

# Operator Services



Sybase 365 is the #1 provider of global interoperability for mobile operators.

With connections to more than 700 mobile operators around the world, Sybase 365's global connectivity and operator-grade network reliability inspire confidence that your messages are successfully delivered—and revenue is quickly processed.

Sybase 365 pioneered mobile messaging interoperability, and remains the unrivalled leader in SMS, MMS, and WAP delivery—using both IP and SS7. Sybase 365's comprehensive worldwide interoperability solution reliably processes more than 6 billion SMS and MMS P2P messages every month. At the core of our offering is the most extensive, private, operator-grade network for mobile messaging available.

## Overview

Sybase 365 offers comprehensive services to facilitate mobile data delivery, as well as complete backend payment and settlement solutions. Our global interoperability experience and capabilities are unrivalled. Subscribers will enjoy uninterrupted Short Message Service (SMS) and Multimedia Messaging Service (MMS) messaging between technically disparate and geographically dispersed networks. The Sybase 365 interoperability network offers operators:

- Operator-grade network reliability
- A high-availability, fault-tolerant network that facilitates the seamless transmission of all types of messaging
- Message delivery across more than 700 mobile operators around the world
- Nearly 300 directly connected two-way SMS destinations
- A sophisticated infrastructure featuring transcoding capabilities that traverse networks and handsets—without degrading message quality
- Global service-level agreements that ensure high network up-time
- Outstanding 24/7/365 customer support

## Solutions

Sybase 365 has industry-leading solutions for global SMS and MMS interoperability, including robust traffic analysis and detailed reporting.

### SMS Interoperability

Sybase 365's SMS interoperability offers the leading SMS gateway service on the market, enabling operators to exchange text messages across all technologies and platforms. With international SMS interoperability, mobile operators across six continents currently generate substantial revenue streams based on ever-increasing inter-operator messaging.

### MMS Interoperability

Sybase 365's MMS offering is a next-generation solution for inter-operator MMS interoperability, providing an operator-grade solution with unique capabilities such as cross-operator transcoding. All incoming messages are scanned for known mobile-targeted viruses. Sybase 365 delivers MMS messages to other networks while increasing traffic and offering capabilities to help build subscriber awareness.

### Reporting + Statistics

Sybase 365 provides SMS and MMS interoperability traffic management and reporting management systems. These tools include industry-leading data warehousing and a unique capability to gain valuable insight into subscriber bases, resulting in a higher quality of service for the message management and delivery process.



## BILE SERVICES

### **Global SMS + MMS**

#### **Network**

Sybase 365 operates a global SMS network that provides both highly reliable IP connectivity and SS7 (C7) connectivity.

Primary network backbone connections are redundant along with multiple connections into the global SS7 network.

Interoperability data centers are located in Paris, Singapore, Beijing, Sterling (Virginia, USA), and Chicago (Illinois, USA).

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