



# BroadForward announces the launch of Central Number Portability Gateway

*Multiple service providers adopt BroadForward's BFX Interface Gateway to enable unified number portability across mobile, fixed and OTT services*

Amersfoort, The Netherlands, November 10th, 2016

BroadForward, a GSMA Best Mobile Technology award nominee for three years running, announces its latest innovative offering – the launch and deployment of its BFX Interface Gateway to deliver a single, unified access point for number portability in the network. BFX now provides the ability for any service provider to intelligently access different data sources to resolve numbering data, as well as enabling this information to be stored and cached locally.

In parallel to announcing the availability of this number portability functionality, the company is also announcing deployment of the solution at several service providers, including global top-3 players in IPX, international cable, and number portability.

Number portability enables customers to retain their number when switching service provider. This is particularly important to prevent customers with significant equity in their number (such as business customers) from becoming trapped with a single service provider. Initially a feature of the mobile market to facilitate equal competition between new entrant operators and larger incumbents, it is poised to be reinvented. The next iteration of number portability needs to facilitate the shift from traditional services to advanced IP services, across networks (mobile, fixed or OTT) and beyond a country or region. This will enable customers to obtain ownership of a single identification that works irrespective of the network or country domain.

The BFX Interface Gateway provides such a single, unified access point for number portability in the network, allowing service providers to streamline look-up access to number and address registries. It is completely network-agnostic, supporting both legacy and next-generation mobile, fixed and OTT services. BFX delivers highly flexible integration and access to legacy and IP-based number portability repositories, connecting both external and internal systems (such as STP and subscriber databases).

Teresa Cottam, Chief Strategist at industry analysts Telesperience says: "With this rollout, BroadForward is demonstrating how an often overlooked capability such as number portability can be made available irrespective of the service domain technology. Unified number portability is the first step in transforming a legacy telecoms artefact, the phone number, into an essential enabler of the digital economy - a digital identity that is both network and service agnostic. In the short term, unified number portability therefore delivers greater operational efficiency and lower costs for service providers; but in the longer term it puts them in a strong strategic position for innovation".

The BFX Gateway, one of the fastest growing products in the signaling world, is designed to simplify network integration and service enablement through GUI-based service orchestration. It offers a wide range of functions to intelligently and automatically resolve number locations, routing destinations, as well as the ability to apply advanced routing intelligence, message enrichment, storing and caching of

repeatedly accessed information, number mapping, mediation and normalization, multi-protocol interworking and more.

Steven van Zanen, Head of Product Management and Marketing at BroadForward, adds: "The BFX central number portability gateway offers operators significant operational efficiencies and economy of scale. BFX enables highly flexible connectivity and interworking across INAP, ENUM and various other protocols, as well as local storage and caching of valuable porting information. BFX offers service providers the capability to deliver unified number portability without the requirement for complex scripting and expensive database technologies typically demanded by competing approaches."

#### About BroadForward

BroadForward is the leading expert in signaling interworking and routing for 2G, 3G, 4G/LTE, IMS, Fixed, Wi-Fi, Number Portability and M2M networks. BroadForward's BFX Interface Gateway is the next generation signaling solution which was nominated by the GSMA for Best Mobile technology in 2014, 2015 and 2016 and winner of the Best M2M/IoT solution at the MVNO World Congress 2016. BFX provides a unique combination of any-to-any protocol interworking, routing and GUI-based services orchestration, working across Diameter, RADIUS, SS7 and IT protocols. BroadForward's solutions are hardware-agnostic, supporting network virtualization and cloud deployment. BroadForward was founded by an internationally recognized team of mobile telecoms experts with a track record in building carrier-grade, revenue generating products and services for global mobile operators. BroadForward's software development is entirely done in The Netherlands. Website: [www.broadforward.com](http://www.broadforward.com)