



**LIME's Response to the OUR's
NPA (Area Code) Relief**

Planning – Phase 2 – Industry Consultation

August 2013

Introduction

LIME appreciates the opportunity to respond to the OUR's NPA (Area Code) Relief Planning – Phase 2 – Industry Consultation. LIME's failure to respond to any of the OUR's questions as set out in this consultation should not be construed to mean that LIME is in absolute agreement with the OUR's proposal. LIME reserves its rights to comment on these in the future.

LIME's Response to the OUR's Questions

1. What are your views on the potential impact of the specified market developments on numbering?

Answer: In general agreement with the OUR assessment of the impact of the market developments mentioned. We are in agreement that the continued opportunities in the Diaspora as well as the entry of MVN operators into the Jamaican market will place further demand to provide additional NXX within the 876 NPA.

2. What other market conditions and impacts, if any, should be taken into consideration?

Answer: Generally and increase in the number of service providers and new technologies and increased consumer demand for regular telephones in homes and offices, cellular and PCS phones, pagers, lines used for fax machines, modems, internet access, and other non-voice uses such as credit card and POS verification leads to increase demand for telephone numbers. The introduction of LNP is expected to reduce the need for additional NXX assignments for existing customers. Additionally, the registration of every subscription may impact the request for new numbers.

3. Do you agree that the Standard Overlay method is the more suitable of the two stated relief methods, for NPA 876, and therefore should be adopted? If not, why? Provide clear justification for any proposed alternative.

Answer: Yes, the overlay deployment would be preferred.

4. Do you consider the scope of the NPA Relief impacts outlined above to be sufficiently broad to adequately prepare to address impact risks?

Answer: Yes. A more detailed investigation and possible piloting of such solution is suggested. There is a possibility of significant fallout without careful implementation. Possibly introduce mandatory, 10-digit dialling several months prior to the introduction of a new NPA. Consider setting up a database query system to determine the type of number being dialled beforehand. This would reduce the retries on the voice network.

5. Do you envisage any other important implications of the 876 NPA relief?

Answer: No. Customer/ Subscriber - It will be useful to direct users to applications that will assist in the management of their contact list.

6. What other issues do you think should be considered during the NPA Relief Planning?

Answer: Consideration should be given how this will be coordinated along with introduction on LNP, although LIME does not think it necessarily has to proceed LNP but it would be preferable to do so.

7. Do you agree that Jamaica should move from the current standardized 7-digit to a mandatory 10-digit dialling for all local calls, whether an NPA Split or an Overlay relief method is applied for the NPA 876 relief? If not, please give your reasons and, explain what you think would be an appropriate dialling alternative.

Answer: Yes- Mandatory 10.digit dialling

8. Which of the options, a) or b) above, to effect the elimination of local 7-digit dialling and the introduction of mandatory 10-digit local dialling do you think is more appropriate?

Answer: LIME favors the overlay method with permissive dialling. The transition period with announcement plus cut-through, followed by mandatory announcement is preferred.

9. Should the public be informed, in the public education programme, about the permissive dialling period?

Answer: Yes

10. Do you agree with the stated NPA relief planning principles and considerations?

Answer: Yes, however other considerations should be considered where necessary.

11. Do you agree with the proposed relief planning Roles and Responsibilities?

Answer: Yes

12. Do you agree with the proposed composition, roles and responsibilities for the Relief Implementation Task Forces?

Answer: Yes

13. Do you agree with the proposed Relief Implementation Schedule? If not, please give reasons and suggest alternative approaches, etc.

Answer: LIME agrees with the proposed steps, but specific timeframes need to be affixed before proper planning and commitment to the implementation can be made. It must be noted that changes will have to be made to a number of elements in the fixed and mobile network, billing and provisioning systems. LIME will also have specific challenges with adapting some of its fixed legacy switches. There will also be a requirement to modify DMS, STP, Mobile switches, VAS platforms and CIS provisioning.

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