



# MESSAGING AS A SERVICE

Virtualize. Monetize. Futurize.

With the advent of NFV, SDN and service virtualization, mobile operators have more choices than ever before when deploying new technologies and subscriber offerings. However, as operators make plans to evolve their new network in the cloud, legacy components are all too often overlooked until they become end-of-life with risk of costly subscriber and operational impact. Once legacy replacement becomes critical, it requires valuable resources and capital, and slows the progress of future networking planning and the launch of new services. By consolidating outdated messaging infrastructure into a simplified managed solution today, operators can free themselves of the burden of managing, maintaining and migrating it later.

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The Interop Messaging as a Service (MaaS) offering enables operators to simplify the replacement of their existing outdated legacy messaging network components with a cloud-based managed services platform that offers greater efficiency, lower total cost of ownership and an effective migration path from legacy to next-generation messaging like Rich Communication Services (RCS).

## Key Benefits:

- Eliminate end-of-life risks for a sizable portion of your network.
- Take advantage of cost savings derived from cloud services.
- Consolidate legacy messaging infrastructure in advance of 5G network changes.
- Reallocate operational and engineering resources towards deploying new initiatives.
- Deploy new IP messaging technologies with complete backwards compatibility.
- Future-proof legacy services still required in today's network.
- Partner with a GSMA accredited provider and cloud messaging leader.



## A Complete Legacy Messaging Replacement Solution

The Interop MaaS offering enables operators to virtualize messaging solutions that concurrently support both legacy SS7 and the latest IP-based technologies. It combines the past, present and future of operator messaging into a single, all-generation, managed platform, that is delivered to operators as a service to reduce ongoing management costs and resource strains. Several key network components are available in Interop's MaaS offering, including SMS, MMS, A2P SMS/MMS, eWEA, SMPP Gateway, IP Messaging Gateway, FDA Router, as well as a complete suite of tools and reports.

In addition to the supported components, all associated network integrations have been considered to make transitioning to the cloud easier. Interop's intuitive Web-based Control Center has a variety of administrative tools and reports available for operators to manage and monitor subscriber usage and system performance.

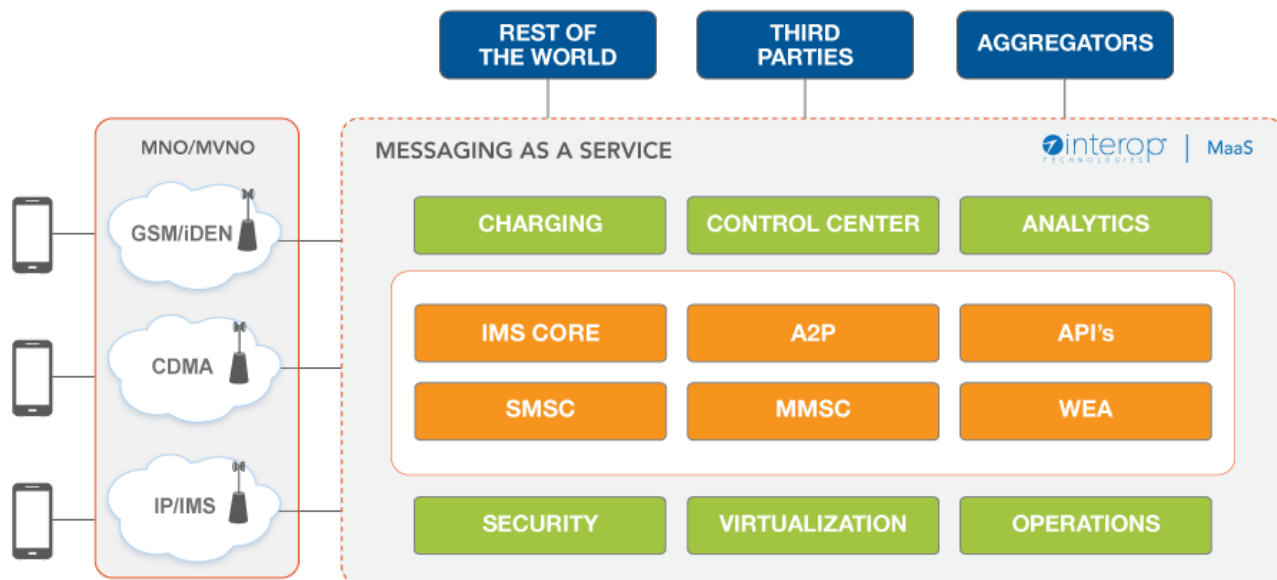


Figure 1: Messaging as a Service Platform points of integration.

## Prepare Your Network for New Messaging Technology

The mobile industry's move towards 5G networks combined with the advanced communication preferences of today's hyper-digitized subscriber has fueled the urgency for mobile operators to embrace virtualized network infrastructure and quickly launch new, innovative services.

With future messaging technology planning built into the MaaS platform, operators can easily evolve their messaging to an IP/IMS network by launching Interop's end-to-end RCS suite when they're ready. By supporting all-generations and all types of network delivery simultaneously, Interop Technologies enables the interworking of next-gen and legacy messaging methodologies across multiple messaging services.

## Interop Cloud™

Interop Technologies delivers the latest Network Function Virtualization (NFV) technology from the cloud – providing communication service providers of all types with the infrastructure they need to quickly launch the services their market demands most. Our flexible cloud solutions can be deployed as fully managed from our secure cloud or deployed on-premise with systems management to suit individual operator needs.

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