NewNet SMS Router

Product Brief

Overview

Versatile and flexible routing rules enable traffic to be routed on virtually any SMS message parameter, including: sender; recipient; SMSC-address; data coding scheme (DCS); mobile switching center (MSC); and message content. The SMS Router's signaling system 7 (SS7) routing capabilities are based on user-defined rules that route an incoming message to any destination. Messages can originate from SS7 networks via an SMSC, mobile switching center (MSC) or signal transfer point (STP), or from an IP connection via an SMS application or another Tekelec mobile-messaging device.

Product Description

NewNet's SMS Router cost effectively handles SMS traffic and enables operators to lower the cost per SMS message. It frees up legacy SMSC capacity by using first delivery attempt (FDA) for mobile-originated (MO)/application-originated (AO) messages. With FDA, SMSCs only have to handle approximately 15 percent of the message traffic that truly needs to be stored until delivery can be completed. This approach can extend the life of capacity-stretched, legacy SMSCs.

The SMS Router also eliminates SMS bottlenecks and maximizes Short Message Service Center (SMSC) capacity utilization with advanced load balancing and throughput control techniques. Peak-traffic control prevents legacy SMSC overload by directing high-volume traffic generated by applications, like tele-voting, directly to the application. Regular traffic is delivered to the destination handset, the highperformance
NewNet SMS Store product or an existing legacy SMSC. SMS traffic
can also be prioritized, so an improved QoS can be made available to premium customers.

NewNet's SMS Router supports advanced services including: real-time, pre-paid charging; message screening and blocking; and real-time message interception, which is required for personalized message handling.

The SMS Router can be scaled up to virtually unlimited throughput. This kind of performance allows operators to process unexpected peak traffic without overloading the network. Networks can introduce high-capacity SMS services like voting without jeopardizing the overall QoS.

Features
• FDA capabilities to offload SMS traffic from legacy SMSCs.
• Supports very small-capacity to virtually unlimited-capacity configurations.
• Rules-based routing engine: all SMS fields as conditions with field modifications.
• Flexible routing paths: supports mobile-to-mobile, mobile-to-application and application-to-mobile.
• Throughput regulation: overload protection with fall back to SS7 and IP destinations.
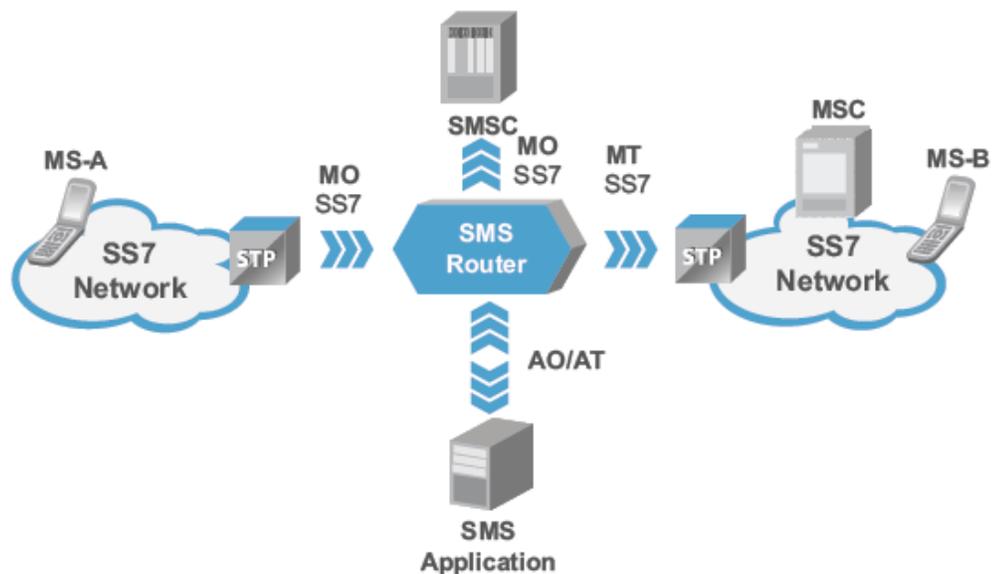• Full load balancing: weighted, prioritized, and adaptive for SS7 and IP destinations

• Supports SS7 and SIGTRAN M3UA.

• Application support: SMPP, UCP, CIMD2.

• Open API: connecting with personalized services applications, external databases and third-party applications.

• Billing: fully configurable including legacy SMSC compatible formats and prepaid SMS billing interfaces such as CAMEL and DIAMETER.

• Statistics: real-time monitoring with user-defined counters via web interface.

• Operations and maintenance: SNMP based alarming and web interface.

Benefits

The NewNet SMS Router provides an extremely flexible and highly efficient SMS routing solution that enables mobile network operators to grow and manage their SMS infrastructure. The intuitive web-based configuration tool enables a fast response to changing market and service requirements, while maintaining the highest possible quality standards.

• **Maximizes SMSC Capacity**. The SMS Router's FDA feature frees up capacity and extends the life of legacy SMSCs. Since approximately 85 percent of all SMS traffic can be delivered on the first attempt, the SMSC only has to handle the 15 percent that truly requires storage for future delivery.

• **Eliminates SMS Bottlenecks** Advanced load balancing and throughput control techniques maximize SMSC capacity. The SMS Router prevents SMSC overload by re-directing high-volume application traffic to the application server, bypassing the SMSC.

• **Supports High-End Customers**. The SMSC Router enables operators to prioritize traffic and deliver the specific levels of service required by premium Service Level Agreements (SLAs).

• **Improves SMS Routing**. Unlike the hard-coded logic employed in legacy SMSCs, NewNet's solution utilizes flexible, user-defined routing rules that enable traffic to be routed on virtually any SMS parameter, ensuring the most efficient message delivery.

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FOUNDATIONS FOR NETWORK INNOVATION