



Syniverse Mobile Enterprise Services (MES) Overview

Syniverse Mobile Enterprise Services help you sharpen your competitive edge by enabling you to send time- and event-based SMS and MMS messages and alerts to customers, employees and partners around the world.

Today's enterprises face soaring operating costs, intense global competition and rapidly disintegrating brand loyalties. So to remain competitive, you, as an enterprise, must do everything you can to keep in constant touch with customers and employees who are always on the move.

According to Portio's Mobile Messaging Futures, during 2010-2015, SMS traffic is expected to increase from 6,936.8 billion to 11,665.0 billion, registering a CAGR of 11 percent. During that same time period, MMS traffic will grow from 249 billion to 592 billion, a 47 percent year-over-year growth rate.

This growth is evidence that mobile messaging is a widely used and growing form of communication, therefore representing a significant opportunity for you to connect with your user base in new ways.

Syniverse Mobile Enterprise Services (MES) help you sharpen your competitive edge by enabling you to send time- and event-based SMS and MMS messages and alerts to customers, employees and partners around the world. From simple text reminders to short video advertisements, Syniverse empowers your mobile messaging operations and enables you to gain the reach, reliability and security your enterprise needs to achieve its business objectives.

With global connections and a proven track record in providing mobile messaging services, choose Syniverse's next-generation, cross-operator mobile messaging solution to help you bring your business to the mobile space.

Benefits of MES

- Enables you to deliver personalized, time-sensitive actionable information via short message service (SMS) text messages and rich multimedia message service (MMS) messages through a single connection to Syniverse. Message types include:
 - Long text messages
 - Reminders
 - Notifications
 - News of sales or promotions
 - Weather updates
 - Public safety alerts
 - Short videos
 - Photos and other images
 - Audio clips
 - Barcodes
 - Mixed SMIL
- Attracts and retains customers by ensuring user satisfaction and increasing user engagement.
 - Provide a compelling way to engage with users by sending anything from simple SMS messages to value-added rich media MMS messages, such as images and



How it works:

1. Enterprise creates or sources SMS or MMS content.
2. Syniverse provides delivery reports, which can be used by the enterprise for appropriate content encoding.
3. Enterprise connects to Syniverse platform.
 - a. Using standards based MM7 API and sends MMS content.
 - b. Using standards based SMPP, HTTP or Bulk API and sends SMS content.
4. Syniverse performs number lookup and routes messages appropriately.
5. Subscribers use shortcode to send MMS or SMS, which Syniverse simply sends back to the enterprise.

- video, that carry over the customer's branding.
- Provide personalized updates to strengthen customer relationships by keeping them informed.
- Accommodate the unique capabilities of mobile devices and the preferences of each user with this robust, device-agnostic solution.
- Reach users directly and instantaneously 24x7x365.
- Heighten interaction through two-way communication in which end users can respond to your messages.
- Enables streamlined operations and communications.
 - Reduces labor expenses with automated SMS and MMS alerts.
 - Integrates SMS and MMS with enterprise voicemail systems.
- Increases revenues.
 - Generate new business by offering last-minute or carefully targeted specials.
 - Increase profitability and customer awareness via faster routing and reduced call center inquiries.
 - Upsell new or frequent customers with time-sensitive offers or packages.
 - Uncover new revenue streams with interactive, ad-sponsored messages.

Features of MES

Service Functionality:

- Integrated flows to run SMS and MMS traffic.
- Processes messages intelligently.
 - Supports multiple routes to networks and uses intelligent routing to help determine the best route available for message delivery.
 - Includes message retry, load balancing, bulk send (SMS only), intelligent keyword-based routing, message specifications and device rendering.
- Provides delivery receipts to facilitate tracking of MMS content to measure campaign effectiveness.
- Provides device profile information (where available) to allow transcoding of content to match device capabilities.
- Simple integration.
 - Standards-based MM7 interfaces for MMS.
 - Standards-based SMPP, HTTP and bulk interfaces for SMS.
- MMS reach to all four U.S. Tier 1 operators.
- Global SMS reach.
- True "push and pull" mobile messaging.
 - Push one-way, or mobile-terminated, SMS or MMS to users, requiring no response to complete the transaction.
 - Or use an SMS or MMS to push a WAP link, pulling the customer to interact with a mobile-originated message.
- Advanced security measures.
 - Prevents "clear text" from being transmitted over wires.
 - Provides 3DES encryption for data stored in the system and two-way cipher encryption within the system.
 - Includes secure connectivity for accessibility to the integrated networks.



Syniverse Technologies

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse Technologies 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. For more information visit www.syniverse.com or call (866) 951-4271.

Enterprise Advantage

- Ensure consistent branding.
 - Mobile promotions can be consistent with online campaigns.
 - Perfect vehicle for branded advertisements, mobile coupons, movie trailers, music videos, sports highlights, photos, videos or longer format text messages.
- Create and send messages from a website, create broadcast groups, and set custom priority levels to different types of messaging with advanced group messaging/broadcasting. Additional features include:
 - Group Creation — Supports automated group creation through an upload or via connectors into corporate directories or lightweight directory access protocol and open database connectivity compliant databases.
 - Two-Way Messaging — Enables users to respond to notifications delivered to their mobile device.
 - Multilingual, Multiple Time Zone Support — Unicode provides the ability to send messages in multiple languages. Administrators also can schedule messages across multiple time zones
 - Enterprise Connectors — Has standard XML formats for accepting streamed content over HTTP or TCP/IP.
- Use near real-time, web-based monitoring tools to:
 - View the status of messages and retry and/or escalate delivery via another specified format, so urgent alerts are delivered to recipients according to predefined preferences.
 - Trace delivery path, status and delivery receipt confirmation for each message.
 - Generate and analyze usage reports by end user, application and service.
- Unified reporting for SMS and MMS facilitates content tracking.
- Confidently upgrade services through multiple secure technologies and send large volumes of messages.
- Take advantage of Syniverse's proven track record so you can:
 - Use our proven messaging infrastructure.
 - Meet service level agreement (SLA) obligations by leveraging our industry-leading SLA performance.
 - Leverage our commitment to security with a redundant network, Systrust certified solution, 3DES encryption, user-level authentication, data masking and extensive physical security.
 - Rely on our world-class account management and technical support, automated escalation paths to minimize downtime, and a secure web-based interface for tracking messages and viewing reports.
 - Leverage industry-standard APIs that are easy to deploy and require no prior experience in mobile messaging.
 - Leverage our application-provider partnerships.

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