

Mobile Messaging Product Family

Product Brief

Overview

Existing short message service centers (SMSCs) are no longer meeting operator needs. SMSCs have not kept up with the technology curve in terms of the cost of the equipment, performance and operating efficiency. They lack message-handling flexibility and do not support advanced features such as First Delivery Attempt (FDA), real-time pre-paid charging, SPAM control and real-time service monitoring; which would help operators significantly improve the efficiency and performance of their networks. Legacy SMSCs were designed to handle the relatively predictable traffic created by simple person-to-person text messaging. Unlike simple texting, applications such as tele-voting create large spikes in signaling traffic, which can strain the capacity of the SMSC and create network bottlenecks.

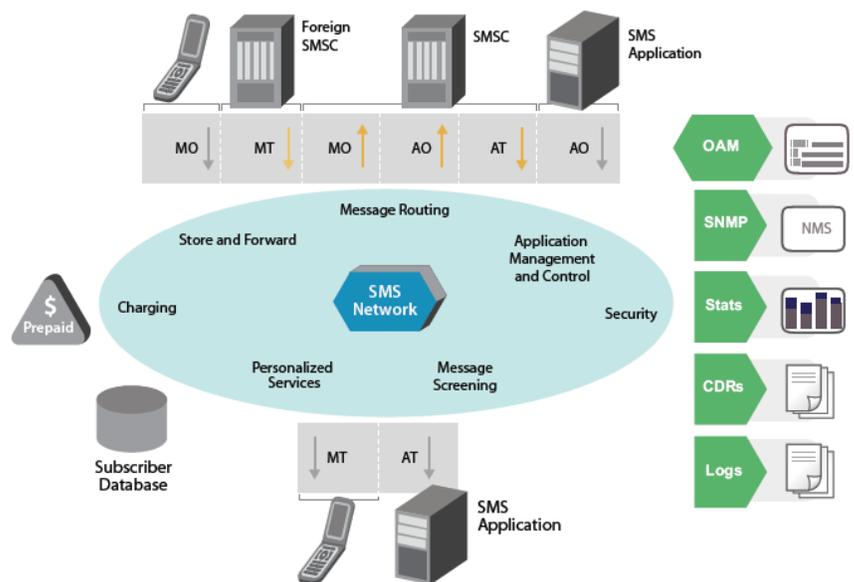
Product Description

NewNet's SMS Network concept is designed to overcome all the obstacles of legacy SMS infrastructures and allow operators to deploy new services that increase revenues.

Features

SMS Router

- First delivery attempt (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
- Open API-connecting with personalized services applications, external databases and third-party applications

SMS Firewall

- Anti-spoofing detection
- Fake SMS detection
- GT scanning detection
- Fully configurable logging of all message details, suspect messages and blocked messages
- Advanced screening and detection mechanisms such as content filtering, anti-flooding and pattern detection

SMS Store

- Reliable, high-capacity message storage
- Message prioritization
- Redundancy through multi-node support, message replication and queue redundancy
- Operator-defined message queues and delivery schemes

Application Gateway

- Throughput regulation: Overload protection
- Full load balancing: Weighted, prioritized, and adaptive
- Application support: SMPP, UCP, CIMD2

Converged Message Engine

- Rich Communication Suite (RCS) solution
- Presence-enabled address book
- Converged messaging services

IP Short Message Gateway

- Manages SMS origination and termination across circuit and IP networks
- Enables IP-based broadband access to interwork with existing SMS and MMS services

SMS Personalized Services

- SMS Forwarding
- SMS Copying
- Distribution lists
- Personal Filters
- Subscriber Provisioning via SMS
- Embedded Opt-in & Opt-out capabilities

Statistics

- Real-time SMS statistics
- Marketing information (on-line usage, Top 10's, etc.)
- Successful and unsuccessful messages, including reasons for failure
- SMS network bottleneck monitoring and analysis tools

OAM

- Configuration Web GUI
- SNMP based alarming

Billing

- Fully configurable, including legacy SMSC-compatible formats and prepaid SMS billing interfaces such as CAMEL and DIAMETER

Benefits

• **Improved Network Routing.** First delivery attempt (FDA) technology, advanced load balancing, throughput controls, and rulesbased routing enable efficient message delivery. Operators can leverage their existing legacy SMSCs or completely re-design their SMS infrastructures to better meet the demands of today's SMS subscribers.

• **Advanced Network Security.** Rules-based filtering and advanced anti-spoofing features virtually eliminate the delivery of unwanted messages to their subscribers. With the addition of modular filters, even the most advanced spam techniques such as message content and address randomizers, spoofing, flooding, viruses and phishing can be thwarted.

• **Enhanced Network Performance and QoS.** The NewNet SMS Network solution presents the actual SMS data visualized per source and destination application, network and country, including successful and erroneous messages. Operators can compare message rates with network performance, identifying bottlenecks and other problems before they become service affecting.

• **Increased Revenues.** Support for real-time prepaid billing reduces the opportunity for fraud to improve revenues. Additionally, sponsored and personalized SMS creates a new revenue opportunity for mobile operators.

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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