

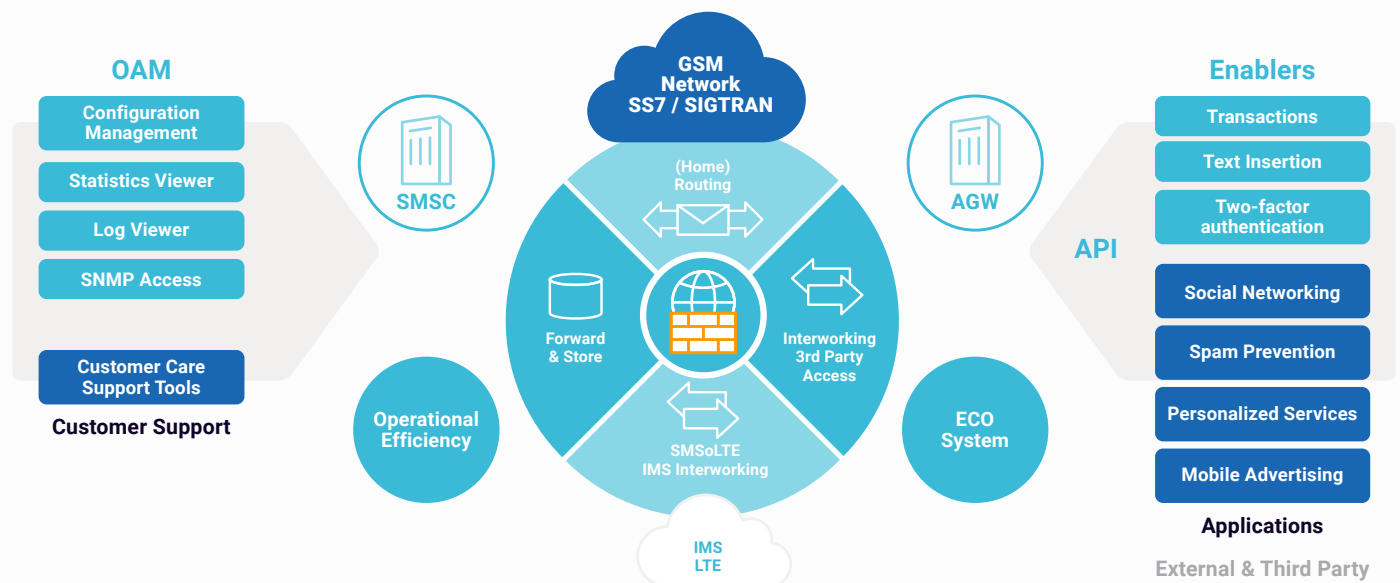


Capitalizing on the growth of A2P SMS

Global revenues from Application-to-Person (A2P) SMS will exceed revenues from person-to-person (P2P) SMS by 2022, totaling \$43bn*. Telcos require reliable and cost-effective SMS delivery to capitalize on this opportunity.

*Ovum: Mobile Messaging Traffic & Revenue Forecast 2017-22

Lithium SMS from NewNet consists of a modular Short Message Service Centre (SMSC), SMS Firewall, IP Short Message Gateway (IP-SM-GW) and Application Gateway (AGW), designed to overcome the obstacles of legacy SMS infrastructures. Lithium enables operators to deploy advanced messaging services, to increase revenues and reduce CAPEX/OPEX.



IP Short Message Gateway

Lithium IP Short Message Gateway (IP-SM-GW) manages the origination and termination of SMS messages between circuit-switched and IP-based networks.

This 3GPP-compliant software allows mobile operators to extend the life of their legacy SMS platforms by supporting SMS over IP.

Benefits

Supports both transport level and service level interworking

Determines the end subscriber's network (circuit or packet) and terminates the SMS message

Uses standard IMS core routing techniques to load-share or individually select the software instance to receive MO (mobile originated) SMS

Transports IP-based messages to the appropriate SMSC platform

Transports circuit-switched messages to the correct Call Session Control Function (CSCF)

Supports SMS and RCS interworking with IP-based messaging on a single platform

Simplified deployment architecture, integrated with the Lithium SMSC or standalone

Security & Spamming

Lithium SMS Firewall enables operators to respond immediately to new threats via an innovative rule-based screening and filtering engine. The SMS Firewall supports advanced filtering, machine learning and blocking to prevent unwanted SMS messages, SIM boxing, and grey route detection.

Benefits

Rules-based screening engine with SMS fields as conditions with field modifications

SMS mobile-originated (MO) screening (SS7) identifying where spamming originates

SMS mobile-terminated (MT) screening (SS7) from foreign SMSCs via applications or SMSCs towards public land mobile network (mobile station)

Anti-spoofing detection

Fake SMS detection

GT (Global Title) scanning detection

Advanced screening and detection mechanisms such as content filtering, anti-flooding and pattern detection

Filtering by text processing: tokenization, normalization and featurisation

Fully configurable logging of all message details, suspect messages and blocked messages

Why choose Lithium SMS?

Modularity and Flexibility

Individual software building blocks compared to monolithic legacy systems

New software components can be added on-the-fly

Convert to SMS over IP

Transition to SIP-based SMS delivery as defined in the 3GPP standard for LTE networks, without expensive network replacement

A2P, P2A and M2M

Scale for message surges and identify each form of traffic for QoS, billing, and statistical intelligence

Scalability

Reliably deliver messages for any traffic volume, with systems delivering up to 108,000 SMS per second with N+N redundancy

SMS Overload Protection mechanism

Intelligent load balancing

Based on dynamic states of the platform and SMS traffic rates per second

Security

Rules-based filtering and advanced antispoofing features virtually eliminate the delivery of unwanted messages to subscribers

Flexible Billing

Fully configurable, including legacy formats and prepaid SMS billing such as CAMEL and DIAMETER

With Lithium solutions you can...

- Increase revenues
- Reduce costs
- Scale to meet demand
- Maximize ROI

