

NewNet SMS Store

Product Brief

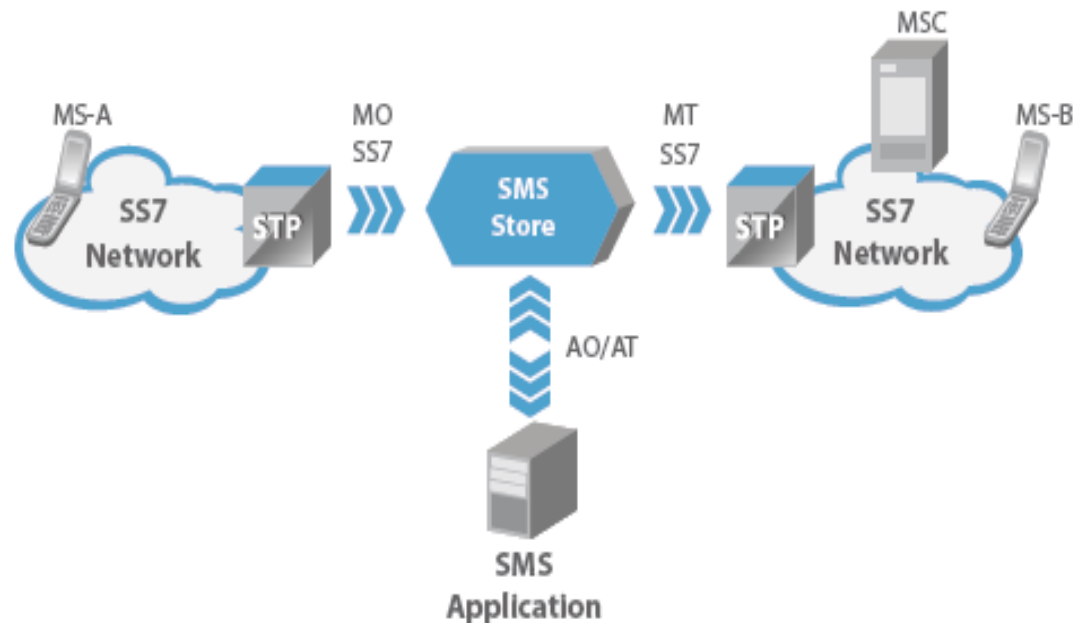
Product Description

NewNet's SMS Store is a flexible, modular solution that enables operators to deliver advanced messaging without costly network over-engineering or over-haul. With the NewNet SMS Store product, operators can grow SMS capacity and capabilities incrementally or create a complete, end-to-end SMS solution whilst reducing CAPEX/OPEX spend.

The NewNet SMS Store provides flexible message interception, handling, and first delivery attempt (FDA) with storage in the event that the message cannot or should not be delivered immediately; numerous customizable delivery scheme templates allow the operator to adapt not only to network conditions, but to individual destinations or groups of destinations, ensuring optimal and successful final delivery to the destination handset or application. The SMS Store allows operators to selectively fine-tune and optimize delivery for traffic terminating in their own network, as well as in international networks. The product's message-dispatching mechanism in combination with its adaptive delivery and retry schemes provides a unique set of capabilities that prevent network congestion and optimizes the capacity of the SMS network.

Features

- Flexible delivery schemes to perform first delivery attempt (FDA) with storage or traditional store and forward.
- Supports very small-capacity to virtually unlimited-capacity configurations.
- Reliable, high-capacity message storage.
- 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.
- Message prioritization.
- Redundancy through multi-node support, message replication and queue redundancy.
- Operator-defined message queues and delivery schemes.

- 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 Store offers next-generation message storage and store-and-forward capabilities that go far beyond the legacy SMSCs in use today. Messages, which cannot or should not be delivered immediately, can be stored across multiple nodes ensuring message delivery when outages occur. Advance message delivery schemes and QoS treatment ensure that certain traffic can be prioritized. The SMS Store offers operators an unsurpassed combination of reliable storage and optimized message delivery.

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

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