

Comprehensive messaging services that address message delivery, interoperability and fraud-detection challenges.



Syniverse Operator Messaging Services

The number of mobile and fixed-line subscribers and enterprises utilizing text messaging technology is growing exponentially. From traditional SMS and MMS communications to both P2P and A2P traffic termination to the increasing popularity of messaging applications that subscribers and enterprises are leveraging on a global scale, it is more important than ever to deploy a comprehensive messaging service. Not only do you need to address message delivery, interoperability and fraud challenges, but it is also important to expand your value-added enterprise offerings through white-label solutions to create new revenue.

Syniverse Operator Messaging Services is a comprehensive set of solutions that enables messaging delivery and interoperability across a number of different channels while providing tools to detect fraudulent messaging traffic to prevent revenue leakage. Our Operator Messaging Services also offer a new revenue stream that helps monetize messaging traffic that is traversing your network in an illegitimate manner, as well as white-label solutions that offer the quick deployment of new solutions to meet evolving enterprise requirements.

With over 25 years of industry experience and more than 1,500 relationships with mobile and fixed-line service providers, Syniverse is uniquely positioned and qualified to handle all of your messaging delivery, interoperability, and fraud-detection needs on a global scale.

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Benefits

- Provides worldwide reach through established relationships with 1,500-plus operators.
 - Provides interoperability between operators and devices, across disparate networks and technologies.
 - Generates revenue by increasing the number of operator destinations where messages can be sent.
 - Supports large volumes of messages sent globally.
- Simplifies your messaging business by enabling Syniverse to handle your end-to-end messaging, including provisioning and billing.
- Adheres to best practices and country-level laws to ensure the secure delivery of messages.
- Reduces costs by minimizing hardware, software and personnel investments for new services.
 - Eliminates the need to dedicate extensive technical resources to test and launch new messaging destinations.
- Improves your reputation and commercial value in the industry as you decrease the amount of fraudulent activity on your network.
- Maximizes message monetization through administered connections, providing considerable savings with a new level of overall traffic and security management.
 - Allows you to better monetize and control your P2P and A2P messaging traffic by redirecting this traffic into separate channels to apply accurate pricing models for message termination.
- Adds an additional revenue stream by enabling the quick deployment of new white-label solutions that help meet evolving enterprise requirements.

Features

- Complies with best practices and regulatory requirements globally.
- Provides fully fault-tolerant, redundant platforms with geodiversity.
- Allows you to efficiently aggregate, distribute and manage content-rich, standard-rate and billable messages.
- Detects, flags and blocks spam messages through a phone number rating process, and generates new messaging spam signatures and fingerprints.
 - Categorizes spammers according to campaigns, originating countries, behaviors and other filters.
 - Uses a combination of filters to identify suspicious elements in messages, such as reputation score of the message sender, blacklist, message status, message content, service type to which the message relates, and filter type triggered by message.

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- Tests and certifies any new route to an SMS destination operator while providing protocol conversion, portability handling, and successful delivery testing.
- Offers Web-based tools for advanced reporting, monitoring, and transparent customer care, as well as campaign workflow management through a single view.
 - Supports customer care processes with detailed reporting available at monthly, daily and real-time intervals.
 - Allows investigation of messaging details at the mobile device number level.
 - Includes delivery confirmation and full support for North American wireless number portability.
- Supports fixed-line SMS and MMS that enables fixed-line-assigned numbers to send and receive messages.
- Includes Short Message Center (SMSC), Multimedia Messaging Service Center (MMSC), Wireless Access Protocol (WAP) proxy, billing systems (postpaid and prepaid) and user database.
- Enables aggregators to manage multiple features, including subscriptions, opt-ins and opt-outs, and advice-of-charge options to MNOs.
- Allows offering of operator-branded, white-label solutions targeting small to medium-sized businesses to address business-to-employee messaging communications and cross-channel engagement needs.

P2P Interoperability Services

Standard SMS and MMS Interoperability creates an expanded revenue stream by enabling subscribers to send messages to destinations on other networks, and by providing global reach through a single connection to Syniverse. This service combines ANSI-41 and GSM message routing with SMPP and SMTP.

Fraudulent Message Detection

Current methods to detect spammers rely on studying the number of messages sent during a specific time period. However, this may not be an accurate representation of spam and can cause messages from legitimate subscribers to be blocked. **Messaging Trust Service** provides a more precise method of detecting spammers by securely analyzing content in SMS and MMS traffic and preventing spam from terminating on your network.

Advance Node Messaging detects and guards against fraudulent transactions being introduced in your network, enabling you to route all mobile-terminated messages from your interworking partners to your Short Message Center (SMSC). The home SMSC is then used to validate, screen and authorize messages before delivery to your subscribers. These messages can also be processed through the Syniverse spam-detection service. Syniverse provides blacklist 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. Additionally, by gaining visibility and control of what is reaching your network, you can intelligently choose which traffic you allow, block, or create to ensure commercial agreements for the monetization of the traffic.

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White-Label Messaging Services

Mobile Engagement suite is a set of cross-channel solutions that you can resell to your enterprise customer base. Our simple user interface makes it easy to create and manage multiple campaigns across a number of communication channels simultaneously, such as in-app push notifications, text messages, social media posts, emails, and outbound voice calls. With 400-plus flexible templates in use today, our solution enables you to send coupons, account updates and offers in a customer's preferred language. It also provides the ability to manage customer preferences, user limits and opt-in requirements to keep track of specific user preferences.

Enterprise Messaging Service enables you to offer your enterprise customers a business-to-employee communication service that seamlessly uses both legacy SMS as well as Rich Communication Services and IP messaging through Syniverse's multi-channel SMS notification and location services. With Syniverse Enterprise Messaging Service, you can add your corporate brand to a user interface and let Syniverse manage the platform, allowing for a low-cost, easy-to-integrate offering that delivers high value to your enterprise customers. Plus, you can enable sophisticated, secure two-way conversations between enterprises and their employees by leveraging location data for timely, relevant user experiences.

Enterprise (A2P) Message Delivery

A2P Messaging Gateway provides you with an easy-to-use interface that helps ensure that you're able to provision, manage, approve or block rich content, such as bank alerts, location-based marketing offers, Amber Alerts, games, videos, and ringtones, before the content is delivered to your subscribers.

Unstructured Supplementary Service Data (USSD) Gateway supports the transmission of information over a GSM network's signaling channels. The result for you is reduced complexity of network design and a single access portal for multiple services (e.g., stock inquiries, balance inquiries, service subscriptions and service cancellations).

Get Started Today!

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

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