TransUnion | GSMA

PRODUCT SHEET

GSMA PathFinder™ Number Resolution

OVERVIEW

A real-time telephone number information service that authoritatively identifies the world's fixed and mobile numbers by operator for 8.6 billion phone numbers worldwide. GSMA Pathfinder provides businesses, mobile operators, and aggregators access to the critical information they need to effectively route messages anywhere in the world.

PRODUCT FEATURES

Reach the entire world through a single interface.

PathFinder data covers over 240 countries and territories and 8.6 billion numbers worldwide including the 4.6 billion phone numbers that are subject to portability.

Global number plan.

PathFinder ensures that you get the most current information by updating data from over 100 authoritative sources.

Supports a wide variety of use cases.

PathFinder supports the routing needs for social media, messaging aggregators and mobile operators.

Carrier-grade managed service.

PathFinder is a cloud-based solution, running on a resilient infrastructure that is deployed at four geographically dispersed sites.

Businesses and consumers rely on messages getting through. Communications service providers need current, reliable data, especially with the frequency of porting numbers among service providers. Take advantage of GSMA PathFinder to help:

Facilitate message routing globally.

Route messages with confidence by identifying which operator owns each telephone number.

Support user authentication use cases.

Improve 2FA with accurate carrier identification.

Help businesses communicate with customers.

Reliably send A2P notifications – with updates about flight delays, deliveries, appointments and more.

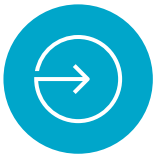
How GSMA PathFinder Works

Through a user-friendly online portal, GSMA PathFinder helps service providers efficiently route phone numbers:

- **Delivers** fresh, reliable data
- **Supports accurate and efficient routing of** messages
- **Connects** customers anywhere in the world

TransUnion has been entrusted by the GSMA to operate PathFinder for over 15 years. PathFinder is backed by an industry-leading SLA and is run by a team of domain experts who are available 24/7 to address customer issues.

Reduce costs eliminating incremental fees and optimizing commercial agreement rates



Increase traffic delivery success for greater campaign and ecommerce results

Seamlessly access data and new portability countries with continuous updates using a standardized interface

Create confidence in every connection. Ensure traffic is routed properly, improving the customer experience and cost efficiency with GSMA PathFinder.

Contact us to learn more.

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