

# Telsis Shows Route to Supporting SMS Revenues at Global Messaging Congress

Text and voice specialist Telsis is showing operators the route to support and recovery of SMS revenues with smart services at Global Messaging Congress.

In the keynote pre-conference workshop, Telsis head of product marketing Stewart Easby argued that by 2014, when global SMS volumes are expected to top 11 trillion, the percentage of A2P and P2A traffic will have grown significantly as subscribers embrace smart SMS services.

SMS will be the simple, ultra-quick medium of choice for mobile banking, advertising and other applications. Subscribers will also be using a menu of advanced SMS packages such as protection, personalisation and archive, as well as fully custom applications built for significant segments.

“We know that many operators are acutely concerned about the way price bundling is eroding the profitability of SMS,” says Easby. “We’re showing an alternative route to competitiveness that makes SMS more valuable for

subscribers and service vendors – and in doing so enables unit prices to be maintained, volumes to be driven to new heights and which enables operators to strengthen their brands by taking a much more granular approach to segmentation and creating services for newly-identified groups of subscribers.”

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 SMS Routing and IN voice platforms, as well as media gateways for NGN and VoIP support. Telsis has a long history of enabling operators to benefit from the introduction of innovative value added services, and is now leading the industry in defining a new global standard for SMS service usability and customer experience.



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