



## Corporate Overview

Accudata Technologies provides flexible access to data validation through innovative technology and data transmission techniques.

Accudata has roots in payphone technology, but, as the payphone business became less and less profitable in the wake of the wireless communications boom, the company shifted its priorities and tactics, moving forward into the realm of telecommunication data services. In 1998, under the direction of then President and CEO Monica Martino, the company began developing telecom data validation services based on SS7 signaling technology and Line Information Database (LIDB) storage.

In early 2002, Greg Smith came on board as President and CEO, giving Martino the opportunity to fill the role of CTO and return to her primary focus of creating and developing new technologies and providing direction to the technical staff. Under the new leadership structure, the company enhanced its existing technologies with more advanced features. As a direct result, Accudata was a recipient of Deloitte and Touche's Metroplex Fast 50 Award for growth from 2001-2002. Accudata has since gone on to receive numerous Deloitte and Touche Metroplex Fast 50 awards as well as other honors, including Deloitte Texas Fast 50, North America Fast 500, Southern Methodist University/Cox School of Business Dallas 100, Comerica Collin 60 and the Celebration of Enterprise Award.

Accudata now serves as an access hub for validating information associated with telephone numbers. This information includes items such as name and address verification, details regarding whether the individual to whom the number corresponds is likely to pay for charges – as in the case of a collect call – and bankcard authorization. Though broken out into separate disciplines, Accudata's validation services translate information among diverse protocols such as SS7, PSTN and IP in order to access local number portability and line information databases (LIDBs), Calling Name (CNAM) databases, billing name and address information and the aforementioned bankcard transaction verifications. Accudata also uses its validation technologies to "scrub" phone lists for direct marketing companies and provide accurate information that is "24-hour fresh." Starting in 2007, these services expanded to include Internet lead validation, as well.

In addition, Accudata provides LIDB and CNAM storage of names and phone numbers and corresponding information. The company's LIDB is one of only 11 active in the United States. Data on the majority of the working lines in North America is stored in these 11 LIDBs, which maintain important customer information, including a customer's telephone services provider and collect call preferences. Accudata pays LECs to store numbers in its LIDB and CNAM, and when telephone companies use the LIDB to access information regarding particular customers, they pay a fee to Accudata for access to that information.