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netnumber
GLOBAL DATA SERVICES

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Override Services Registry (OSR)

The Challenge

The telecom ecosystem in North America is complex. A multitude of MNOs and MVNOs offer mobile services to their customers. Many telecom providers and cable companies offer landline numbers. These landline numbers can be enabled for texting, which is a convenient service for businesses who want to better connect with their customers. In addition, a vast number of innovative OTT services have gained popularity and complement the suite of communication services available. This choice is great for consumers but complex when message routing needs to be set up.

The netnumber Global Data Services Solution

The Override Services Registry (OSR) is a shared industry database that enables the identification of override services associated with a subscriber number. netnumber Global Data Services launched the OSR in 2008 to support a single Mobile Virtual Network Operator (MVNO) in North America. This MVNO wanted to enable an override messaging service for their subscribers that would be managed separately from their underlying voice services. From this simple beginning, the OSR enabled a new OTT/MVNO messaging ecosystem to emerge in North America. By 2022, the OSR had grown into the world's second-largest telecom registry with 210M+ subscriber numbers and 20M updates/month.

The OSR is used today by the North American messaging ecosystem to identify if an OTT/MVNO messaging service has been assigned to a given subscriber number so that SMS and MMS messages can be routed effectively to both text-enabled fixed-line numbers (OTT) and mobile numbers allocated to a virtual (MVNO) operator. The OSR is defined as an "override registry" because it provides routing information that overrides the routing instructions published in country-specific code-range and number-portability databases that can't support service-specific routing.

With the introduction of 10 Digit Long Codes (10DLC), the OSR plays a vital role for Application-to-Person (A2P) text messaging in the United States. In order to be recognized in the industry as 10DLC, telephone numbers used to originate A2P messaging need to be tagged appropriately. Each messaging campaign that is registered with carriers gets a unique Campaign ID, which is then associated with the respective 10DLC. netnumber Global Data Services provides the tagging service for A2P telephone numbers and distributes this data to carriers and messaging hubs.

Request Override Services Registry Data Sheet

First name*

Last name*

Company name*

Email*

Country/Region*

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OSR enables accurate SMS and MMS routing to subscribers in North America

Key Features

+ **Authoritative Routing Registry**

+ **Normalized Routing ID**

+ **Global Carrier Mapping Registry (GCMR)**
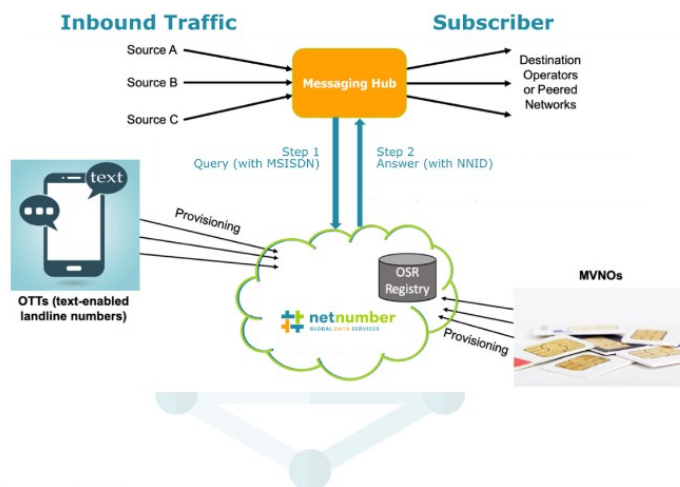
+ **Robust Provisioning API**

+ **Lightning-Fast Service**

+ **Fully Redundant Managed Service**

Use Cases

Message Routing

netnumber Global Data Services enables multiple CPaaS providers and messaging hubs to route their SMS and MMS traffic accurately and cost-effectively to North American phone numbers. These telecom companies access the data directly from the netnumber cloud via an AWS deployment or as an onsite service. The Override Service Registry helps identify those telephone numbers with special message routing properties. This information feeds the routing engine and helps select the best route to use for each message.

Benefits

Enables accurate messaging routing in North America

Is fast to integrate and easy to use due to a robust REST API for provisioning

Guarantees accuracy and protects subscribers and service providers based on a rich set of authorization, conflict resolution and notification features

Supports A2P messaging on long codes in the United States, also known as A2P 10DLC

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