

Introducing the next generation of  
Messaging Network Solution

Delivering the highest quality of service  
and meeting the ever-growing demands  
of SMS traffic growth

# **SMS Router**

## Product Introduction



**When performance and scale matter most**

“SMS is the closest thing to pure profit ever invented”

Sir Chris Gent, former CEO of Vodafone Group plc

## SMS networks for seamless growth

SMS has proved to be stubborn. For years analysts have made predictions of SMS volumes peaking, then falling away – and yet growth remains as strong as ever.

### The outcome is double-edged

While SMS is uniquely profitable, the growth in volume puts traditional SMS networks under pressure. At peak times – right at the moment of maximum revenue and highest customer touch – delays in delivery creep in and messages get dropped.

### Telsis SMS Routers make volume growth easy to handle

Optimised to immediately deliver SMS messages, only storing them if a handset is unavailable, the SMS Router realises efficiency and service quality gains that allow network capacity to climb in step with demand – and KPIs to be driven higher than ever before.

### Volume growth...

...constant

### Revenue growth...

...probable?

### SMS profitability...

...rising?

### Rate of change...

...the challenge



## Making SMS Quality of Service matter

Quality builds reputation, enhances growth.

For more than 15 years, the GSM world has built networks on the understanding that quality coverage and quality calls mean that subscribers stay loyal, and recruit others.

The same is true for SMS. As usage has grown, SMS too has become a major influence on subscriber choice – a key element in almost every decision about which network and which tariff to select. Now, phone users stay with networks where voice quality is good, and where SMS is fast and reliable too.

That's why, at a time when SMS remains the second largest source of revenue and a significant contributor to profit, excellence in SMS is a major factor in every operator's present and future. Speed and reliability are the messaging network quality benchmarks. And Telsis SMS Routers offer a uniquely capable, and uniquely flexible, way to achieve them.

Proven in Tier 1s and MVNOs throughout the world, Telsis SMS Routers deliver the technology platform and the confidence that operators need in order to use network quality as a powerful differentiator – and a powerful enabler for growth.

## Direct Delivery

Most handsets are switched on and in coverage almost all the time, making old style store-then-forward messaging a pointless complication that ties up network resources and delays delivery.

The Telsis SMS Router's Direct Delivery feature stores messages only if necessary, sending typically more than 90% of traffic immediately to target handsets. Network resources are liberated. Delivery is instant. SMS conversations become real-time. Quality KPIs climb, driving acquisitions, retention and revenues.

## Advanced Load Sharing

The Telsis SMS Router's in-built logic and centralised controlling intelligence create the first self-aware messaging network – constantly monitoring every node for in-bound and out-bound loading, constantly taking real-time action to optimise traffic flows.

It means existing infrastructure is sweated for maximum efficiency, maximum performance and maximum reliability.

## Home Routing

Telsis SMS Routers pioneer a now globally ratified change to SMS traffic flows, bringing SMS architecture in line with that of MMS, e-mail and voice telephony.

Before, inbound messages could not be enhanced with value-adding advanced services. Now, complete control over both inbound and outbound SMS opens the door to a whole spectrum of advanced services including archive, copy and blacklisting as well as sophisticated fraud prevention.

At last, operators have full ownership of the relationship with their customers and can deliver services that build acquisition, retention and revenues.



# SMS Router Applications | Telsis SMS Routers support a range of valuable applications for protecting network assets and creating new classes of SMS service.

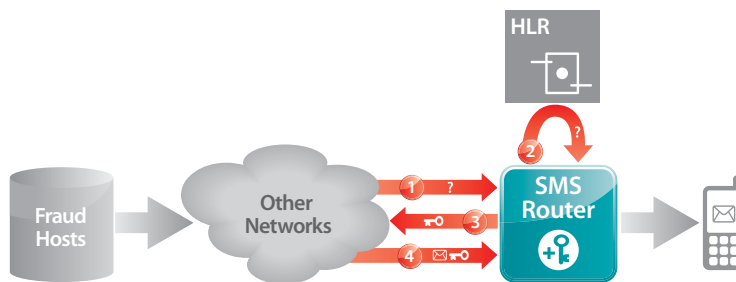


## Secure SMS

Advanced measures to protect against SMS spam, fraud and revenue leakage.

SMS spoof and fake attacks are on the increase. They load messaging infrastructure with unpaid-for traffic, cause friction between roaming partners and, crucially, annoy and defraud subscribers who blame their operator and are much more likely to churn.

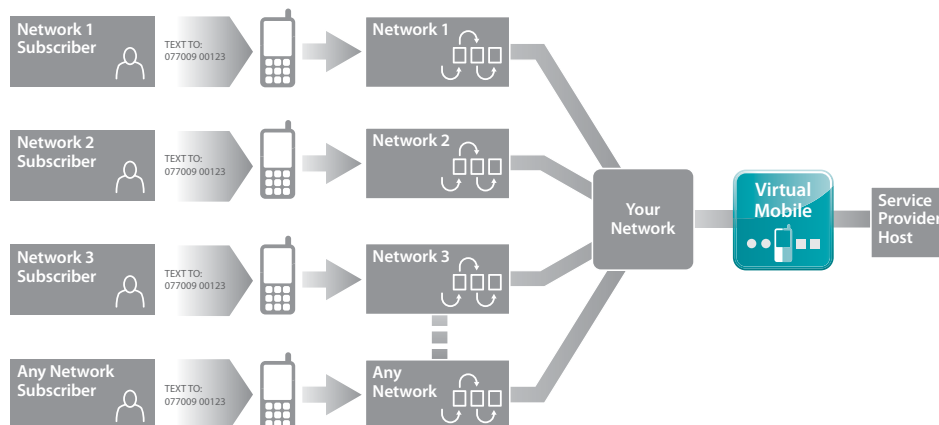
Telsis anti-fraud solutions shut the door on fraud once and for all, and require no ongoing maintenance.



## Virtual Mobile

Telsis Virtual Mobile lets operators promote mobile national numbers as voice and text application interfaces, creating a single point of access for services and removing the complication and cost of short codes and message aggregators.

Operators can establish new mobile enabled applications themselves or with resellers, generating greater profits and strong differentiation. Optionally, voice and video calls can also be supported, giving enterprises a single virtual number for text, voice and video contact.



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