

ENUM & PhNUM[®]

Next Generation DNS Powered Telephony

APTLD Beijing 2009

Why implement Electronic Number Mapping (ENUM)?

- ENUM enables the convergence of the Public Switched Telephone Network (PSTN) and the Internet Protocol (IP) Network
- Enhances interoperability, therefore helping providers and users to continue to use telephone numbers in Next Generation Networks (NGN).
- ENUM facilitates the integration of IP telephony multimedia services in NGN.
- ENUM enables users to have a single point of contact on the Internet using one telephone number.

Existing implementations - and why they fail

- The deployment of commercial user ENUM has been limited to a select group of countries and characterized by slow growth.
 - .AT, .CZ, .DE, .NL and .UK
- ENUM works as a facilitator for convergence between the PSTN and IP networks and cannot be sold by itself.
- We can only sell services or products that consumers understands.
- ENUM needs to be bundled into a product or service.

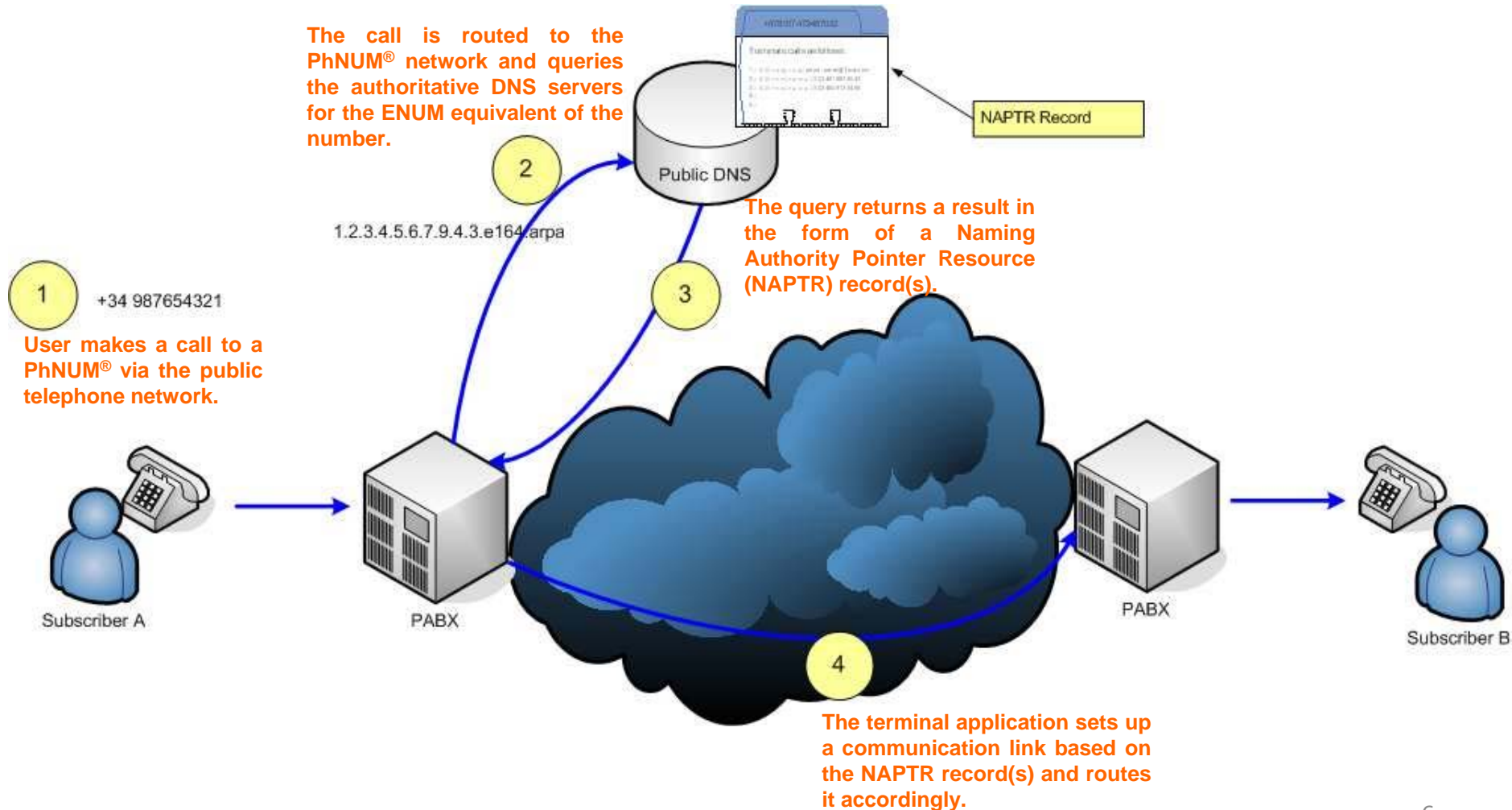
The PhNUM logo consists of a stylized orange Wi-Fi symbol (three curved lines) positioned above the word "PhNUM" in a bold, orange, sans-serif font. A registered trademark symbol (®) is located at the top right of the word.

PhNUM®

What is PhNUM®?

- PhNUM® is a convergence technology that enables users to purchase a Global Phone Number and redirect to anywhere in the world.
 - Utilizes ENUM technology.
- First commercial application that provides a quick, stable and inexpensive link between the telecommunications system and the Internet.
- Device independent routing.
- Global Phone Number managed using PhNUM® reachable via traditional Mobile Phone, Landline and Voice-over-IP (VoIP) networks

How does PhNUM[®] work?



Practical Application

- We provided test accounts with local Beijing Phone Numbers
- Beijing number is redirected back to home country
 - Dashboard access via Web Interface
- Local call from hotel is redirected
 - Office, Home, Mobile etc
- Typical cost for a Corporate / Retail Customer
 - Phone Number – USD \$20 per month
 - Local call cost to PhNUM® (incurred by the caller)
 - Call rates – usually cents per minute

Benefit to Registries

- Commercial product to facilitate the use of ENUM services
 - Increase in the volume of ENUM domain registrations.
- Additional revenue from Phone Number sales
- Ready for use and proven technology
 - Private tree available if not ENUM ready
 - Portable when become ENUM ready

Benefit to Registrars

- Easy to use and implement
 - Similar to domain name operations where registration and renewal is required
- Alternate revenue stream for Registrars
 - Strong product proposition - package a global telephone number, web-hosting and a domain name to Customers.
- Entry to the lucrative Telecommunications market

Benefit to Businesses

- Available in over 60 countries and 3400 cities
 - Geographic and Country Toll Free
- Increase in global presence by offering Customers a local telephone number
 - Ability to divert to any phone number (PABX, landline, mobile etc)
 - Inexpensive - Inbound calls mapped to mobile phones or PSTN
 - Calls redirected to SIP VoIP accounts are free.
- Can reduce inter-office communications if used internally
- Enhanced Customer experience

Benefit to Individuals

- Connect with family and friends from around the world in a cost effective manner
- Quality outbound calls – comparable rates to calling cards but much better telephone experience

Advanced Features

- Time Based Redirection
 - Redirect calls to different phone number based on the time and day of the week.
- Caller ID Redirection
 - Redirect calls to different phone numbers based on who's calling
- Call blocking
 - Block Callers - Unwanted callers won't be able to reach you anymore
- Fax capabilities
 - Fax is converted to PDF and sent via email
- Notifications
 - Receive voicemail notifications as a wav file via email
- SIP address @ your domain
- Online Address Book
- Video Call support

Instra Corporation

About Instral Corporation

- Private company founded in 1999
- Head Office: Melbourne, Australia
- Incorporated and Represented in: USA, UK, Canada, France, Finland, Hong Kong, Singapore, New Zealand, Netherlands, Norway, China, Germany, Indonesia, Japan, Kenya
- Global Leader in ENUM technology
- Corporate Customers from around the world