



## **CAIRON SMSC**

Short text messaging solution

# SMSC



## Short text messaging solution

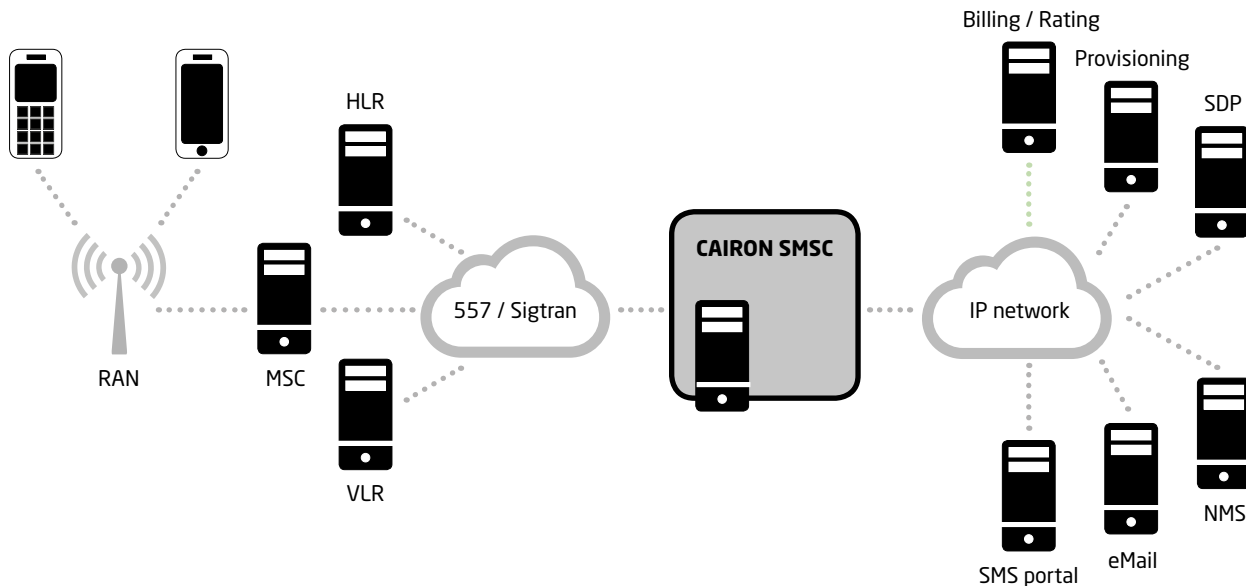
Mobile messaging continues to be one of the largest sources of mobile operator revenues. The number of messages delivered daily in a typical medium sized mobile network is measured in millions, which increases loads and strains the network. However, this rapid increase of traffic is not followed by an equally proportional increase of revenues.

Our SMSC platform combines a rich and proven feature set with the flexibility of rules-based service logic to provide a complete implementation of a network operator's messaging requirements. Its content provider management features and on-board SMS routing capability provide sustained quality of service for content providers and their customers, even in peak traffic situations. The solution supports any combination of mobile network types and has strong on-board alarming, monitoring and reporting capabilities. It is, also, an ideal solution for mass-volume text messaging applications such as mobile marketing and mobile promotion.

Our SMSC enables interworking between 2G, 3G, and IP-based core networks, and conserves time and costs when it comes to network infrastructure. It is also future-proof, as it enables operators to converge the traditional messaging services towards the 4G LTE networks.

## Key Benefits

- Manages messaging capacity and quality of service
- CAPEX and OPEX reduction through high-capacity systems.
- Marginal Costs for New Services: New services can be easily implemented by leveraging shared components and enablers
- Enables the management and promotion of SMS voting and marketing campaigns



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