



Cloud MMSC

Stay price competitive for messaging

Key Benefits

No capex requirement

Increase the profitability of your legacy messaging service

Radically lower opex

Allocate savings to more strategic projects

Pay only for what you need

No more wasted budget on unused capacity, no more financial penalties for breaching capacity limits

Market Dynamics

The unrelenting competitive pressure from incumbent operators and new entrants, as well as the success of new OTT services, are increasing the downward pressure on traditional VAS revenue for mobile operators.

As a result of this decline, carriers face a dilemma: roll out new services to stay competitive and retain subscribers on high-margin service bundles, or reduce the cost base of 'traditional' value added services. Jinny's MMS-as-a-Service lets operators achieve both: reduce their cost base by only buying the required capacity which, by outsourcing the operating of the MMS platform in the cloud, frees up internal resources to focus on more rewarding strategic projects.

Product Overview

For telecom operators that need to offer MMS but don't want to have a big capex outlay and for those that want capacity on demand instead of larger RTU licenses, Jinny's Cloud MMSC is the answer.

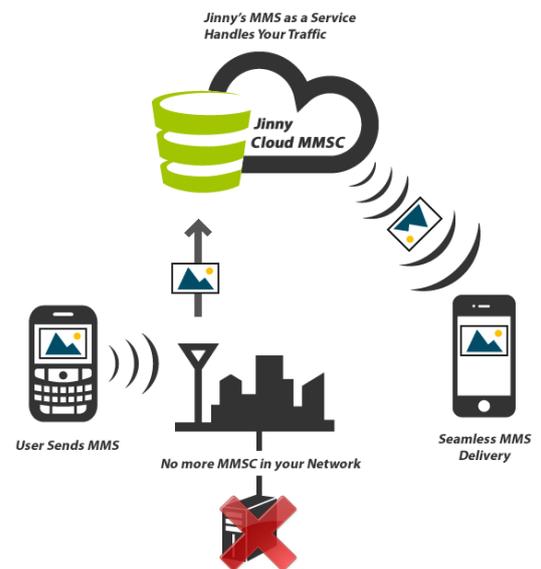
It enables carriers to buy MMS-as-a-Service where the platform is hosted in the cloud and the connectivity is delivered from outside the operator's network; the operator only pays for the connectivity on the basis of the number of active subscribers each month as opposed to the number of messages.

Instead of assigning and deploying a team to manage the system, the mobile operator can focus resources on developing and rolling out new services.

The Cloud MMSC functions just like a normal MMSC – subscribers will never see or feel the difference.

The platform is a fully featured Multimedia Messaging Service Centre with all the bells and whistles but none of the strings and hassles. This Cloud MMSC is built on Jinny's reliable MMSC: a highly scalable message

service platform, built to open standards and interoperable with mobile networks including GSM, CDMA, GPRS, EDGE, UMTS, HSxPA and LTE. It is based on a modular architecture that makes it possible for mobile operators to increase capacity on demand, and it can be scaled up or down virtually without limitation at short notice.





Key Features

Jinny Software's Cloud MMSC enables subscribers to communicate feelings and emotions with friends and relatives by sharing photos or video clips instantly. The platform has all the required features to meet the challenges posed by today's MMS environment offering features such as:

Service Cost per Subscriber

Per active subscriber charging - instead of traditional per message or transaction capacity charging - gives the Operator a more accurate view of the average margin per user.

Legacy Handset Support

Offers a completely device- and access-method agnostic service that lets users of any device get access to multimedia content.

Media Transcoding

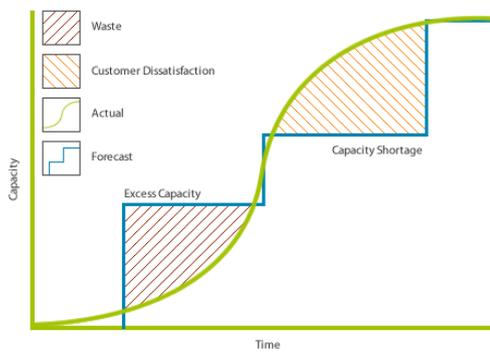
Accepts any type of images, audio and video content, and performs real time media adaptation to the device appropriate format. This enables any media to be delivered to any device.

Virus Filtering & Spam Control

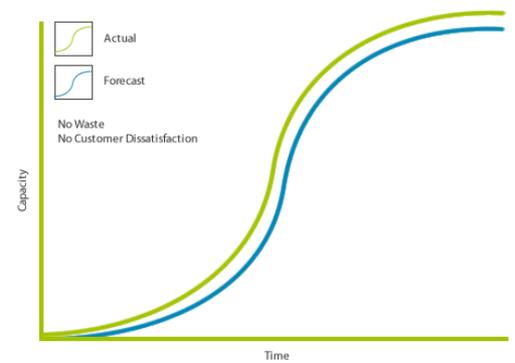
Helps combat the problem of mobile spamming and viruses - the MMSC offers an anti-spam and anti-virus tool to filter unwanted or harmful messages.

OTA provisioning

Enables remote configuration of mobile subscribers - leading to faster activation and service enablement, increasing revenue potential.



Customer Premises Deployment



Cloud Deployment