

Home Routing

Two-Minute Briefing

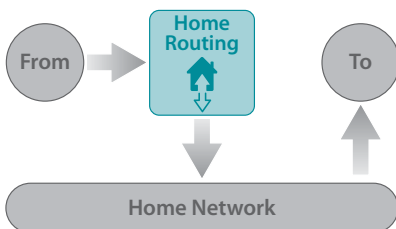


Pioneered by Telsis, SMS Home Routing allows operators to do something previously impossible – increase revenues and reduce churn by offering phone users value-added services on inbound as well as outbound text messages.

The delivery of traditional paper mail from overseas is carried out by the home country post office. Inbound email goes through the same server as outbound traffic. Inbound voice calls are delivered and controlled by home telco infrastructure. Inbound MMS traffic passes through a home message centre. These arrangements are logical and commercially sound because they enable the service provider to add value through add-ons, such as diversion and aggregation that customers find useful and which generate further revenue.

Legacy GSM messaging is therefore the exception with an architecture that sends inbound messages straight to target handsets, by-passing the home message centre. This means advanced messaging systems, such as SMS Routing, can add value to mobile originated and other on-net traffic, yet not to in-bound off-net traffic. The implication is two-fold: not only are operators unable to create new revenue streams from inbound traffic, which in large networks can be up to 40% of all messages, but phone users must do without the utility of services that would make it easier and simpler to organise their work and social lives. In an age when end-to-end service visibility and control is the mantra, legacy GSM SMS networks leave operators partially blind and not fully in control of SMS delivery to their customers.

Home Routing resolves this disconnect, placing SMS Routing within the in-bound message path where it can add value to each message before delivery. In doing so, it has removed the network level technical barriers that have until now prevented operators from offering comprehensive advanced text services to their customers. Now, operators with Home Routing deployed can launch in days a menu of compelling text services that rivals without Home Routing are unable to match. Here are just two examples:



SMS Archive means a user need never lose another text message, even if their handset is lost, destroyed or damaged. Every message ever sent or ever received is automatically stored in a personal virtual safe in the network and can be browsed, printed and shared through the operator's customer portal. Service-dependent archives will create a powerful incentive for phone users to stay with their existing network.

Subscribers to the **SMS Out of Office** service simply send a single simple text message to create their own unique auto-reply 'out of office' or 'away' notification message. The service mirrors the familiar out of office function offered by voicemail and email, helping phone users maintain their connections with friends and colleagues even when away and out of direct contact. In fact, we expect operators to automatically integrate this feature with voicemail settings.

Home Routing is the key enabler and catalyst for advanced text services to become mainstream. As Home Routing deployments increase, phone users will have access to growing menu of new and compelling services with which to better manage their work and social lives. In turn, operators will benefit from new revenue streams and loyalty incentives.

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