

# Short Message Service



## Smarter Service Delivery

Short Messaging Service (SMS) is a carrier grade short message switch — built and optimized for application connectivity and person-to-person traffic — and a direct messaging switch that seamlessly integrates with all existing SMS application infrastructures. SMS allows an operator to reduce dependence on existing SMSC infrastructure, reduce redundant storage and increase revenues from application-based Smart Services. With SMS, operators limit further investments in legacy SS7 signaling networks and better accommodate SMS traffic. SMS is extremely versatile and can be deployed in a variety of modes: as a standard SMSC, as an adjunct SMS to handle first delivery attempt messaging or as a message interceptor for smart service application to all MO (mobile originated) and MT (mobile terminated) traffic. All modes can be Smart Services enabled.

## Smart Services: Operator Differentiation & Revenue Generation

Smart Services are a range of revenue generating, value added services that can be applied to SMS and MMS messages. Smart Services create differentiation and personalization to minimize churn and maximize revenue potentials. For instance, messages can be copied, diverted and branded with an advertiser's messages. Messages can also be personalized by inserting nicknames to create more conversation-like messaging. Ethical and responsible messaging can be selectively controlled by the operator or at a parental level.

### Smart Services include:

- Smart Messaging Plus – provides copy, forward, divert, etc. for SMS and MMS messages

- Smart Kids – children can stay in touch with a parent via SMS even when they have no credit left on their phone, and parents can selectively block messages to/from their child's phone
- Smart Text – creates a conversational appearance for SMS messages
- Smart Ads – appends advertising to messages
- Smart Roam – enables charging for incoming messages while roaming

## Carrier-Grade Messaging Solutions

- SMS supports A2P, P2A and P2P short messaging
- Multiple modes of implementation
- Optimizes network performance and offers premium quality of service
- Smart Services applications create operator differentiation and new revenue streams
- Decreases CAPEX/OPEX via applications deployment on a common platform
- Offers a low risk implementation for application-to-person SMS services

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