

# NewNet SMS Firewall

Product Brief

## Overview

SMS is a key revenue generator for all operators, averaging 25% of the total revenue. But the profitability of SMS is under attack. Spam, spoofing and other SMS-related scams are a global problem. By simply modifying certain key parameters in an SMS message, anybody can gain unauthorized access to the SS7 networks of major service providers and potentially route millions of text messages into those networks.

Operators have to respond quickly to changing tactics and techniques to cope with spammers' resourcefulness. As the SMS spam threat increases, solid spam protection is an essential customer-care asset. To beat high-tech, international spammers, operators need advanced tools that go beyond basic screening and filtering of SMS mobile application part (MAP) and signaling connection control part (SCCP) fields; they require advanced spoof-detection technology.

## Product Description

NewNet's SMS Firewall enables operators to respond immediately to new threats via the use of an innovative rule-based screening and filtering engine. The intuitive, web-based configuration tool enables instant response to changing spam threats and service requirements, while maintaining the highest possible quality standards.

The SMS Firewall supports advanced filtering and blocking to prevent unwanted SMS messages. And, with enhanced load distribution and throughput control, it provides overload protection from signaling system 7 (SS7) and Internet protocol (IP) message originators. The system's SS7 routing and screening capabilities are based on user-definable rules that filter any incoming SMS message. In addition to the basic SS7 level detection and filtering the SMS Firewall, also provides protection through optional, intelligent modular filters, which provide deep SMS message inspection, such as content filtering, anti-flooding and pattern detection. Subscriber level filtering can additionally be deployed; further information on this capability can be found in the NewNet SMS Personalized Services product brief.

The NewNet SMS Firewall supports virtualization techniques, which are suitable for wholesale carrier environments. Wholesale (transit) carriers can deliver a NewNet-based, virtualized SMS Firewall solution to network operators who want to outsource part of their SMS security environment.

The system's performance can be scaled up to a virtually unlimited throughput by using multiple units in a redundant configuration.

## Features

- Flexible screening capabilities and rules-based filtering with on-line configuration capabilities.
- Supports very small-capacity to virtually unlimited-capacity configurations.

- Rules-based screening engine: all SMS fields as conditions with field modifications.
- SMS mobile-originated (MO) screening (SS7) towards SMSC and application.
- SMS mobile-terminated (MT) screening (SS7) from foreign SMSCs from applications or SMSCs towards public land mobile network (mobile station).
- Anti-spoofing detection.
- Fake SMS detection.
- GT scanning detection.
- Advanced screening and detection mechanisms such as content filtering, anti-flooding and pattern detection.
- Fully configurable logging of all message details, suspect messages and blocked messages.
- Different message logging formats.
- Support for SS7 and SIGTRAN M3UA connectivity.
- Virtualization support for wholesale market.
- Open API – to connect with NewNet or third-party advanced, modular filtering systems.
- Statistics: Real-time monitoring with user-defined counters via web interface.
- Operations and maintenance: SNMP based alarming and web interface.

### Benefits

Using the solution's rules-based filtering and advanced anti-spoofing features, operators can virtually eliminate the delivery of unwanted messages to their subscriber and protect the network from spam overload. With the addition of modular filters, even the most advanced spam techniques – message content and address randomizers, spoofing, flooding, viruses and phishing – can be thwarted.



## About NewNet Communication Technologies, LLC

NewNet Communication Technologies, LLC is a leading provider of innovative solutions for next generation mobile and fixed line networks. NewNet enables global telecom operators and equipment manufacturers to rapidly develop and deploy cutting edge, revenue-generating applications that deliver feature-rich, value added services. Recognized as a trusted leader in the carrier applications market for over 20 years, NewNet has been synonymous with telecom product excellence and development expertise. The company is committed to providing unparalleled service to its customers. With installations in major carrier networks in over 70 countries, NewNet's product offerings include: The WiMAX end to end wireless broadband product portfolio; TraxcomSecure electronic transaction processing solutions, which deliver services such as mobile payments, e-banking, and e-commerce; Mercury, the industry's most complete purpose-built, mobile multimedia content delivery platform; and the Total Control PDSN platform, which provides economic delivery of premium mobile data services in CDMA networks. Other products include Distributed7, the world's first standards-based signalling platform, and a short message service center (SMSC), which has been deployed in more than 200 wireless networks worldwide. The company is headquartered in the USA, with sales and support teams located around the world. For more information, visit [www.newnet.com](http://www.newnet.com)

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