

Local Number Portability

The experience in Cayman

Frans Vandendries

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LIME

What is Number Portability?

- Customers maintain their number while changing their service provider
- Direct benefits to consumers
 - Facilitates choice of preferred service provider
 - Increased competition to retain or acquire customers
 - Lower prices and improved quality of service
- LIME's objective:
 - Promote consumer choice
 - Establish simple process for smooth transition between service providers, to minimize any disruption in service

The Cayman Solution

- Calls routed using “local” databases
 - Operators have flexibility to choose own approach
- Synchronized to central reference database (“CRD”)
- Numbers ported between operators through order management system provided by CRD manager
 - LIME will adopt automated procedures for better customer experience, both “in” and “out”
- Mandated “go-live” date of 1st July 2011



What We Have Achieved

- Industry “Consortium” established to manage selection of CRD Manager
 - Consortium and two of three sub-committees chaired by LIME
 - LIME drafted RFP, first drafts of inter-operator “business rules” and contract for CRD manager
 - LIME Project Manager is de-facto Consortium project manager
- CRD Manager selected, in contract negotiations
- High-level porting process agreed among operators

Next Steps

- Details of inter-operator “business processes” being finalized
 - Maximum porting interval
 - Routing Prefix (replaces NXX)
 - Customer choice validation process (SMS, IVR)
 - Etc.
- Installation of CRD, internal solutions
 - Bulk of the work is internal to each operator
- Testing of End-to-End Solution
- Inter-operator Agreements to be revised
 - For example, under present arrangements, overseas text messages to Cayman customers will fail once LNP is introduced

What We have Learned

- Portability is far more complex than anticipated
 - No operator in Cayman had direct experience with LNP
- Establishing portability is resource-intensive
 - All parts of an operator's business are affected (“far reaching tentacles”)
 - Careful project management is critical, both within operators and for the industry as a whole
- The “network” is the easy part
 - The complexity is in the back office systems, and in modifying internal business processes
 - Particularly with fixed line provisioning

What We have Learned (cont'd)

- The regulator is a key participant
 - But it should be an operator-led process
- Spend time up front on the inter-operator organization
- Operators have little experience co-operating
 - “Trust” issues
 - Many details have been contentious
 - It is not clear whether all operators have the same interest as LIME in promoting portability
 - Disputes have had to be raised to the regulator, with mixed support from regulator
- A change in mind-set is required
 - Closer cooperation in order to compete

Implications

- The decision to implement is the easy part
 - Clear and overwhelming benefit to consumers
 - Still need to address costs, though
- Focus on details of inter-operator cooperation
 - Ideally resolve before implementation, e.g. as part of decision to proceed
 - Portability cannot be implemented faster than the slowest of the operators
- Project Management Matters
 - At all levels (industry, operators)
 - Too important to leave to haphazard implementation
 - Consider third party hired by regulator

Implications (cont'd)

- Consider targeted implementation
 - Most consumers, newer switches are on the mobile network
 - Regional platforms more likely to be mobile
 - Most complexity for operators is on the fixed network
- Consider “piggybacking” on implementation in other countries
 - Upgrades to regional mobile platforms, expertise gained in larger networks, e.g. Jamaica, more likely to be “portable” to other countries