

Telsis Selected as Recipient of 2008 Frost & Sullivan European Mobile Messaging Product Line Strategy Award

The 2008 European Mobile Messaging Product Line Strategy Award is presented to Telsis Ltd., in recognition of its ability to introduce new products into various market segments and provide operators with a comprehensive, robust platform for growing revenues by rolling out high quality, value-added advanced SMS services.

“Telsis’ Intelligent SMS Routing (ISR) brings to messaging networks unprecedented delivery predictability, throughput, speed of response and flexibility,” notes *Frost & Sullivan* Programme Manager Luke Thomas. “It is currently in use with more than 20 major operators including members of the Vodafone, T-Mobile and Telefonica (including O2 UK) groups.”

Telsis’ Home Routing directs inbound messages to the Telsis Inbound-SMS Router in the operator’s network, at which point value-added services can be applied to any message before delivery to the target phone, in real time. As a result, operators can offer customers the same enhanced quality of service on outbound and inbound traffic, whether subscribers are roaming or not.

The company recently launched its Advanced Services (AS) which leverages both ISR and Home Routing technologies. AS is a plug-in solution for existing messaging networks, whether legacy or new generation, and is fully scaleable, building from one to many nodes as capacity demands.

“Telsis’s Advances Services strategically balances its product line and creates a complete (hardware and services) solution for fast and flexible SMS revenue growth, and churn reduction,” comments Thomas. “Consequently, operators stand to benefit in using this future-proof scaleable platform as it will enable them to increase their revenues from high-quality, advanced SMS services.”

Operators can choose from a portfolio of new pre-built advanced text services, as well as rapidly develop and deploy their own unique applications on the platform. They can opt to configure each service to their own brand and usability preferences and retain direct in-house control over operation and billing. On activation, all the pre-loaded services are self-provisioned by phone users for the fastest and simplest market introduction.

For instance, SMS-Archive maintains a permanent record of SMS communications, ideal for mass market social users but particularly of interest to legal, medical and finance businesses. SMS-Copy lets users receive messages on their own mobile devices, while sending a copy to a second handset of their choice. SMS-Out of Office is a user configurable auto-responder, automatically sending a pre-programmed reply in response to inbound messages received while the user is away, just like its common equivalent in email. Other offerings include SMS-Divert, SMS-Advertising Sponsorship and SMS- Blacklist/Whitelist.

“Telsis Advanced Services combines with ISR and Home Routing to provide operators with a comprehensive, extensible and future-proof platform for generating increasing revenues from high-quality, advanced SMS services,” concludes Thomas. “Significantly, Telsis is unique in being able to bring such flexible and innovative services to realisation.”

The Frost & Sullivan Award for Product Line Strategy is presented each year to a company that has demonstrated the most insight into the needs and product demands of its customers. The recipient company has optimised its product line by leveraging products with the various price, performance, and feature points required by one or more market segments.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as

leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Telsis Ltd

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

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