



## *Don't pay someone else to deliver information you already have.*

Calling Name Database from Innovative Systems gives you total control of your Calling Names, provides query (dip) count capability and it is supported by easy-to-use software administration.

**The AP supports multiple options for out-of-area names that are not included in your Calling Name Database. Depending upon the switch's capability, your Telco has the option to:**

- Return the city/state of the calling party
- Send the request to a national database using SS7
- Return a failure to the switch and let the switch query a national database
- Send the query over the Internet to TARGUSinfo, a national database provider. If the name is not returned, the city/state option is displayed.

## Easily Administer the Database

Your staff administers the Calling Name Database through the Application Peripheral Administration Center (APAC) software. APAC provides a simple user interface for maintaining and reporting on the calling name information stored in your database. Changes to the Calling Name database can be downloaded to the AP on demand or automatically on a scheduled basis.

## Scale as You Grow

If you require a larger calling name database, the AP can be used as a dedicated calling name database platform storing up to 4,000,000 names and 2000 NPA-NXXs on a single AP System. Additional systems can be used in tandem for even larger database capability.

## Save on Wireless Calling Name Delivery

Most Telcos expand to a national database for terminating local wireless name queries and only get city/state back. Thus implementation of your local wireless exchanges on the AP Calling Name Database will reduce your total monthly dip charges. You can enter entire NPA-NXXs or NPA-NXX-Ts to display a specific name. For example, '605-999' could be input to display 'Wireless SD'.



## Screen Pop Caller ID

With Calling Name Database on the AP, you may be able to provide your subscribers with Caller ID information on their television screen in addition to their traditional Caller ID device. The AP can provide Calling Name information over an IP network to your video middleware supplier to display a 'screen pop' of calling name information. As information for the 'screen pop' is being delivered, the AP simultaneously populates traditional calling name information for the AIN TA trigger for display on Caller ID devices.