

SMS System VI

The Do-It-All Short Message Service Center (SMSC)

About SMS System VI

SMS System VI is a carrier-grade high-performance SMSC for 2G, 3G, and LTE mobile networks. It is a software-only system that you can deploy on bare-metal servers, virtual machines, or in a private cloud.

The SMSC provides a comprehensive set of operating capabilities including:

- **First Delivery Attempt Processing:** Attempts to deliver all Short Messages it receives directly to recipient subscribers' handsets.
- **Store and Forward:** Enables storing of undeliverable messages for later retry forwarding to available subscribers.
- **External Short Messaging Entity (ESME) Service-Routing:** Enables WASPs to provide messaging services from their HTTP/S and SMPP interfaces.
- **Message Charging Methods:** Enables both prepaid billing and postpaid charging recorded in richly detailed CDRs.
- **Multi-Language Message Support:** Enables message text processing using GSM 7-bit, Unicode, UTF-8, & UCS2 encoding.



Benefits

- ✓ Hassle-free SMSC integration into your mobile network, including cloning your existing message routing and translation tables and ESME accounts.
- ✓ Prevent system overload by setting ESME message quotas for WASPs and aggregators.
- ✓ Flexible licensing—no messages will be dropped when you outgrow your licence limits—the system does not hard cap message throughput.
- ✓ Deploy the system in virtualised and cloud environments.

Key Features

- ✓ **SMS Message Routing:** Processes and routes A2P and P2P short messages with store-and-forward capability, ensuring delivery of Mobile-Originated and Mobile-Terminated traffic.
- ✓ **High-Volume Messaging:** Handle the most demanding messaging campaigns.
- ✓ **Message-Routing Tools:** Ensure reliable and secure message delivery using Number Plan Lookup, Subscriber and ESME Message Routing, Message Profiling, Validation, and Barring.
- ✓ **Message Loss Prevention:** Real-time message backups prevent message loss due to unexpected shutdowns.
- ✓ **Message Overload Protection:** Prevent WASPs & aggregators from flooding & overburdening the system by setting ESME message quotas.
- ✓ **SMS Firewall:** Blocks unsolicited and unpaid A2P SMS with real-time filtering (Anti-Faking, Anti-Flooding, Anti-Spoofing, Anti-Spamming, Anti-Smishing).
- ✓ **Redundancy and Availability:** Dual redundant active-active servers provide 99.999% carrier-grade availability.
- ✓ **Scalability:** Scales horizontally to accommodate the heaviest demands for SMS.
- ✓ **Optional Distributed Scalability & Redundancy:** Scale individual high-load SMSC modules across multiple servers with automatic load balancing and geographic redundancy.
- ✓ **O&M Interface:** Configure messaging, get reports, and monitor the system from a dashboard.

Why SMS System VI?

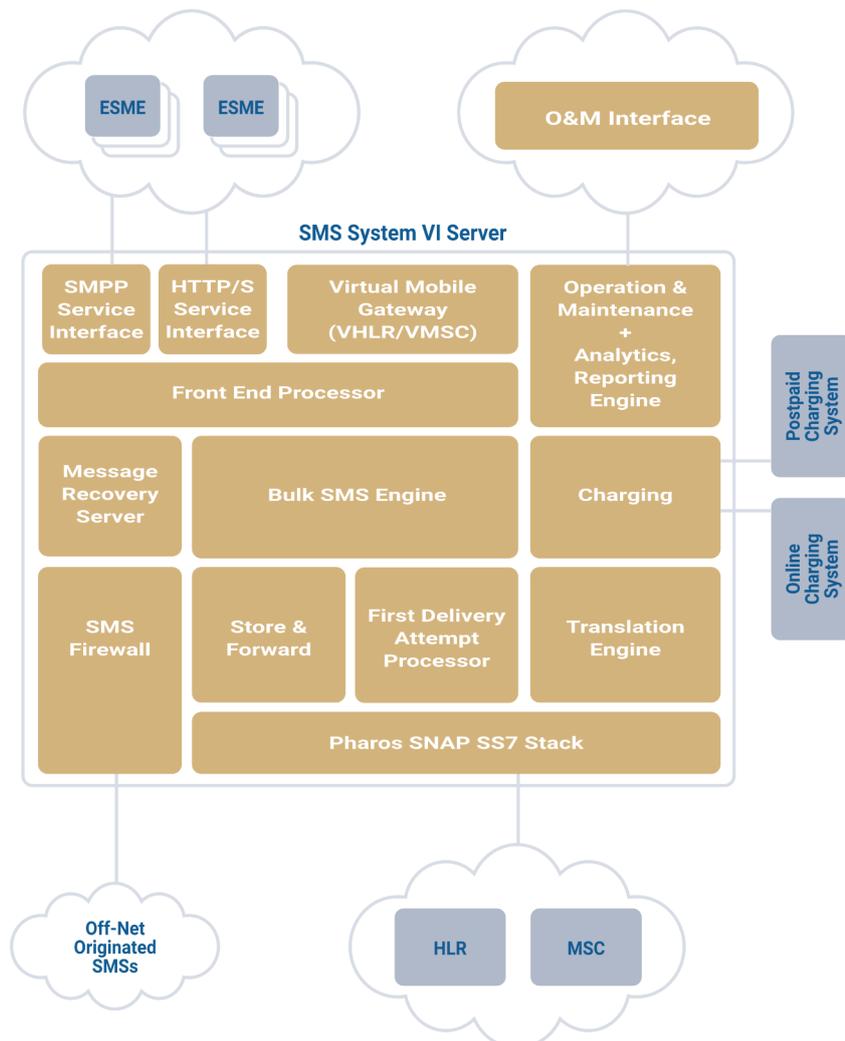
SMS remains the most ubiquitous and far-reaching channel in the world for communicating textual content to people. Operators worldwide must therefore continue to provide their subscribers with this proven and trusted service.

Problematically for operators today, SMS revenues are under pressure even though SMS volumes are climbing. As a result, many operators need to replace their existing SMSCs because of their costly and restrictive licensing models.

SMS System VI answers this need in a comprehensive SMSC that also provides a flexible licensing model, which does not enforce any hard-capping limits.

Over and above this, you need not worry about the huge reconfiguration work required to swop-out your current SMSC for SMS System VI; Pharos will handle the integration work, which includes porting over all your existing routing rules and ESME accounts.

SMS System VI Architecture



Why Pharos?

Our formula for your success:

- ✓ We craft fully functional solutions to address technical challenges using people with deep knowledge of multiple technologies.
- ✓ We use our vast telecom expertise to distill complex requirements and technologies into effective solutions.

Telco Expertise

Since 1997, we have been actively engaged in the telecom industry, acquiring extensive expertise and knowledge in telco networks and technologies.

History Of Innovation

Our history reflects a strong record of delivering innovative solutions through our mature technology framework, custom-tailored to meet the specific needs of our customers.

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In-House Technology

We believe technology should support business needs. With a broad technology portfolio and industry experience, we craft solutions tailored to your requirements.