



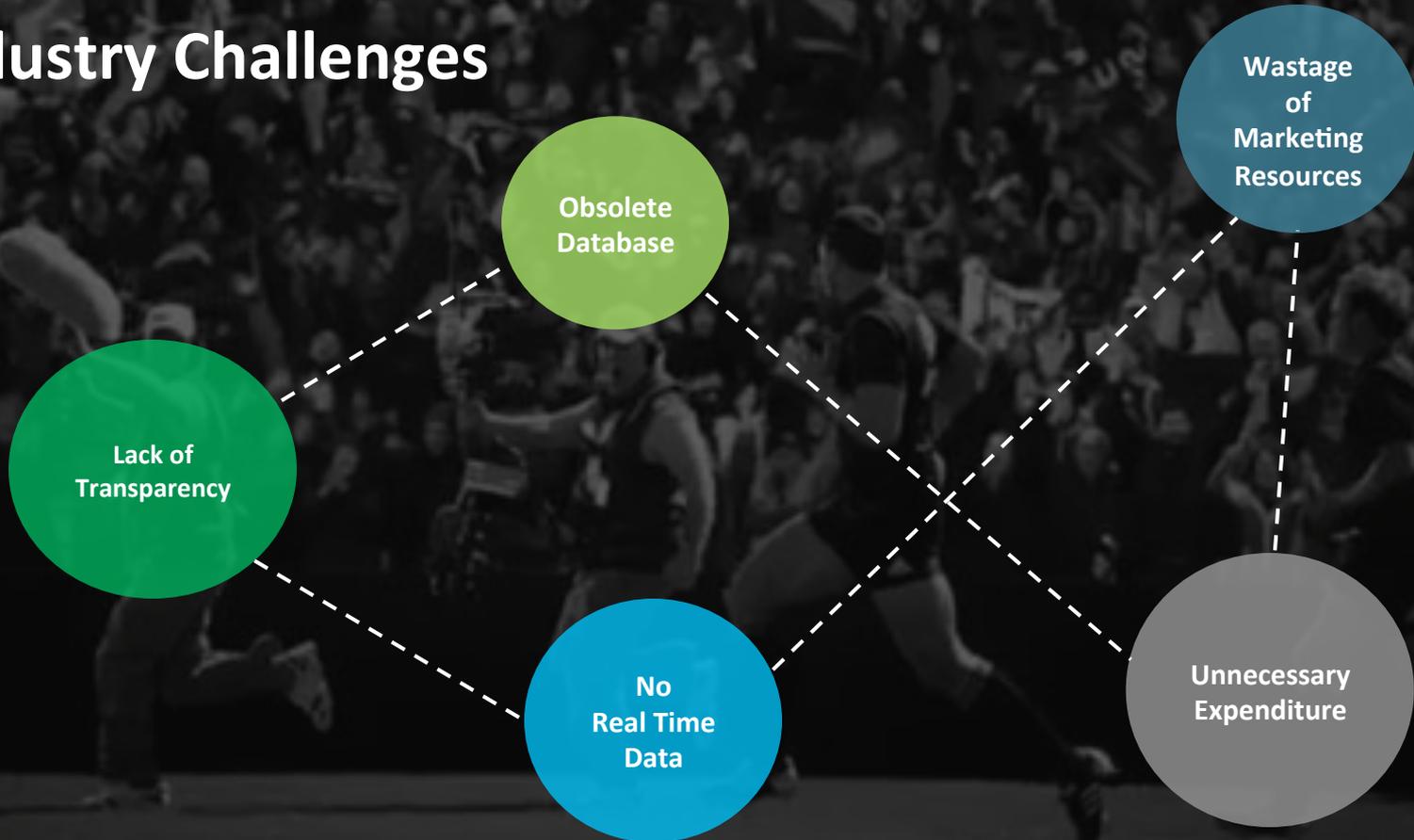
# Global HLR Lookup



Even though different companies follow different marketing strategies, the key tool that makes an impact is a **valid database.**

So what makes us different here is, we assist you to **filter the database** in a much sophisticated way.

# Industry Challenges





So the question is,

**How to validate the database before initiating a marketing campaign?**



**HLR Lookup** is the definite solution. It helps you to validate the database by providing the answers to the following questions.

Whether the database lists the target audience at the desired **location?**

Whether the list of numbers in the database is **valid or not?**

**Whether the number is registered with NDNC?**

Whether the number is a **ported one or not?**

Whether the customer is in **roaming?**

Who is the **current operator?**



## What is HLR?

**Home Location Register** or **HLR** is a central database that contains details of each mobile subscriber registered with a mobile network. HLR lookup works on Signaling System No.7 network or SS7 which is a network consisting of all mobile operator's system.

The HLR holds meta information like

**IMSI**

International Mobile Subscriber Identity

**MSC**

Mobile Switching Centre

**MCC**

Mobile Country Code

**MNC**

Mobile Network Code

HLR also provides real time information like Home network, whether it is Valid or not, Active or not, Roaming or not and Ported or not.

# Advantages



## Cost Saving

HLR lookup helps in reducing communication cost by identifying inactive and obsolete numbers. You can easily remove all the invalid numbers from your database.

## Bulk Data Validation

HLR lookup service works with bulk data and is very effective in cleaning database through batch operations.



## Effectively Target Audience

If you wish to target your promotions to a specific audience, you can easily identify specific mobile operators in an area and target them.

## Customer Engagement

By identifying the mobile numbers which are recently used, you will get a clear idea about the audience which is more likely to respond to your communication efforts.





# Features



Get MSC in which the number is currently signed into.

2

Get Operator Name along with Country Code.

4

Simple & Easy to Use HTTP API.

1

Bulk File Upload Option.

3

Global Coverage, 100+ Operators, 1000+ Networks.

5



# Applications

Telecom &  
VAS  
Providers

Ecommerce &  
Logistics

Marketing  
Industry

Emergency  
Services

Call  
Centers &  
BPO's



## Marketing Industry

By using this service, you can filter out the desired contacts from the database on the basis of location and attributes like Active, Invalid and Ported.



## Emergency Services

At any emergency situations, you can easily find the mobile users of a particular location from the available database and send them alerts via voice calls or messages.



## Recharge Industry

You can easily find the operators of the ported numbers.



## Verified Services

It can be used in cases where user authentication is required.





## Use Case - Government

- ✓ Keeping the citizen data updated, database sanitization by removing in-active/dead mobile numbers from the list.
- ✓ Emergency service like 100, Ambulance & Fire can identify the ported operators and helps to route the calls accordingly.
- ✓ Police, Law & Order departments can real-time monitor whether a number is reachable, number is roaming, if roaming in which network current its registered, which avoids the unnecessary delay in co-ordinating with multiple operators to get the data

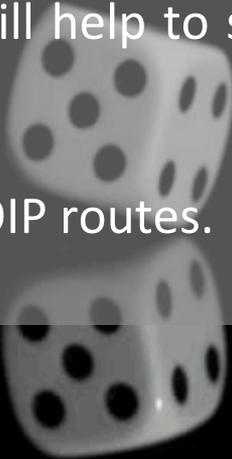


## Use Case - Telecom & VAS Providers

- ✓ Can implement LCR (Low Cost Routing) mechanism effectively to save switching cost.
  - ✓ Network Routing optimization and accurate network based billing.
  - ✓ VAS providers can offer different roaming service based on state, country which customers are currently roaming.
  - ✓ Mobile Topup/Recharge providers can find the current mobile operator of their customers.
- 



## Use Case - Call Centres & BPO's

- ✓ Before contacting the customer agents can fetch whether customer is in contactable network, if in network whether customer is roaming, whether customer number is registered with DND (Support only to Indian Numbers) this will help to save agent time, avoid possible penalties, blacklisting etc
  - ✓ Effective call routing by choosing right VOIP routes.
- 



## Use Case - BFSI (Banking & Financial Service Industry)

- ✓ Verify customer mobile number without annoying them.
- ✓ Identify ported numbers with old and current operator.
- ✓ Identify whether customer is registered with DND (Support only to Indian Number)
- ✓ Identify whether customer is roaming, so that you can avoid contacting them for pitching an offer or marketing your products.
- ✓ Database sanitization helps to keep contactable mobile numbers without annoying the customers by sending SMS or calling them



## Use Case - Web & App Developers

- ✓ Identify invalid mobile numbers. This helps to ensure that your data capture is accurate, at the point of submission, and encourages your customer to provide their valid mobile number (for example – user account sign-ups on your website and apps).
  - ✓ Regular database sanitization without annoying your customers by sending SMS or Calls.
  - ✓ Find ported numbers and detect current mobile operators accurately.
- 



## Use Case - Education Institutes

- ✓ Keep the alumni database contactable by initiating HLR Clean-up process.
- ✓ Check whether the student mobile phone is in contactable, roaming etc.
- ✓ Check why parents numbers are not contactable.



## Use Case - Digital Marketing Companies

- ✓ Check contactable status of the lead before handing over to the client.
- ✓ Segregate database based on ported customers, frequent roaming customers, mobile operator wise, filter invalid/dead number etc.
- ✓ Save cost & time before sending SMS/Calling Customers by looking whether the number is contactable or not.



## Use Case - E-commerce & Logistics

- ✓ Verify customer mobile number before shipping the order.
- ✓ Find why customer mobile number is not contactable when trying to deliver the order.



# Contact Us

## Corporate Office

Acharya Techno Solutions India Pvt Ltd  
T.C 26/1340(1)  
Opp : SP Grand Days Hotel  
Panavila Junction  
Trivandrum – 695 001  
Kerala, India  
Ph: +91-471-4242424 (100 Lines)

## Mumbai Office

Acharya Techno Solutions India Pvt Ltd  
Office No 22,2nd Floor  
Om Heera Panna Mall  
Next to Oshiwara Police station  
Andheri West  
Mumbai – 400 053  
Ph: +91-22-65323333 (100 Lines)

## New Delhi Office

Acharya Techno Solutions India Pvt Ltd  
D-185/1B  
2nd Floor  
Okhla Phase-1 (Main Road)  
Ma Anandmayee Marg  
New Delhi: 110020  
Ph: +91-11-42425555 (100 Lines)

## Innovation Hub (R&D)

Acharya Techno Solutions India Pvt Ltd  
3<sup>rd</sup> & 4<sup>th</sup> Floor  
T.C 14/1727(5)  
Lakshmy Chambers  
Ganapathi Kovil Road, Vazhuthacaud  
Trivandrum, Kerala ,India – 695 014  
Ph: +91-471-33 07 000 (100 Lines)

## Cochin Office

Acharya Techno Solutions India Pvt Ltd  
B-11, 11<sup>th</sup> Floor  
Heavenly Plaza  
Vazhakkala  
Kakkanad,Kochi  
Kerala ,India – 682021  
Ph: +91-484-4011778 (100 Lines)

## Bangalore Office

Acharya Techno Solutions India Pvt Ltd  
1<sup>st</sup> Floor, No:33,  
Trident Towers  
Primrose Road (Off MG Road)  
Richmond Town  
Bangalore, Karnataka, India – 560 025  
Ph: 08041304440 (100 Lines)

# Thank You!

*Inventing Innovations*



*"Inventing Innovations"*