



## IP Short Message Gateway

Bringing SMS into 4G LTE and IMS networks

### Key Benefits

#### Bring SMS support to the 4G LTE networks

Enables GSM and CDMA operators to extend the SMS service onto the latest 4G networks. This secures messaging revenue and customer satisfaction

#### Maximise legacy messaging investments

Enables a cost-effective and efficient introduction of SMS onto 4G networks. Advanced message routing and delivery options ensure the best use of legacy messaging architecture

#### Augment messaging performance while reducing overall costs

Helps to transfer legacy messaging traffic onto LTE networks and provides additional delivery performance and options that minimise the need for costly new architecture

#### Protect customer and brand for next-generation messaging

Provides advanced and comprehensive filtering capability for both the legacy and IMS domains for maximum security

### Market Dynamics

Since the mid-1990s, SMS has been a nearly ubiquitous subscriber service. Global revenues from SMS are now worth more than USD\$105 billion per year, according to analysts at Informa Telecoms & Media. Operators are evolving toward full IP networks, with 4G LTE network deployments under pressure to support increasingly heavy loads of mobile data traffic while also maintaining high-performance messaging services.

Operators need to ensure that their revenue-generating SMS service is fully supported in the next generation of networks and that the customer experience is kept optimal while operating LTE networks with IP-based devices in parallel with legacy 2G and 3G networks.

### Product Overview

The Jinny IP SM Gateway answers the challenge of introducing SMS services into the 4G/LTE networks and simultaneously smoothly supporting 2G/3G networks. The Gateway acts as a messaging technology-aware bridge between LTE/IMS networks and legacy SS7 circuit-switched 2G/3G networks.

Following 3GPP and 3GPP2 standards, the Jinny IP SM Gateway ensures messaging continuity and messaging interworking between both domains. The solution inherits from Jinny's feature-rich SMS solutions the advanced and flexible routing capability to maximise the usage of legacy messaging centres in both CDMA and GSM environments.

The Gateway also brings a differentiating messaging feature set that can be applied on the new network domain, including advanced message filtering, personalised messaging services or advertisement insertion in message traffic.

This solution gives operators an effective way to introduce SMS in next-generation networks and provide a smooth integration with legacy messaging services.

The Jinny IP SM Gateway also provides the foundation to support new messaging services for the 4G/IMS core, including Converged IP Messaging and RCS.



## Key Features

### Support SMS over IP and SIP/IMS Messaging for GSM and CDMA Networks

Based on Jinny's experience in mobile messaging in heterogeneous network technologies and following 3GPP and 3GPP2 standards, the Jinny IP SM Gateway introduces the support of SMS in the latest 4G networks for GSM and CDMA operators while ensuring smooth service continuity and convergence.

### Optimised Message Delivery to Network and legacy SMSCs

With a highly flexible rules-based approach, the Gateway supports a wide range of static and dynamic criteria for optimised routing and delivery decisions. It supports interworking and load balancing with any SMSCs from legacy networks and supports high performance direct delivery decisions (first delivery attempt) to the network maximising the use of legacy messaging investments and enabling higher scalability and performance.

### Advanced IMS Messaging Filtering and Security

The Gateway provides an extensive set of static and dynamic criteria for decisions about accepting or rejecting IMS domain messages. Message-based screening can be performed for IMS domain originating as well as IMS domain terminating. This ensures mobile operators can have greater overall control of messaging traffic.

### Built-in Messaging Personalisation

The product provides embedded customer-level personalisation logic capability in order to launch consistent messaging personalisation and targeted services. This helps operators to provide and maintain differentiated services while growing the LTE customer base.

## IP SM Gateway Architecture

