

Short Message Service Center

high volume messaging



An SMSC for Aggressive Growth

Text messaging (SMS) has evolved into the most widely used mobile data service around the world. Carriers have long had SMSCs in their networks, but are they really maximizing the value of this network element? Is it time to improve your bottom line by offering innovative services quickly, effectively and affordably? The Mpathix SMSC is designed for high volume messaging needs and scales easily as your SMS traffic grows.

High Volume Messaging

A large proportion of SMS traffic is generated by messaging platforms as Message Waiting Indicators (MWI), Missed Call Notifications (MCN), and SMS Broadcast. Traditionally, SMSCs have been designed for mobile originated traffic and either do not scale effectively or are not cost-effective for high volume environments.

The Mpathix SMSC can work alongside your existing SMSC to offload specific high volume SMS traffic, or, work as the network's sole SMSC – offering full SMSC functionality and innovative SMS services.

Offer Your Subscribers More

Mobile Originated SMS enables subscribers to send messages to other mobile phones, or to an application. This subscriber communication provides the basis for carriers to offer user-interactive applications that drive subscriber usage.

Mobile Terminated SMS enables carriers to offer efficient delivery of messages to subscriber phones. High volume messaging from MWI and MCN are quickly and reliably sent. Sending service or safety announcements, product announcements, and promotions is made easy with

Mpathix SMS Broadcast. Simply create the message, choose the recipients and schedule the delivery – all through a user-friendly web GUI.

High Volume Messaging is at the heart of the Mpathix SMSC design. Supporting traditional SS7 signalling and SIGTRAN, Mpathix ensures that all messages get out, fast.

Network Operator Benefits

Increase Revenue: With Mpathix SMS Broadcast, you can generate additional revenue from advertisements and promotions. Mobile Originated SMS enables carriers to offer user-interactive applications that drive billable traffic. Through industry standards and open interface support, carriers can easily connect SMS applications to the Mpathix SMSC for support of enhanced subscriber offerings.

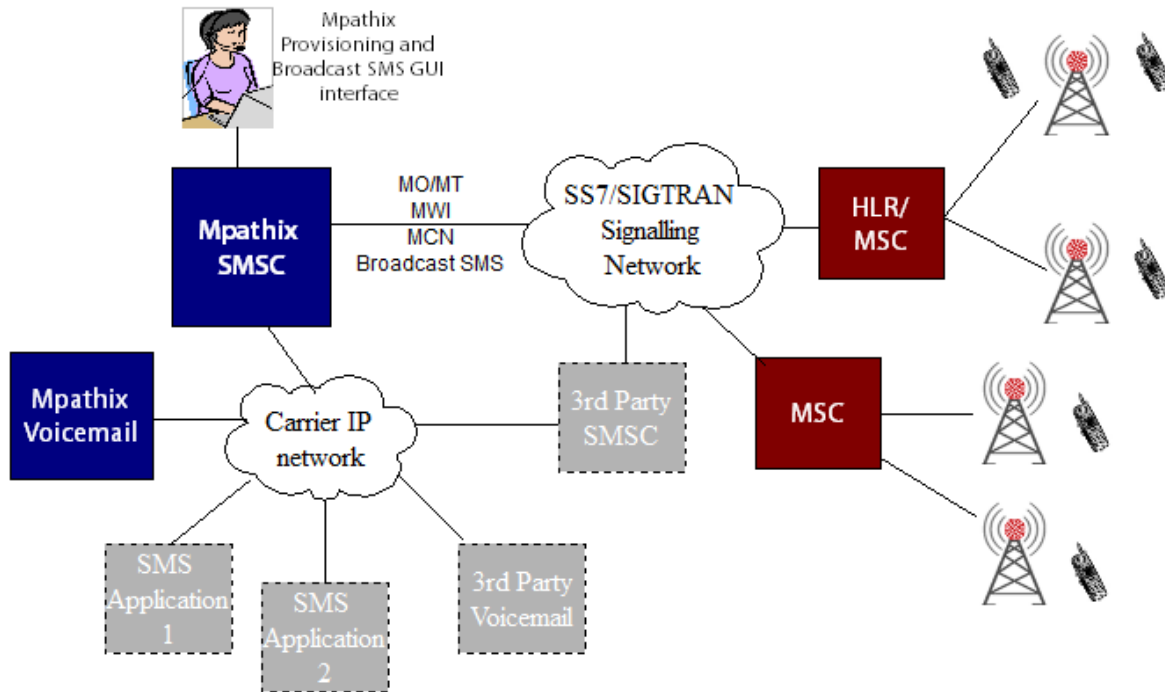
Future-proof: The Mpathix SMSC is built on the Mpathix Platform. Used by 20 million subscribers worldwide, the Mpathix Platform is a proven solution utilizing open architecture and standard interfaces. The Mpathix SMSC makes it possible for carriers to offer innovative features, like SMS forwarding, today and in the future.

Alleviate Congestion on your SMSC: Quickly and affordably offload high-volume MWI, MCN, and SMS Broadcast traffic from your current SMSC.

Scale Quickly: The Mpathix SMSC allows you to quickly deploy additional SMSC capacity, allowing you to scale more rapidly as needs change. In addition, high-capacity IP transport is supported (SIGTRAN), making capacity limits a thing of the past!

How it Works

The Mpathix SMSC can be either deployed as a standalone SMSC (shown in diagram) or integrated with Mpathix Voicemail. In its standalone configuration, the Mpathix SMSC may be deployed as the network's sole SMSC, supporting all SMS traffic, or as a complement to offload traffic from an existing SMSC. Third party voicemail and SMS systems can send MWI and MCN messages to the Mpathix SMSC using the SMPP protocol. In the integrated configuration, MWIs and MCNs generated by the Mpathix Voicemail system will be sent directly to the MSC.



Technical Specifications

- Fully redundant system
- Highly scalable
- Multiple network technology compatibility
- Standalone or integrated (with Mpathix VMS) configurations
- NEBS compliant
- OSS Support
 - CLI and Web provisioning interfaces
 - SNMP alarming
 - OM metrics
 - Call Detail Records
- Supports industry standards, including
 - Signalling (SS7, SIGTRAN)
 - OA&M (provisioning, SNMP alarming)
 - IP standards (SMPP, XML, HTTP)

About Mpathix

Mpathix is the leading provider of messaging services to telecom carriers aggressively pursuing growth. Our open architecture and standard interfaces provide network operators with the scalability, flexibility, reliability, and value they need to compete effectively. The Mpathix suite of voice and data messaging solutions include Voicemail, Voicemail to MMS, Unified Messaging, Mobile Email, SMSC and Auto Attendant.

From our Toronto, Canada headquarters and US Sales Offices, Mpathix supports 20 million subscribers in customer networks throughout the USA, Canada, Caribbean, Latin America and Asia/Pacific regions.

For more information: www.mpathix.com · Phone: 416.849.4210 · Email: sales@mpathix.com

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