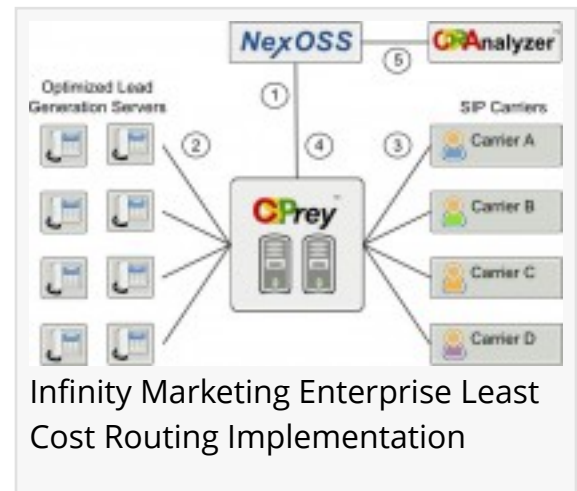


# Infinity Marketing Chooses TransNexus Least Cost Routing for the Enterprise

*Infinity Marketing has implemented a telecom carrier style least cost routing and analytics solution from TransNexus.*

ATLANTA, GA, USA, September 5, 2013 / EINPresswire.com/ -- TransNexus, top developer of VoIP network management software, today announced that Infinity Marketing, a marketing company that specializes in high quality lead generation, has chosen the TransNexus [NexOSS](#) solution to provide telecom carrier style [least cost routing](#) and analytics. Read the complete case study at [www.transnexus.com](http://www.transnexus.com).



Infinity Marketing uses live agents to initiate lead generation calls 12 hours a day, 5 days a week, with a proprietary system capable of connecting hundreds of phone lines, ensuring that customers receive fresh and targeted leads on a daily basis. The enterprise makes nearly 1,000,000 outgoing calls per day – roughly equivalent to the number of calls completed by the average mid-sized telecommunications carrier, according to FCC data.

Before coming to TransNexus, Infinity Marketing had no way to tell whether their bills were correct, or whether they were overspending on their telecom service. According to Mark Adams, president of Infinity Marketing, “I like to see everything, and I don’t like leaving things to chance – and that’s exactly what we were doing.”

Adams decided to take an innovative approach to his telecommunications network by following the example of telecom carriers and installing Least Cost Routing software. Least Cost Routing, or LCR, is the process of analyzing, selecting, and directing the path of outbound communications traffic, based on low rates. For years, telecom carriers have relied on Least Cost Routing technology to keep margins low and stay competitive. Only recently, have enterprises begun to borrow these techniques.

Infinity Marketing chose the low cost NexOSS LCR solution from TransNexus. Today, Infinity routes their outgoing telemarketing calls through NexOSS, with the TransNexus solution acting like a telecommunications switch on the network. With this set up, Infinity Marketing can choose between a several different carriers to terminate each call. The end result, according to Adams,

is that total termination costs have decreased 40% since their enterprise LCR deployment.

In addition to the routing benefits, Infinity Marketing takes advantage of the NexOSS extended reporting features. NexOSS collects Call Detail Records (CDRs) at the completion of each call that passes through the Infinity Marketing network. This information is then used to create detailed call traffic and billing reports, which include information on call signaling, call success ratio, average call duration, and post dial delay.

“When I told my providers that we had deployed an LCR solution, many of them offered us lower rates,” said Adams. “Just installing the LCR software gave us an immediate return on our investment.” said Adams. “We have reduced costs dramatically and we now have transparency as to where we are sending all of these calls.”

TransNexus offers a free 90 day trial of NexOSS Least Cost Routing software to qualified customers. The trial comes with complete technical support and remote training. In addition, customers may request a complimentary [LCR analysis](#) to see the results of implementing LCR on their own data. The NexOSS trial and LCR analysis are available on the TransNexus website at [www.transnexus.com](http://www.transnexus.com).

#### About TransNexus

TransNexus is a software development company specializing in applications for managing wholesale VoIP networks. Important carrier features offered by TransNexus are dynamic least cost and quality of service routing, number portability, fraud detection, profitability analysis and wholesale billing. TransNexus is located in Atlanta, Georgia and is a privately held Delaware C corporation. For more information, visit <http://www.transnexus.com>

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