



A2P MMS Optimiser

Make your MMS campaigns transparent and cost-effective

Key Benefits

Save on license costs
Enables transferring A2P traffic away from legacy MMSCs and SMSCs, and reduces wholesale MMS campaign prices for content providers, making the channel more attractive

Accelerate MMS campaign delivery

Speeds up MMS message processing and delivery, enabling the launch of new and innovative multimedia services within minutes

Manage and Monitor MMS campaigns in real time

Ability to launch, manage, and monitor MMS bulk or marketing campaigns with Broadcast Manager, with augmented performance and reliability

Drive P2P MMS usage using A2P MMS channel

Educate users about MMS while also protecting ongoing P2P traffic

Market Dynamics

Constraining the cost and improving the results of MMS marketing campaigns is often fraught with difficulty. Legacy MMSCs are not optimised to distribute MMS messages to large numbers of target subscribers within short timeframes. To compound that, the licenses in many live legacy MMSCs are very small and delivering so many MMS messages without exceeding the license could take days or weeks. Upgrading a legacy MMSC license is not cost-effective for advertising or mass communication.

The trend for MMS traffic does not help, either: analyst group Informa forecasts that MMS traffic will grow at a CAGR of 25.5% in 2011 and MMS revenues are expected to experience double-digit growth as well.

Product Overview

The Jinny Application-to-Person MMS Optimiser provides a solution for operators seeking to harness the power of multimedia to market in a cost-effective way. The Jinny A2P MMS Optimiser makes it possible to achieve a large number of message throughputs on a single node, keeping license costs affordable.

The Optimiser includes a Broadcast Manager, which is an advanced application that can be used to create and run MMS-based marketing campaigns. Campaigns can be started, suspended, and resumed at a chosen time. The Broadcast Manager is administered and configured through a user-friendly and intuitive Graphical User Interface.

Jinny's solution for A2P MMS Optimisation enables sending of message content only once to the MMS delivery engine, and multiple notifications sent in bulk mode without resubmitting the content.

It is also possible to manage multiple accounts for multiple content providers. Each provider can have its own properties, with all accounts controlled by the administrator. Provider account parameters include broadcast campaign settings such as Message Sending Rate or Maximum Number of Messages Allowed.

The Optimiser's Broadcast Manager includes campaign scheduling and campaign monitoring, along with a rich set of reports that will optimise marketing decisions.

The Jinny A2P MMS Optimiser plus Broadcast Manager helps mobile operators to keep MMSC license costs under control while also benefiting from a high performance system designed to delivery large MMS broadcasts without impacting existing person-to-person MMS traffic.



Key Features

Content Pre-transcoding for Handsets

The Jinny A2P MMS Optimiser includes the facility for the MMS content to be delivered quickly and be optimised to match the handsets highest capabilities.

MMS Messages Stored Once

Even for a very large MMS marketing campaign, the Optimiser stores the message only once, which helps optimise and streamline the process. Multiple notifications are sent in bulk mode without resubmitting the content.

Integrated MMS Broadcast Manager (Optional)

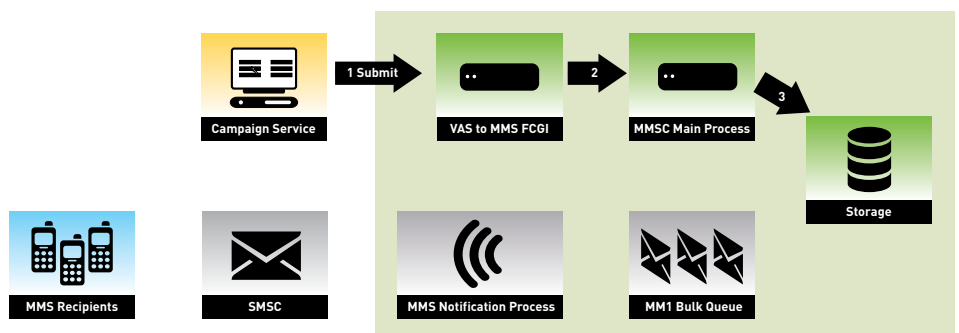
The Jinny A2P MMS Optimiser can be more user-friendly and marketing-oriented with the Broadcast Manager. The Broadcast Manager enables the operator to schedule, manage, monitor, and report on MMS campaigns.

SMSC Offloader (Optional)

The SMSC offloader delivers the SMS traffic generated by the A2P MMS Optimiser MMS notifications, avoiding additional investments in legacy SMSC licenses and hardware.

A2P MMS Optimiser Architecture

A2P Submit Request:



A2P Notify Request:

