

Interoperability



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From the beginning, SMS growth faced a massive hurdle—the inability for messages to cross operator networks. In 2001, Sybase 365 released an SMS interoperability solution for the Americas, and text messaging traffic skyrocketed, creating a fast-growing stream of revenue for operators.

Global demand for Person-to-Person (P2P) SMS and MMS interoperability continues to grow rapidly, and Sybase 365 is the leading worldwide provider in this space. Today, Sybase 365 processes over 100 billion SMS messages each year, and provides worldwide comprehensive MMS interoperability.

The Sybase 365 interoperability network features:

- Operator-grade network reliability
- A high-availability, fault-tolerant network that facilitates the seamless transmission of all types of messaging, content, and applications
- Message delivery across all mobile operators around the world
- A sophisticated network infrastructure that features transcoding capabilities that traverse networks and handsets—without degrading message quality
- Global service level agreements that ensure high network up-time
- Outstanding 24x7x365 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, high volume solution for MMS interoperability, providing an operator-grade solution with unique capabilities, such as cross-operator transcoding, in which 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, including tools that provide industry-leading data warehousing capabilities. Sybase 365 reporting tools provide a unique capability to gain valuable insight into subscriber bases, resulting in a higher quality of service for the message management and delivery process.

SMS exchange overview

Sybase 365 provides one of the most comprehensive SMS interoperability solutions in the world, featuring unparalleled reach. Regardless of mobile network type (TDMA, CDMA, GSM, iDEN, UMTS/W-CDMA, WiMAX, Fixed, and Paging), business model, or specific operator requirements, Sybase 365 has a solution to fit the changing needs of personal messaging interoperability.

The Sybase 365 SMS Messaging services are based on two geographically distributed P2P SMS nodes. A U.S. node is housed in our data center in Sterling, Virginia, (near Washington D.C.), and a French node is housed in Paris. Both SMS hub nodes offer key strengths that enable Sybase 365 to offer the most flexible SMS solutions in the industry today, and both incorporate multiple layers of protection for customers.

Integration with Report Manager SMS

Sybase 365 provides a Web-based portal, called Report Manager SMS, which is connected to the Sterling hub (connectivity to Report Manager SMS for operators connected to the Paris and Singapore hubs is forthcoming). With Report Manager SMS, operators may generate reports and track traffic statistics in near real-time. Primary features include:

- Traffic management tools and statistics overview, including error reports
- Simplified capacity planning
- Single Subscriber Support, including tools and utilities to support the investigation of routing-related, single-user issues

MMS exchange overview

MMS Exchange is Sybase 365's MMS interoperability service, an operator-grade service that enables multiple wireless operators to exchange MMS messages anywhere on the globe. MMS Exchange offers a unique set of value-added services and capabilities that enables operators to deploy MMS interoperability quickly and reliably.

Sybase 365 messaging features

- Sybase 365 manages all network connections, architecture, and connectivity
- MMS Exchange connectivity prevents operators from having to connect to—and negotiate with—potentially dozens of other operators; it is a single-source clearinghouse for MMS interconnections, for both national (or domestic) and international messaging
- Integration with Sybase 365's comprehensive Global Number Resolution database incorporated with multiple MNP feeds, external queries and intelligent routing capabilities
- Fully integrated with Report Manager tools, providing Web portal access to messaging traffic statistics, patterns, and reporting
- First-class Network Operations Center (NOC) and 24x7x365 customer support

SMS + MMS exchange benefits

Leadership position in SMS + MMS interoperability

As the market leaders in IC-SMS, Sybase 365 is in a position to leverage current customer relationships and infrastructure to offer the most comprehensive SMS and MMS solutions in the marketplace today.

Extensive experience in SMS + MMS

Sybase 365 delivered more than 89 billion messages in 2007, and features the highest interoperability reliability in the industry. For MMS, to date, Sybase 365 has delivered over 1 billion MMS messages, and provides a wide variety of value-added capabilities to ensure the highest possible chance of recipient content delivery.

Superior product features + functionality

Sybase 365 has interoperability gateway products that are optimized for inter-operator traffic, while still leveraging the routing intelligence, stability, and 24x7x365 operations and technical support that customers expect. Sybase 365 holds a number of patents and patents pending for its basic technology and platform designs.

Customer relationships

Sybase 365 has direct relationships with over 300 mobile operators for SMS interoperability, and has launched inter-operator MMS with numerous operator customers in the U.S., with upcoming expansion plans for Latin America and numerous international clients.

Unparalleled message routing capabilities

Integration with Sybase 365's comprehensive Global Number Resolution database incorporated with multiple MNP feeds, external queries, and intelligent routing capabilities provides Sybase 365 with a comprehensive global capability for resolution of phone numbers to operator networks of any kind.

Message protection capabilities

Sybase 365 provides SPAM protection through filtering of phone numbers, domains, and interfaces, as well as management of the resolution process after SPAM detection. Sybase 365 automatically scans all inbound MMS messages for known mobile viruses. The service will scan for and remove messages that contain mobile viruses, worms, trojans, and other known malware.