



Advance Node Messaging

Syniverse Advance Node Messaging is an innovative approach to handling messaging traffic that enables you to maximize message monetization through regulated connections and yield considerable savings with a new level of network security.

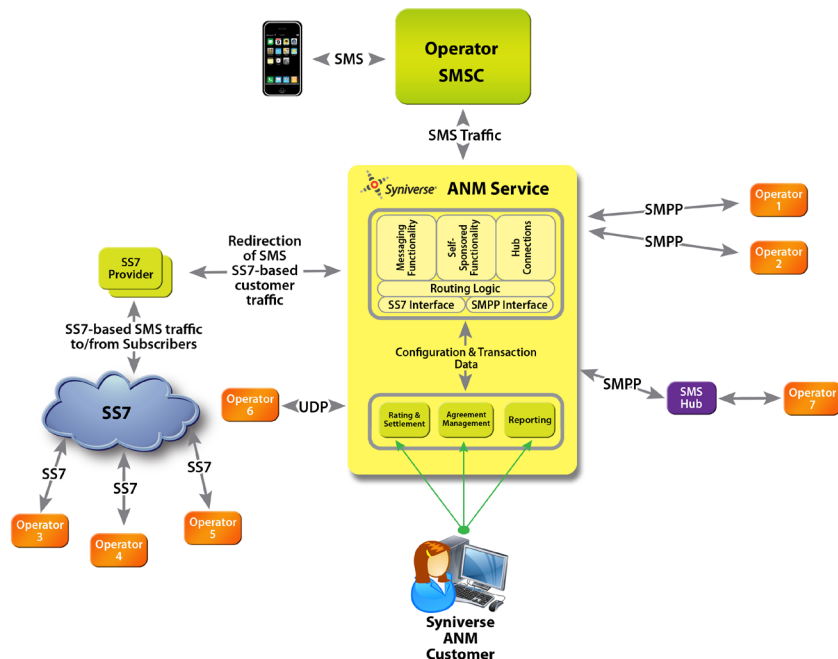
Did you know that as a mobile operator, you're missing out on revenue due to lack of control of SMS messaging traffic? You're also spending more on termination fees than you need to as you process messages that move in and out of your network. Due to the increasing complexity in managing SMS traffic, you need the ability to detect and manage all types of messages, including those coming from 'grey routes,' or delivery routes based on arrangements outside of standard and licensed SMS interconnections.

Syniverse has introduced an innovative approach to handling messaging traffic that enables you to maximize message monetization through regulated connections and yield considerable savings with a new level of network security. With **Syniverse Advance Node Messaging's** breakthrough technology, you can step beyond the customary point-to-point considerations that no longer meet the demands of today's complex messaging market.

Syniverse is leading the way in this new approach to message management. And by integrating our core capabilities in roaming, clearing and network services, combined with the core features of our Advance Node Messaging service, you can rely on our established leadership role in messaging to regain the revenue you deserve.

Benefits of Advance Node Messaging

- Simplifies management of connections to and from the operator, as well as core capabilities, through one centralized management point.





About Syniverse

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers.

- Offloads management of SMS connections.
- Opens up access to the entire suite of Syniverse SMS services, reporting, settlement, new operator certification, routing table maintenance, homing of SMS traffic and spam detection.
- Allows you to detect and manage grey routes for SMS traffic.
- Enables you to pursue broader messaging markets as a result of our all-inclusive capabilities, including messaging, signaling, clearing and roaming.
- Cuts costs by reducing outbound routing termination fees.
- Increases revenue by monetizing unauthorized traffic, bilateral traffic imbalances and MT fees.
- Drives savings and captures revenue on traffic that previously flowed freely into your network through enhanced network control and monitoring of SMS traffic.
- Leverages our reliable, scalable messaging platform that processes more than 1.9 billion mobile messages each day.

Features of Advance Node Messaging

SMS Hub Connection Management

Hub providers can connect to Syniverse, and we manage the connections and provide the appropriate routing between you and your hub providers via one centralized service. You can define both the operator-to-hub relationship and routing rules.

Advance Nodality

Messages can be terminated using customer node addresses, allowing Syniverse to use existing interworking agreements for message termination. This reduces message termination costs due to pre-negotiated rates. Plus, Syniverse provides AA-19 reports that can be used for Account Payable and Receivable reports between interworking partners.

Open Connectivity (OC) Service

Messages can be terminated using the OC SMS Hubbing Architecture defined by the GSMA, allowing you to establish termination fees, which we present to other operators associated within the global OC infrastructure. Syniverse also handles the message routing, clearing, settlement and testing.

Fraud, Spam and Spoof Protection

Syniverse detects and guards against fraudulent transactions being injected into your network, enabling you to route all mobile terminated SMS from your interworking partners to your SMSC. The home SMSC is then used to validate, screen and authorize messages before delivery to your subscribers. These messages also can be processed through the Syniverse spam detection service. Additionally, Syniverse provides black-list protection at both the operator and MSISDN level and the ability for you to search for message disposition results based on source, destination and time parameters.

Financial Settlement

Financial settlement supports a multitude of requirements associated with billing and invoicing. AA19/AA71 settlement reporting services also are available, providing accounts payable and receivable information in summary and detailed formats.

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