain experience across number and messaging services. The platform is modular, white-label and fully API-enabled for seamless integration into existing business processes and wider CXaaS solutions.

We enable partners to manage all providers, customers, inventory, porting, routing and switching as required. Partners have full control over extensive features through their own admin and branded customer portals. Customers are empowered with an easy to consume interface. Compliance is ensured through integrated documentation and approvals process.



Your All-In-One Global Number and Messaging Platform.

Get in touch to learn about how we can help you to monetise in the opportunity in global numbers:

sales@telesmart.io

[LinkedIn](#)



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