



# Managed Welcome SMS

As a cost-efficient, high-quality alternative to traditional turn-key solutions, Syniverse Managed Welcome SMS (WSMS) enables you to send SMS messages containing information about the network, country, exchange rates, dialing instructions and other services to inbound and outbound roamers.

Price concerns and unfamiliarity with both dialing instructions and service accessibility leave many mobile subscribers hesitant to use their wireless devices while roaming. Therefore, you need a quick and cost-effective solution for communicating important details to your inbound and outbound roamers to increase revenue and meet subscriber needs.

As a cost-efficient, high-quality alternative to traditional turn-key solutions, Syniverse **Managed Welcome SMS (WSMS)** enables you to send SMS messages containing information about the network, country, exchange rates, dialing instructions and other services to inbound and outbound roamers. Additionally, Managed WSMS uses a unique intelligent network (IN) platform, so you can quickly and inexpensively launch additional value-added services, positioning you to easily keep up with subscriber demands.

Stay ahead of the competition and keep your subscribers roaming with Syniverse Managed WSMS – a more complete solution for sending critical information to your subscribers.

## Benefits of Managed WSMS

### Operator Benefits:

- Reduces costs because it requires little to no capital expenditure thanks to hosted, in-house infrastructure.
- Increases roaming revenue up to 30 percent because when roamers are informed on price and how to access services, they are more likely to use their mobile devices away from home.
- Decreases churn – customer satisfaction increases when you provide your subscribers with valuable information while they are roaming, also building brand loyalty.

### Subscriber Benefits:

- Simplifies and enhances the roaming experience via messages that explain international dialing codes.
- Enables roamers to better take advantage of their mobile services because they are aware of usage costs.

## Features of Managed WSMS

- Complies with E.U. regulatory needs for notifying subscribers of data, voice and messaging rates.
- IN platform allows operators to launch services quickly and cost effectively without requiring existing architecture replacements. The platform reduces IN infrastructure costs by:
  - Allowing operators to deploy multiple services on one platform, instead of having to deploy multiple point solutions.



## Syniverse Technologies

Serving more than 800 communications companies in over 160 countries, Syniverse Technologies (NYSE:SVR) 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.

- Taking advantage of the most modern servers and equipment, thereby providing the best price-performance possible.
- Allowing operators to share IN resources across multiple operating companies by using the IN platform's multi-tenancy architecture.
- Optional transport services include: connectivity through Syniverse's traditional SS7 signaling transport solution, INLink®, or via SIGTRAN over our IPX Network Transport.
- Message types include:
  - Welcome Message – Home providers can send an SMS to their outbound roamers informing them of the new, visited network they are roaming in, and visited providers can send an SMS to welcome inbound roamers. Message content includes information on exchange rates, hotlines (embassy, cab, tourist board), headlines, shopping, and tourist sights, weather and store promotions.
  - Bon Voyage Message – Home providers can send an SMS to their outbound roamers when the subscriber reaches an international destination. Message content includes customer service information, general roaming instructions, and international access codes that tell subscribers how to access voicemail from their current location.
  - Thank You Message – Operators can send a "thank you" SMS to inbound roamers leaving their network.
  - Welcome Home Message – Operators can send a "welcome home" SMS to roamers returning to their home provider's network.
  - Win Back Message – Operators can send an SMS to inbound roamers who are selecting to use a competitor network.
- Configuration options:
  - Language – Define the WSMS language(s).
  - Multiple-Language SMSs – Send primary and secondary WSMS messages in two different language families. For example, operators can send WSMS messages to subscribers in both English and Arabic.
  - Validity Period – Define the amount of time the SMSC should spend attempting to deliver the WSMS message if not immediately delivered.
  - Repeat SMS Period (RSP) (Hours or Days) – Define the amount of elapsed time the WSMS application will wait before sending a second, third, etc.
  - Gone Away Period (GAP) (Hours or Days) – Define the amount of elapsed time between two location updates (from the same country) before it is considered that the roamer has gone away from and has returned to the same country.
  - Define WSMS Messages – Define each primary and secondary WSMS to send to your subscribers based on operator and country.

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