

Telsis unveils protection against text spam for phone users and operators

A major international European mobile phone network operator is set to protect phone users from the growing problem of text message spam. The operator is deploying the capability, developed by Telsis, across several European countries to identify and block messages from spoofed originators.

Text spam is becoming an increasingly common problem as criminal gangs exploit weaknesses in some mobile networks to inject messages into the world's interlinked mobile phone systems.

Their method is simple but highly effective, enabling the sending for free of thousands of messages that appear to come from a mobile phone roaming on another network. The result is not only that innocent mobile operators are carrying unwanted traffic, but that their customers are being deluged with unwanted offers – and some are even being billed for messages they did not send.

The Telsis system works in real-time, checking every international message to see whether the sending phone really is roaming, and comparing multiple elements of the normally hidden code that 'wraps' every text message to verify or uncover its origin. If the message is genuine it is allowed to travel onwards without delay – if not it is automatically blocked. Operators can use the system to build evidence of patterns of fraud and to blacklist insecure networks.

John White, of telecommunications analyst firm Portio Research, says mobile network operators are coy about the financial cost of text fraud, but are equally worried about the effect it has on churn. "There's no doubt text spam is costing operators real money, but what they're even more concerned about is the effect it has on the churn rate of their customers.

Phone users who are irritated by spam or are billed for messages they didn't send are very likely to move networks. A solution that can stop spam and help maintain good customer relations is going to be widely welcomed."

Many operators across Europe, Asia and Australasia could quickly implement the anti-spam system because they have already messaging networks based on Telsis' advanced Intelligent SMS Routing systems. "The anti-spam capability is an enhancement to what they already have and so is highly cost-effective," explains Telsis chairman and founder Jeff Wilson. "But operators without our messaging technology are not being left out. They will find that even the complete package is quick to implement and gives rapid return on investment."

Telsis products are in use with major mobile and fixed network operators worldwide. The company has an extensive range of carrier-grade infrastructure solutions including intelligent SMS and IN platforms, as well as media gateways for NGN and VoIP support. Telsis has a long history of helping operators make money through the introduction of innovative value added services, and is now leading the industry in moving SMS to the service layer.



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