



Telenity SMSC

Short Message Service Center

As the digital mobile services and OTT messaging applications grew in popularity, the legacy messaging market was projected to shrink. On the contrary, it is booming. The worldwide SMS traffic volumes have reached never-seen-before levels, including person-to-person (P2P) and application-to-person (A2P) messages. According to QyReports forecast, the global enterprise A2P SMS market will reach \$108.2 billion by 2025, compared to \$47 billion for the whole SMS market in 2018. As the businesses keep integrating the mobile into their marketing channels and user interfaces, SMS maintains its throne for bulk promotional messages, one-time passwords and personalized notifications.

Telenity SMSC, Short Message Service Center, is designed to offer a complete messaging system and it provides a next-generation, flexible high-performance messaging center specifically designed for service providers, MVNO's, and wireless operators to offer Person-to-Person (P2P), as well as Application-to-Person (A2P) SMS-messaging to their mobile subscribers. Telenity's consolidated messaging solutions offer a smooth evolution path to enriched messaging for delivering an enhanced user experience and an exciting new generation of services that are informative, fun, and entertaining.

Telenity VAS Consolidation Platform reduces the complexity of the operator's network architecture by eliminating the lowly utilized dedicated servers for different applications. Operators enjoy the benefits of quick service launch, scalability, flexible license models, reduced CAPEX and OPEX. Telenity VAS Consolidation platform covers multiple solutions with key components that are optimal for future growth of networks.

Telenity SMSC is a high-performance system processing thousands of messages per second today with efficient resource usage. It is the ideal choice for operators who wish to maximize the return from their investment and increase the market leadership in premium services. Telenity SMSC is designed with unlimited performance and scalability in mind, and it can be bundled with ready-to-deploy

enriched messaging services such as SMS Forwarding, SMS Advertisement Insertion, Auto Reply SMS, Personalized Black/White list, SMS Antispam, etc. services.

Price/Performance combination enables wireless operators to start with a small system, reducing operational costs, and grow to a larger capacity as SMS revenues increase with such advanced services as SMS Forwarding and the ARPU improves.

Modular design allows a pre-packaging approach with flexible feature selection and deployment options for Premium SMS services.

GSM/GPRS, CDMA/1xRTT, iDEN, 3G, 4G, 5G and IMS Support is provided in the same system enabling wireless operators to achieve more economical deployments by offering an extremely small footprint that significantly reduces the total cost of ownership.



OneAPI RESTful compliant application interface in addition to regular SMPP allows easy and seamless integration with external systems, service providers and business messaging applications.

Seamless and effective migration of services to IP is supported based on 4G VoLTE and 5G CN&VoNR Standards, providing a mechanism to transport SSM messaging traffic over IP network with IP Short Message Gateway and 5G SMS Function (SMSF) options.. IP SM Gateway provides messaging interworking between SMSC and IP Multimedia Subsystem (IMS) networks and 5G SMS Function provides interworking between SMSC and 5G SBA Core Networks.

CAPEX and OPEX (Revenue Sharing, Managed Service) business/ownership models.

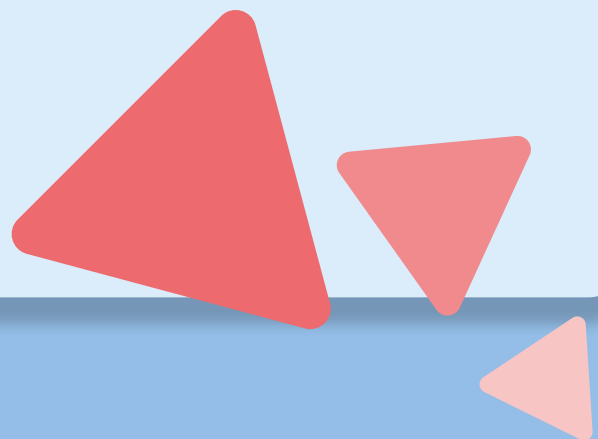
Product Overview

Telenity SMSC has a next-generation messaging architecture powered by market-leading technology and is suitable to fulfill the emerging industry trends, such as the migration to all-IP networks. Several breakthrough technologies allow Telenity SMSC to provide the most cost-efficient messaging services with the highest performance available in the market today. This is further coupled with carrier-grade reliability, high availability, and performance scalability for unlimited capacity growth and reduced total cost of ownership.

As SMS continues to be a major business messaging revenue source for communication service providers, and as new value-added services are introduced to the market, Telenity SMSC has the right messaging infrastructure to offer Premium SMS services for enterprises and Personalized SMS services for mobile subscribers such as SMS Forwarding, Personalized Black and White Lists, and Auto Reply SMS. In the premium services environment where infrastructure calls for flexibility and high capacity, Telenity SMSC provides unlimited performance and near-linear scalability that makes it possible to easily add new computing resources in response to growing SMS traffic.

Telenity SMSC offers full support of GSM/GPRS, CDMA/1xRTT, iDEN, 3G, 4G, 5G, and IMS and provides a single point of access for content and VAS providers, simplifying third-party service provisioning.

Telenity SMSC is a future-proof solution with a smooth migration path to next-generation services, as well as the ability to provide legacy support



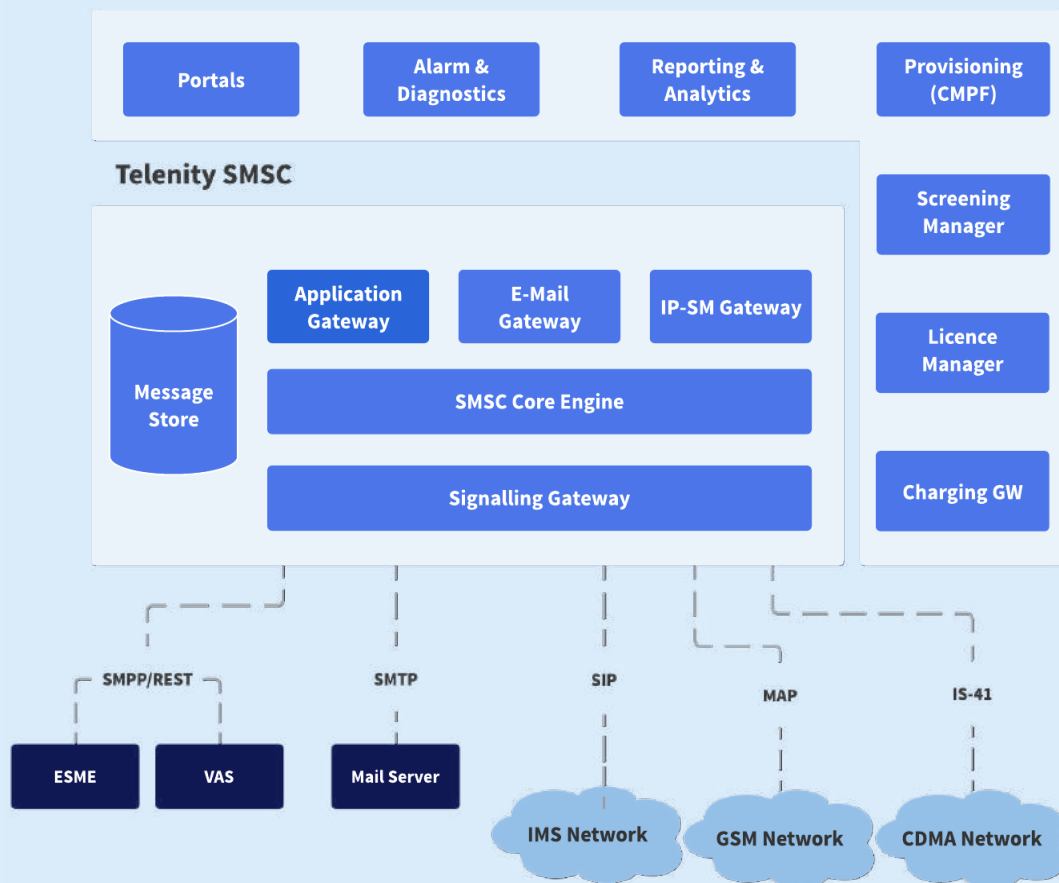
Feature Summary

- Mobil Originating and Mobile Terminating messaging
- First shot Delivery Attempt for high performance messaging
- Message Validity Period
- Message replacement and forwarding
- Message Priority handling for retry attempts
- Message segmentation and concatenation
- Local timestamping of messages
- Message Templates (Canned Messages)
- Multilanguage (Unicode) support
- Flexible retry mechanism
- Advanced SLA and QoS configuration support
- SMPP and Web Services based Application Gateway Interfaces
- WAP Push, OTA push, Flash SMS support
- Flexible Event Data Record (EDR) & Charging Data Record (CDR) generation
- Real-time charging
- Centralized OA&M features, out-of-the-box reports, troubleshooting/transaction history
- Modular and scalable architecture with built-in redundancy/high availability
- Fully virtualized and NFV enabled deployment options
- Support for different deployment models (on-premises, cloud-based, hybrid)

Optional Features

- IP-SM Gateway – SIP for VoLTE/IMS NWs
- SMS Function for 5G New Core NWs
- SMS Router
- Telenity SmartSMS Features
 - Subscriber based screening (black/white) lists
 - SMS Diversion/Forwarding
 - SMS Copy/ Archive
 - Premium Service Block
 - Distribution lists support
 - Closed user groups
 - Auto Reply SMS
 - SMS Auto Signature
 - SMS Last Resort Address
 - SMS Ad Insertion
 - SmartSMS web portal template
 - Customer Care web portal template
- TCAP security
- SMS Antispam for spam Filtering, anti-Flooding, and anti-Spoofing
- Lawful Intercept
- Bi-directional email gateway (SMS-to-Email and Email-to-SMS)

Architecture





Interfaces	Core Technologies	Operation Environment
ITU & ANSI MAP	Java SE/EE	Red Hat Enterprise Linux
SIP	JDBC	CentOS
Diameter	JMX	VMware
SMPP	Web Services	Openstack
SOAP/XML	REST	RHEV
SMTP		AWS
REST		Azure
SNMP		Google Cloud



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