SMS Router

Key Operator Benefits

- Maximizes SMSC capacity with efficient delivery of SMS messages

- Reduces both OPEX and CAPEX with increased performance through flexible routing

  o Reduced costs for new service flows

  o Saves SMSC licenses in bulk SMSs

  o Shortens time-to-market

- Eliminates huge-traffic burst risks during New Years, etc. and offloads existing infrastructure

- Modular and scalable future-proof architecture that supports ease of expansion and new innovative features

- Supports anti-spam and anti-fraud filtering functionality ensuring subscriber and brand protection

- Reliable field proven solution backed with world-class managed services

Market Dynamics

Short message service (SMS) has been a killer application since its introduction and even though there may be a decline in Person-to-Person (P2P) messaging, an increasing number of A2P (Application-to-Person) text messages are sent globally every year.

While SMS message volumes are increasing with A2P sector expected to exceed three trillion in traffic and over $70 billion* in revenues in the year 2020, price per message is decreasing. Therefore, mobile network operators need a solution that will ensure efficient and secure delivery of both A2P and P2P SMS messages in order to reduce operational costs, protect subscribers and their brand reputation, and offer efficient and innovative SMS services that will grow their ARPU.
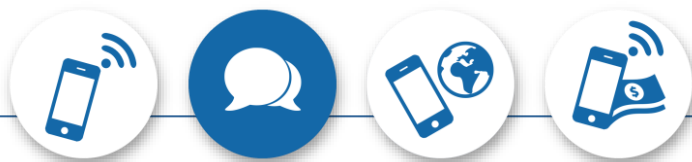
Product Overview

Defne's **SMS Router** allows operators to easily manage their SMS service traffic from a single point in multi-SMSC environments. It offers service provisioning, control, triggering and charging capability for SMS services in multi-SMSC environments. SMS Router shortens the time-to-market for new SMS services and reduces operational costs. Through comprehensive business logic that maximizes the efficiency of control, routing and delivery of SMS traffic, SMS Router enables operators to reduce the cost per SMS message delivery.

The flexible and highly efficient router functionality handles all activities related to load balancing and fail over forwarding of SMS traffic among Mobile Switching Centers (MSCs) and Short Message Service Centers (SMSCs) connected to it. It allows mobile network operators to manage and easily grow their SMS business.

The SMS Router utilizes flexible, user-defined routing configurations and policies that enable the mobile operator to route the SMS traffic to multiple destinations based on a variety of SMS parameters and to ensure efficient message delivery.

Key Subscriber Benefits

- Enhanced Supports anti-spam and anti-fraud filtering and ensures protection
- Eliminates service discrepancy

Key Features

- Single point of service provisioning, control, triggering and charging for SMS services in multi-SMSC environments
- Intelligent and flexible routing mechanism for efficient SMS message delivery for
- MO messages
- MT messages
- Single point of connection to Service Bus
- Anti-spam and anti-fraud SMS filtering
- Load balancing mechanism
- Supports low to high SMS capacity
- Scalable and reliable solution
- Full SMS standards support
- Alarm capability
- Reporting capability