BrainRoute
Intelligent Least Cost Routing

Telecom service providers are constantly on the lookout for an intelligent routing system, which help them to have actionable call data analytics, and deal smartly with the other telecom carriers for cost effective domestic and international routing. Using BrainRoute, the operators can intelligently route their calls to optimize costs and to enhance network efficiency.

Intelligent Least Cost Routing Solutions

Enhanced SLA management and KPI

Automate Routing Process

BrainRoute offers key routing and cost optimization features, such as rate deck identification and management, CDR analysis, LCR plan, deployment and management. BrainRoute also enables functionalities, such as:

- Manages carrier profiles and rate upload templates
- Automatically loads partner rate cards and route code tables
- Integrates directly with switches to fire MML Commands
- Configures switch profiles, MML Commands, MML orders
- Provides complete visibility of Routing plans including carrier rates, routes and destination codes
- Controls volume commitment and available capacity
- Compares dial codes correctly

- Maintains routing destinations
- Turns the carriers' name-based price schedule into a dial code-dependent termination cost schedule
- Analyses real time CDRs from switch or directly integrate with switch to find out call quality and incorporate quality considerations
- Produces costing and routing schedules in a format suitable for pricing analytics and engineering

BrainRoute features a great dynamic routing algorithm, which considers a multitude number of factors for routing, and offers advanced features to ensure high veracity in routing.

The routing algorithm includes parameters such as:

- Customized Business rules
- Call Destinations
- Best Rates shared by operator
- Routing history
- Trunk capacity
- Volume commitment

- Margin
- Carrier Route status
- Switch Type
- Call Traffic
- Quality Parameters

BrainRoute cherry picks least rate offerings and creates new destinations automatically on the algorithm. The algorithm performs retail rate (Tariff) comparison with auto barring of respective ILD Destination in carrier rates. It further performs destination provisioning ensuring zero defensive variation option and benchmarking of quality parameters for determining the least cost/optimum routing of the calls. BrainRoute also has advanced features such as credit management, auto traffic control, pre-paid carriers' management depending on credit limit etc.

Using BrainRoute, the telecom carriers can ensure worthful business benefits such as:

- Significant cost savings through intelligent routing
- High network quality, even in long distance international calls
- Smart decisioning using call data analytics
- High uptime through smart management of outages

Need to know more?
Talk to us for a detailed demo of the system.