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# How HLR Lookups Benefit Businesses and Organizations White Paper

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Velocity Made Good Ltd.

## Introduction

With the development of Mobile Number Portability, cell phone subscribers can now keep their number if they change mobile networks. This is great news for phone users but costly for businesses, market research companies, insurance agencies, travel agencies, universities, and other organizations that periodically call or send text messages to large numbers of people in their database. One reason: Many of those phone numbers frequently may no longer be active.

HLR Lookup is a service that gets around this. There are several ways an HLR Lookup service can save you time and money—and in a competitive market, this advantage can be critical. . This paper describes a few of those ways.

## The Benefits of HLR Lookup in Specific Use Cases

- **Corporations and businesses** can employ HLR Lookups to purge and update their databases by accurately determining whether mobile phone numbers are valid, active, deactivated, switched off, or roaming. An HLR lookup is almost always a cost-effective measure because it costs less to initiate a lookup than to send a text message to a customer or client who never receives it. HLR Lookups also benefit billing and payment procedures because they reduce errors triggered by mis-identified customers who have invalid or inactive phone numbers still in the database of the business.
- **Colleges and universities** regularly send text messages, phone messages, and mailings to alumni that often cost hundreds of thousands of dollars a year. Many alumni do not respond, sometimes because their phone number and other contact information has changed. Without knowing whether a cell phone number is invalid, suspended, or just switched off, or whether the person is simply roaming, colleges and universities spend far more on communications than they should. By updating their alumni database through an HLR Lookup, and identifying which mobile phones are actually valid and active, academic institutions can vastly improve the efficiency of their communications with alumni. Not only does targeted communications reduce costs, but during a fundraising campaign it can also raise the volume of alumni pledges by increasing the number of alumni who respond. Besides alumni relations, HLR Lookups can also greatly assist colleges and universities in their marketing initiatives by streamlining the student recruitment process, as the admissions office reaches out to prospective applicants.
- **Mobile operators** — both Mobile Network Operators (MNOs) and Mobile Virtual Network Operators (MVNOs) — HLR Lookup offers the ability to perform Least Cost Routing (LCR) more effectively. How? HLR Lookup gives an operator high-speed access to complete MSISDN information. This includes the serving HLR, details about the home network such as MCC/MNC, country prefix and ported status, and visited network information, including where the subscriber is currently roaming. This facilitates both traffic and routing optimization, ensures correct network billing, and gives subscribers better service when they are roaming. Not only does HLR Lookup provide operators with up-to-date, real-time network information, but it also enables broader service coverage.
- **SMS aggregators and Internet telephony (VOIP) service providers** like Skype can also use HLR Lookups to determine which mobile network a number belongs to, find out whether it is roaming or ported, and automatically assign a route for the phone call.
- **Apple iOS and Android developers** make use of HLR Lookups in a variety of ways. For example, they can use lookups to build apps that can detect networks of phone numbers so that the per-minute rate of the call is displayed before the customer makes the call.
- **Polling organizations** and other market research companies employ HLR Lookup to find valid numbers to determine where a phone is located — for example, MSC, HLR, GSM Cell-ID, or Location Area Code. Similarly, travel and insurance agencies can find out through HLR Lookups in which country a phone is currently located, saving them both time and money.

## HLR Lookups: A Summary of Key Benefits

- Cleans mobile number databases by identifying and removing invalid and deactivated numbers, enabling businesses to lower their costs by sending SMS texts to valid numbers only
- Can enhance the marketing functions of an organization by allowing them to target an up-to-date database of customers, clients, alumni, or members
- Can improve revenue margins and enable broader service coverage
- Provides subscribers with better service when roaming
- Facilitates traffic and routing optimization for VOIP, SMS, and voice calls by determining a subscriber's home network
- Reduces Mobile Number Portability issues and interworking fees to a minimum
- Raises the accuracy of network billing by identifying the network a mobile number currently belongs to
- Offers real-time network information, including whether the number is ported
- Facilitates the troubleshooting of SMS delivery problems
- Distinguishes between invalid numbers, numbers experiencing a temporary problem, and handsets that are just switched off

The HLR lookup process is fast, effective, inexpensive, and accurate. The system (portal and API alike) can process up to 500 requests per second asynchronously. Turnaround time on email submission reports is around 24 hours. Please feel free to sign up for a free trial account at [www.hlr-lookups.com](http://www.hlr-lookups.com).