interop
TECHNOLOGIES

SMSC 4 SERIES

Ensure Message Functionality for SS7 and IP Networks

Text messaging is trusted by subscribers and business alike because it works. You need massive scalability to handle the events traffic, not to mention demand surges around the holidays and promotions. At 100,000 MDAs per second throughput, our SMSC is the world's fastest, delivering six to eight times greater throughput than the commercial industry leader.

Our modular, distributed architecture enables you to deploy our SMS solution as an FDA router or incorporate it into our full-scale solution. Either way, the solution provides you with unlimited scalability for today's high-volume and availability requirements in a very light footprint. In fact, one Interop SMSC delivers enough throughput to send a text message to everyone in the world in one day.

↗ BUILT FOR TODAY BUT DESIGNED FOR TOMORROW—IT'S "ALL-GEN"

Operators today are setting their courses for a future based on IP technology; Interop Technologies is already there. All of our messaging solutions can support both legacy and IP-based technologies simultaneously, allowing for the deployment of next-gen technologies while maintaining seamless operation and services for legacy devices and networks.

With the experience of real-world deployments, Interop Technologies is positioned as the thought leader in IP messaging. In our trials and commercial deployments of SMS over IP, 3GPP, 3GPP2, and SIMPLE, we have gained valuable experience to share with operators that are planning their IP messaging strategies and analyzing the challenges ahead.

↗ EXPERIENCE FAST, FLEXIBLE TECHNOLOGY THAT SAVES DOLLARS

reduce network load by 50%

Using the latest techniques in clustering and load balancing, our affordable, high-performance SMSC gets you out of the volume crunch—and saves you money, too. The SMSC supports both traditional and IP-based signaling and utilizes our patent-pending Intelligent Route Caching to reduce Home Location Register (HLR) load and network termination expenses by up to 50 percent.

3 Options ONE cloud

CHOOSE FROM OUR FLEXIBLE DEPLOYMENT OPTIONS

Our deployment options fit any business need, enabling operators—regardless of size—to implement Interop Technologies' solutions quickly and cost effectively.

Cloud—Improve time to market and minimize up-front expenses by sharing our technology solutions in an on-demand, cloud-based environment.

Private Cloud—Install our technology solutions at your site for your exclusive use, without capital expense, while we manage solutions for you.

Turnkey—Purchase our solutions outright for on-site deployment and a total ownership approach.

All three options include the same world-class technology, and our architecture enables easy service migration.

n addition, our SMSC enables not only traditional "store and forward" but also "forward and store" functionality, alleviating 70 to 90 percent of queued messages, further extending the life of your investment and increasing delivery speed. The SMSC includes an advanced throttling function that enables you to control load and prioritize traffic distribution across the network, which means that application-originated traffic does not have to lower the quality of service for person-to-person messaging and other services.

The SMSC also features a flexible rules-based routing engine, providing the ability to support unique configurations and routing requirements, including:

- Source or destination address
- Source or destination IMSI/MIN
- Source gateway or route from which the message was initially received

the "all-gen" advantage

Our SMSC provides simultaneous multi-protocol support (ANSI/GSM/IP/IMS) in a single, logical all-gen system. Additional features include local short code tools and reporting, enhanced retries, and prepaid support.

↗ DIFFERENTIATE AND EXTEND YOUR SERVICES

The Interop Technologies SMSC offers additional value-added services, including a standards-compliant messaging API that enables easy integration of service providers and the sending and receiving of SMS messages into the network for notifications, alerts, marketing, and system-generated messages. The SMS Blaster tool enables you to send marketing or system messages to subscribers in bulk.

In addition, our Enterprise Messaging solution offers business customers the tools they need to streamline and simplify internal communications.

↗ INCREASE VALUE AND SATISFACTION WITH PERSONALIZATION

Interop Technologies' MPAC (Messaging Personalization and Control) solution enhances your services and provides additional revenue opportunities by offering SMS, MMS, and SIP subscribers convenient messaging options that increase productivity. Personalization features include:

- Copy – Send a copy of a message to an e-mail address or an SMS-based application
- Forward – Forward a message to a mobile number or e-mail address
- Group messaging – Set up and configure personal distribution lists
- Auto-reply – Set up a customized "out-of-office" message
- Signature – Set up a personalized signature
- Archive – Store and access text messages online

↗ DELIVER PRIVACY AND SECURITY WITH SUBSCRIBER CONTROLS

Privacy and security are fast becoming crucial concerns of today's messaging offerings for subscribers. Interop Technologies' MPAC services give subscribers the ability to filter their—or their children's—messages based on specific rules, and give business accounts the power to regulate the use of messaging services on employees' mobile devices.

Deliver Advanced All-Gen Messaging from the Cloud

Control features include:

- Filtering controls, such as Blacklisting/Whitelisting
- Ability to apply time of day controls for messaging
- Ability to limit the number of messages sent during a month (caps)
- Capability to restrict international text messages and block specific country codes
- Ability to restrict traffic by direction (inbound/outbound)

↗ GAIN DETAILED VISIBILITY INTO YOUR MESSAGING NETWORK

business intelligence anyone?

With the Interop Technologies SMSC , you have the visibility you need for operations and network planning, as well as business intelligence. Our Advanced Reporting Suite provides traffic analytics, multi-day traffic and delivery outcomes trend graphs, and detailed delivery outcomes reports.

↗ SUPPLEMENT CAPACITY WITH THE INTEROP CLOUD™

The private and secure Interop Cloud™ provides multiple cloud-based deployment options to increase your existing capacity and ease human resource constraints—without additional capital expenditures. Our seasoned engineers manage your technology based on knowledge gained by running our own solutions in a real-time, live traffic production environment. As a result, you receive reliable support and can solve capacity problems without staffing up. For added assurance, all our cloud solutions are fully geo-redundant, which is essential for the core services Interop Technologies provides.

↗ INCREASE INTERNAL CAPABILITY

If your legacy, black-box platform is overloaded and it's time to upgrade, our modular SMSC solution can provide you with massive capacity and the ultimate scalability you need to break the cycle of forklift upgrades.

If your current SMSC capacity is insufficient but you're not ready to make a complete move, take advantage of our geo-redundant, active/active deployment architecture to ensure additional service reliability in a managed service environment.

↗ SIMPLIFY BILLING WITH A UNIFIED FEED

Interop Technologies helps ensure your revenue streams with a highly efficient, unified billing feed. Our single feed integrates with your current billing platform. Set it up once and you're done. Then add as many of our technology solutions as you choose and leverage the same feed. We do the work, and you can quickly and easily launch and manage new competitive services.

↗ COMBINE OUR SOLUTIONS

Combine our CSC Gateway with our SMSC for additional operating efficiency. You'll get automatic provisioning of short codes. This feature eliminates the need for a switch technician to set up a

route every time you need a short code—a big time and resource savings. Plus, management is easy with our comprehensive toolset that allows you to view all campaign information without logging into the SMSC to view activity for each aggregator.

↗ SAVE MONEY WITH GLOBAL HOSTING

Distance is no obstacle to value. We use the latest in connectivity to deliver all our solutions over IP around the globe with reliable, cost-effective transport.

↗ PROVEN PARTNER

Interop Technologies has a proven track record and is a trusted business partner. We are well-positioned to support the next generation of messaging technologies whether in the wireless, broadband, or traditional telecommunication space.

KEY BENEFITS

World's fastest and highest capacity SMSC throughput

Active/active, fully redundant, geo-diverse architecture

"Five-nines" (99.999 percent) reliability

Lower HLR and SS7 load and costs with patent-pending Intelligent Route Caching

"Forward and store" functionality, alleviating 70 to 90 percent of queued messages

Flexible rules-based routing engine

Advanced Reporting Suite for operations and network planning

No fees for messages delivered among Interop Technologies hosted customers

Additional revenue streams through value-added services

Simplified billing through one unified feed (real-time and CDR billing supported)

GSMA SMS OneAPI

Technical excellence in GSM, CDMA, iDEN, WCDMA, SIP/IMS, and mixed environments

Support for ATM, HSL, SIGTRAN, SS7, and C7 over IP

World Headquarters: 13500 Powers Court, Fort Myers, Florida 33912 • Telephone: +1-239-425-3000 • Facsimile: +1-239-425-6845

www.interoptechnologies.com

SMSC-0817