



# TOLL-FREE

AN ESTABLISHED IDENTIFIER DRIVING VALUED  
BUSINESS CONNECTION

# PANEL INTRODUCTION



## Your **trusted** business communications partner.

### Customer-centric

Our customer's individual needs drive us to deliver solutions that combine the right products and services with an unwavering commitment to exceptional customer service.

### Easy

Allstream simplifies network and collaboration, so businesses can focus on growing their enterprise. We strive to make everything we do simple for our customers.

### Responsive

We design flexible solutions that seamlessly integrate and scale with our customer's needs. As a company, we continually adapt and evolve.

### Trusted

We exceed expectations and always act with integrity.

**Terry Causey**

VP & GM Internetworking Solutions

North America Voice Architecture and Wholesale BU





## Peter Claassen

Head of Commercial SMS

Texting on Existing Toll-Free Numbers



# Nick Sgroi

Senior Vice President  
Voice Products and Network Strategy  
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# RouteTrust

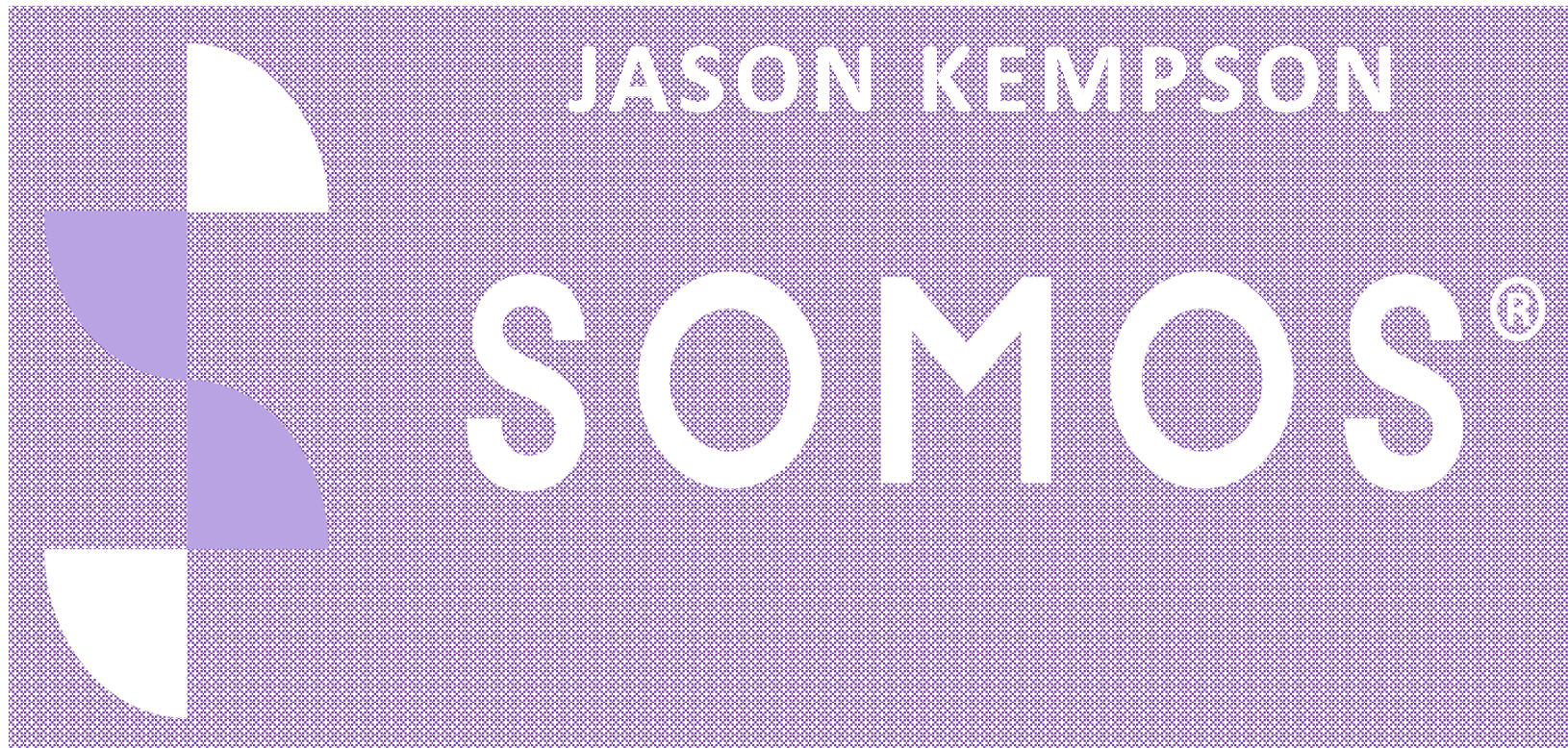


- Michael has a proven track record for successful operations throughout his career. Starting in telecom as a change agent within a fortune 500 company, Michael has moved to progressively smaller, more nimble organizations that solve real problems. Michael joined RouteTrust in late 2016 based on the belief that “the right technology can enhance an operations team’s performance”. Michael is committed to making the RouteTrust platform the gold standard for efficient telco operations teams.



SOMOS provides trusted data so organizations can innovate and grow with confidence

- Neutral Stewardship
- Secure Access
- Customer Empowerment



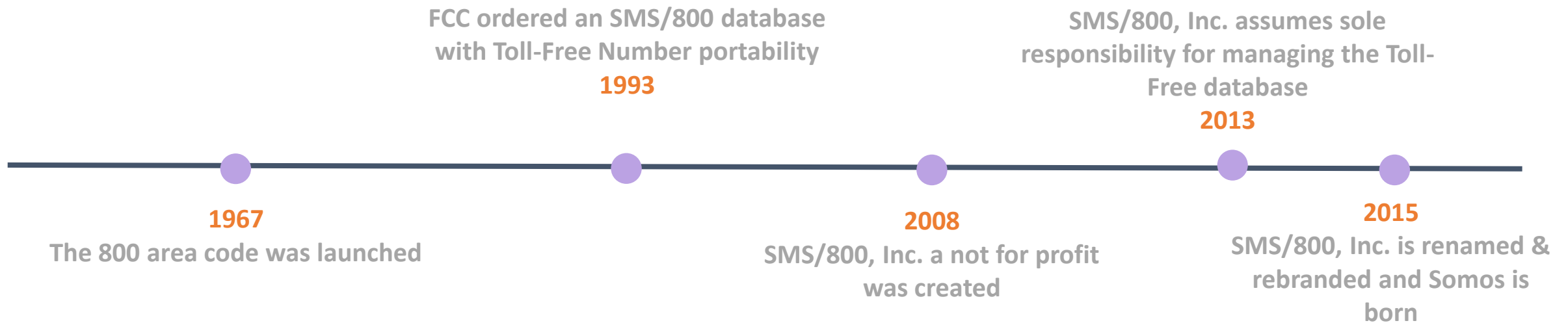
# What is Toll-Free?

- Designated by “8YY” area codes (or “NPAs”)
- Called party pays
- Over 42 million numbers in use and increasing





# Brief Toll-Free History

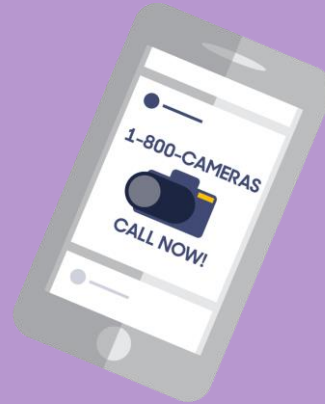


# The 'Area Code' for Business

- A single business number organizations use to connect with customers

## BRAND COMMUNICATION

- Primary Consumer Connection
- Signifies National Brand
- Brand Identity



## Routing Network



## CALL MANAGEMENT & ROUTING

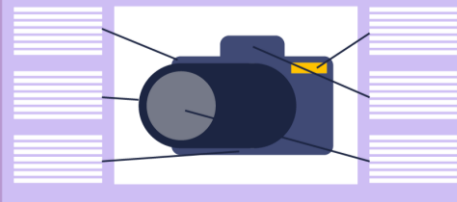
- Dynamic Routing
- Call Sharing
- Easy to Procure and Manage



## MARKETING & ANALYTICS

- Campaign Tracking
- TollFree Identity (TFNiD)
- Business Intelligence

## 1-800-CAMERAS CAMPAIGN



FROM: 1-800-CAMERAS

Your Order Has Shipped!



## TEXTING OVER TOLL-FREE

- Preferred Channel for Mobile Users
- Omni-Channel Growth



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VISION 2020  
AND BEYOND  
19-22 JANUARY 2020 | HONOLULU, HAWAII

# Toll-Free Drives Business



Thank you for your time!