

Intelligent SMS Routing fuels booming Telsis sales in Asia Pacific region

Sales are booming in Asia Pacific for mobile network infrastructure vendor Telsis as the region continues to hold records for subscriber numbers and growth in mobile telephony. With many operators deploying Telsis Intelligent SMS Routing (ISR) – the high performance, high flexibility messaging platform – the company's sales in Asia Pacific are on course to have increased more than 300% in just two years.

Telsis ISR offers large performance and flexibility gains over legacy SMSCs. Text messages typically reach recipients in near real time without store and forward delays, while operators have the option of adding many new and innovative text-based services to help build revenue and customer numbers.

“Increasingly new build networks are shunning traditional SMSC-based messaging architectures and rolling out ISR from day one. At the same time we’re seeing established networks ripping out their legacy messaging platforms and replacing them with ISR,” says Kim Blacker, Telsis sales director for Asia Pacific.

“Working proactively with our global partner Ericsson we’ve already made big strides forward with ISR. The technology has really caught on with operators here as they work to build market differentiation and meet fast-growing customer demand.”

Recent orders for Telsis ISR have come from Warid Telecom in Bangladesh and Pakistan, and from other operators in Japan and New Zealand. Significant business has also come from operators augmenting already-installed ISR with new off-the-shelf value added service packages from Telsis including SMS fraud prevention and Virtual Mobile.

With more than 11 million subscribers, and Pakistan's third largest operator, Warid Telecom relies heavily on quality of service and innovation as key selling points. According to chief technical officer Muhammad Iltaf, Telsis ISR helps deliver. “The messaging platform is one of the most robust parts of our network and customers certainly notice,” he says. “Service perception is built on many factors, but Telsis ISR is one thing that really does make a difference.”



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