



SMS Router

Maximise the value of SMS today

Key Benefits

Deliver increased SMS performance

State-of-the-art direct routing technology offering unlimited performance, reducing both CAPEX and OPEX

Customer & brand protection

Comprehensive anti-spam and anti-fraud features help to secure the network and offer customer and brand protection

Introduce innovative and personalised SMS services

Introduce new network and customer-centric SMS services, growing both revenue and ARPU

Future-proofing the SMS architecture

Introduce a comprehensive, highly flexible and future-proof architecture, enabling easier introduction of new services

Market Dynamics

SMS message volumes are still increasing but price per message is decreasing. Mobile operators therefore need to be more efficient and discerning at delivering SMS messages to protect customers and their brand reputation while offering new and innovative SMS services to help grow ARPU. As SMS is a key contributor to a mobile operator's data revenues, introduction of new technology solutions must be designed to fit seamlessly into the existing technical environment to ensure an architecture that is future-proof.

Product Overview

The Jinny SMS Router maximises profitability of SMS as a network service. It reduces costs and opens up new revenue streams through increased efficiency in managing SMS traffic via SMS direct delivery/first delivery attempt and through the introduction of innovative revenue-generating customer-centric services such as in-network SMS personalisation. The Jinny SMS Router offers a future-proof solution with unlimited linear horizontal scalability with active-active architecture maximising hardware usage and service availability for performance and support for tomorrow's enhanced SMS network services.

The Jinny SMS Router is an SS7 product providing comprehensive business logic and control for SMS traffic routing and delivery. It can be integrated within any signaling network to support receiving SMS MO traffic, receiving and intercepting SMS MT traffic and for the delivery of SMS to recipients. It also provides a wide range of IP-based protocols for integration with external applications for AO or AT traffic.

It offers seamless integration to the network and operator OSS/BSS, using appropriate standard interfaces to fit with multiple network topologies.

The SMS Router enables protection of the network, customers and the mobile operator's brand via anti-fraud, anti-spam and other security features for SS7 SMS MO and MT traffic. SMS real-time billing integration and SMS SS7 MT interconnect control provide the full scope for revenue assurance and network revenue optimisation.



Key Features

Flexible Routing and Advanced Delivery of SMS Messages

With a rules-based approach, the Jinny SMS Router supports a wide range of static or dynamic criteria linked to the SMS message for routing decisions to the SMSC, or for high-performance direct delivery decision (first delivery attempt) to the network or external applications. A sophisticated load balancing mechanism enables the best use of the SMSC layer.

Message Filtering and Policy Management

The product provides an extensive set of static or dynamic criteria for decisions about accepting or rejecting a message. Message-based screening can be performed for SMS MO as well as SMS MT messages with an SS7 MT SMS interception feature. This enables the maximum level of control regarding policy management either on a message basis, or on a subscriber or group of subscribers basis.

SMS Anti-Spam and Anti-Fraud

The SMS Router extensively supports anti-

spam and anti-fraud, including full support of GSMA guidelines. This can be applied on both SMS MO and SMS MT via the SS7 SMS MT interception feature. The product also provides an incremental feature set to offer full network-level protection and subscriber identity protection.

SMS Personalisation Services

The SMS Router enables the introduction of in-network SMS personalised services. Typical customer-centric services include SMS copy/forward/auto-reply services, providing incremental revenue streams to the mobile operator. The product also enables personalised sponsorship with targeted SMS add-insertion in SMS MO and MT traffic

Full SMS Standards Support

- GSM, TDMA, CDMA and IMS support
- ITU-T, ETSI, ANSI, 3GPP, 3GPP2 support for SMS services
- SS7 TDM (E1, T1), HSL and Sigtran support
- SMPP, UCP, CIMD, OIS and XML/HTTP for external applications traffic or SMSCs interconnect

SMS Router Architecture

