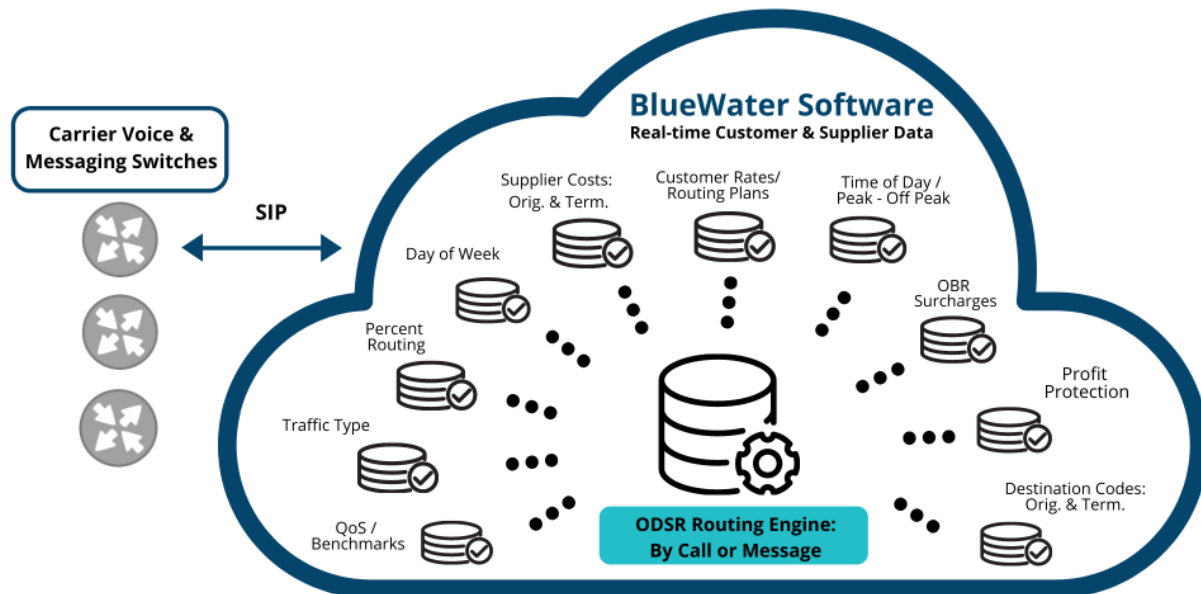**Expanding upon comprehensive reporting, cost management, alarming, and analysis tools, ODSR provides its customers with real-time routing optimization for both voice calls and text messages. The use cases are broad as ODSR exactly matches existing and new products with an easy routing setup in the ODSR UI.**

To remain competitive and to maximize your per call and per message margins, you need routing tables that exactly match your array of voice and messaging products – today and in the future. ODSR allows for lightning fast routing table setup with filtered suppliers and destinations. Easily generate the following examples of product specific routing tables, so as to offer differentiated customer rating/margin protection and a wide variety of voice/SMS products.

ORCAWAVE BlueWater On Demand Smart Routing (ODSR)

KEY ELEMENTS

- Uses the SIP protocol for easy integration to your switch
- Cloud based, no requirement for complex on-premises equipment
- Automatic scalability to support 1 – 10,000 routing lookups per second
- Routing lookups incorporate real time costs, rates, call KPIs and powerful routing algorithms
- OBR support for cost optimized routing based on origination and termination pricing

FEATURES

Global Service
The ODSR service has been built with redundancy, scalability, and response times as primary development factors. Routing information is streamed from the BlueWater OSS/BSS to ODSR hosts around the globe. Customers can utilize any of our published Geo-Redundant SIP interfaces worldwide and perform routing lookups based on the most current pricing and call quality data. Specific country and on-premises hosting options available.

Advanced Routing Algorithms
Instead of a traditional "flat" routing table with time-based generation, the ODSR service determines your routing on a per-call basis via SIP 302 redirect responses. This enables Orca Wave to support complex routing scenarios that analyzes per-call/message profit protection, current time, origination/termination surcharges and many other factors.

Simple Switch Integration
Orca Wave's ODSR service utilizes the SIP protocol for communicating the most optimal routing choices on a per-call basis. Users simply need to specify any of the ODSR global SIP interfaces as the first route position, SIP 302 redirect responses then tell your switch how each call should be routed. The ODSR service can be utilized for specific routing needs such as: targeted traffic types, out of country termination, focused OBR scenarios, full switch routing control, and more.

Per-Call/Message Profit Protection
Beyond the powerful routing algorithms available to users of the ODSR service, every single call and message is protected from margin loss when combined with Orca Wave's BlueWater software for customer rate management. Traditionally, routing optimization solution providers and switching vendors have excluded suppliers from routing based on simplistic minimum rating lookups. The ODSR service evaluates every single routing lookup and filters out potential negative margin suppliers at that specific point in time for the current business conditions.

Comprehensive Dial Code and Network Code Support
Orca Wave's ODSR service supports international voice and messaging dial-codes, messaging MCC/MNC network codes and US Domestic LERG (Provided by Orca Wave). All code types can be administered through the Orca Wave BlueWater software with custom code collections and unique Route Plan logic.

3rd Party Integrations Available
Unable to utilize the SIP protocol for ODSR lookups, or have a specific business case for routing enablement? Orca Wave offers flexible integration methods utilizing our HTTP APIs, database lookups, and more. Contact us for more information.

Cloud based OnDemand Smart Routing is easy to setup and manage, with **fully load balanced and redundant architecture that integrates seamlessly with our award winning AutoLoading** and analysis service and your switching and messaging platforms.

About
Orca Wave is an experienced team of telecom professionals whom have worked together in the international and domestic telecom space since 1997. In 2002, Orca Wave was formed by John Rivenburgh and Jeri Wait. Orca Wave's BlueWater Software provides real time, intelligent solutions, architected to accelerate any world class carrier to global leader, as measured by quality, profit and revenue. To date the software platform has been the engine for some of the leading Global Carriers and Innovative new market entrants that are wholesale, wireless, application and VoIP providers.

Please contact **Sales@OrcaWave.net** to learn more and receive an online demo.