

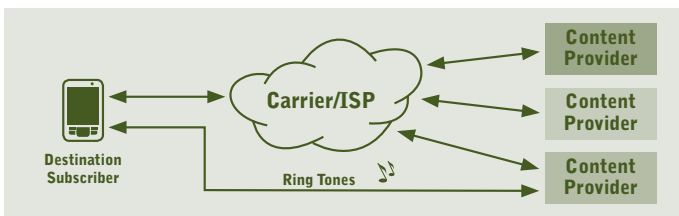
# AMDOCS SHORT MESSAGE SERVICE CENTER (SMSC)

FAST TIME TO MARKET AND REVENUE



The global demand for mobile text messaging is expanding at a rapid rate. Gartner Group estimates that approximately 5.6 trillion messages will be sent across major markets worldwide in 2012. This represents more than a 100 percent increase from the 2008 total of approximately 2.5 trillion messages sent\*, resulting in a market value of \$224 billion USD\*\*. As the popularity of messaging skyrockets, so too has the demand from mobile service providers for efficient delivery during peak usage.

The Amdocs Short Message Service Center (SMSC) enables wireless operators to handle today's increasingly growing global demand for messaging services, including the ability to scale in order to react to inevitable spikes. It provides intelligent state-of-the-art store and forward of both mobile originated and mobile terminated short messages. And, it supports Enhanced Messaging Service (EMS) that allows users, for example, the ability to transfer money, top-up their account or send and receive ring tones.



Subscribers can send and receive ring tones, operator logos and other media to other subscribers.

## PART OF THE AMDOCS SERVICE PLATFORM

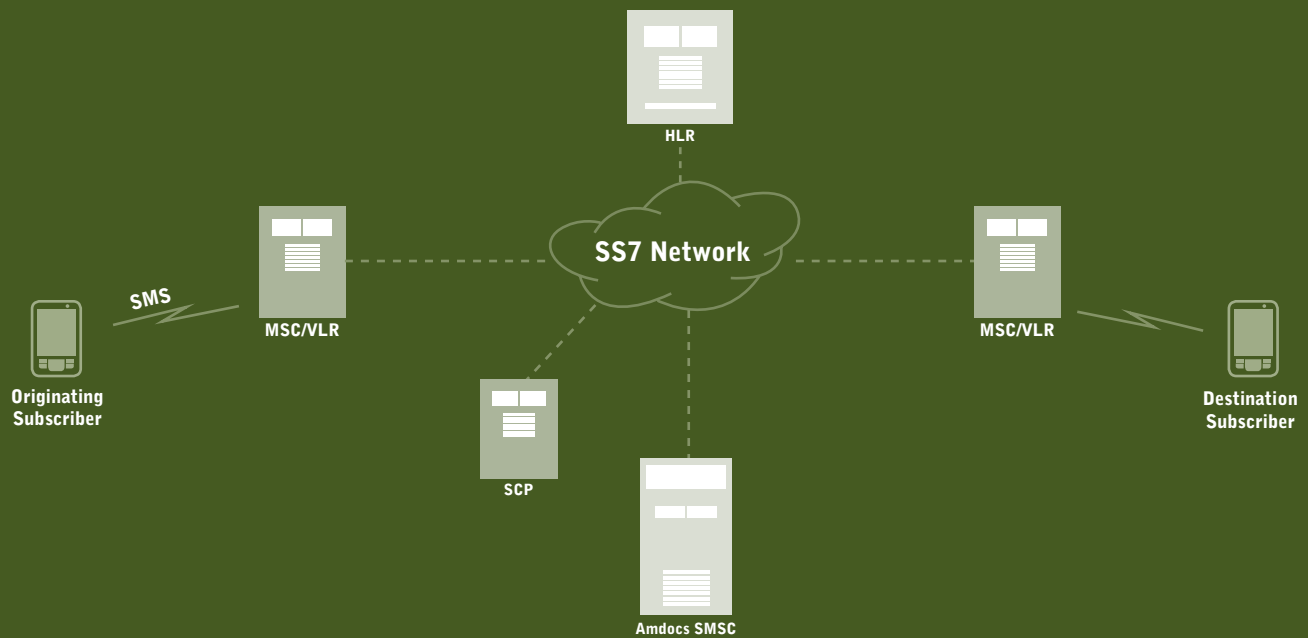
The Amdocs SMSC is part of the Amdocs Service Platform, a Next Generation Intelligent Network (NG-IN) solution that allows operators to rapidly introduce services to subscribers. Based on advanced technologies and standard protocols, this feature-rich platform is transparent to the network and simple to deploy. The Amdocs SMSC can be implemented as a single stand-alone service, or be implemented together on the platform with additional services.

## KEY FEATURES

- > Mobile Originated and Mobile Terminated messaging
- > Short message content format support
- > Addressing and numbering plan support
- > Customer-configurable re-try support
- > SMS forwarding support
- > SMSC routing and traffic control
- > Advanced spam filter support
- > External application support via SMPP (e.g. 'email2SMS')
- > Operation and maintenance support - Fault and performance management
- > Reports and statistics - usage trend information
- > High availability (Five 9s)
- > Reports and statistics
- > Multi-technology support (GSM and CDMA)
- > Convergent multi-network support
- > Full support for wireline
- > Real-time CDR generator
- > Built-in rating capabilities

\* Gartner Group, October 2008: Mobile Messaging World Forecast 2007-2012.

\*\* Portio Research, Mobile Messaging Futures 2009-2013.



## DESIGN AND LAUNCH YOUR SMS SERVICE FAST

The Amdocs Short Message Service Center (SMSC) parameters are designed and launched using our powerful and GUI driven service creation environment (SCE). Using simple building blocks that replace hundreds of lines of code, service providers can plan and launch their messaging services fast, according to their business models and subscriber preferences. By launching the Short Message Service (SMS) on the Amdocs Service Platform, service providers can quickly realize new revenue streams while providing their customers tools to better communicate, increase efficiency and productivity and ultimately, enhance the customer experience. In addition, they can offer additional value-added services using the same service delivery platform.

## SCALABILITY TO HANDLE FUTURE GROWTH

The Amdocs Service Platform is scalable, allowing an operator to purchase only the infrastructure required for current operating levels, and then buy additional components (hardware and software) when needed due to growth of traffic or subscriber base. The benefit is substantial savings for the service provider at the time of system purchase with easy and affordable expansion as needs increase. In addition, the platform is highly available and contains various methods of redundancy. This ensures continuity of service and preservation of essential data throughout operations including system upgrades and capacity expansions.

## KEY BENEFITS

- > Easy installation and configuration
- > Simple administration
- > Easy to deploy
- > Cost-effective solution
- > Fast time to revenue
- > Scalable to support traffic and subscriber growth
- > Works with any prepaid charging system to enable real-time billing of SMS transactions
- > Seamless integration to existing customer systems and equipment
- > Flexible to meet specific customer needs
- > Ability to expand and integrate with other value-added services as part of multi-service platform

## MULTI-PROTOCOL SUPPORT

- > Interim Standard 41 (IS-41), MAP
- > CAMEL, WIN (for real-time charging)
- > SMPP
- > SOAP and http for direct access

## ABOUT AMDOCS NETWORK BUSINESS UNIT:

The Amdocs Network Business Unit offers network connected convergent real-time charging and service delivery solutions specifically addressing the requirements and cost constraints of high-growth service providers worldwide. These solutions deploy quickly and enable operators to rapidly create, deliver and manage for innovative new services profitably, and with unmatched operational flexibility for true competitive advantage. For more information, visit [www.amdocs-network.com](http://www.amdocs-network.com)