Messaging Gateway

Capitalise on messaging application traffic

Key Benefits

Efficient messaging service provider management
Consolidate traffic control and management of application services across multiple delivery channels to reduce time-to-market and increase efficiency

Fully monetise the revenue stream from third-party application traffic
Introduce advanced content charging, subscription-based services and richer marketing segmentation

Efficiently support the A2P traffic explosion
Through a highly flexible and robust rules-based framework, support thousands of applications with comprehensive management tools, embedded rich capabilities and message delivery methods

Market Dynamics

In a competitive environment, mobile operators need to attract new content and service providers to deliver innovative services to their customers. To fully capitalise on the potential of third-party messaging applications and value-added services, operators need to rapidly, easily and securely deploy, manage and monetise application-related traffic services.

Product Overview

The Jinny Messaging Gateway is the response to the market challenges for maximising the profitability of application traffic, reducing costs and opening up new revenue streams. The Jinny Messaging Gateway is a future-proof solution to consolidate and deliver application traffic in the most efficient way. It provides an operator with the complete toolkit to effectively deliver on the revenue opportunity from third-party messaging applications and services.

The product is a feature-rich technical gateway to decouple service provider functions and application traffic management from core messaging centres. While consolidating service providers into a central point of management, it simplifies network access to applications through a secure, robust and flexible architecture.

It supports high-volume application traffic for all messaging protocols such as SMS, MMS and WAP push, integrating seamlessly with the operators' messaging centres.

Providing secure standard and easy-to-use protocols to messaging content providers, the Jinny Messaging Gateway reduces time to market for new service deployment.

As a solid service provider management layer, the Messaging Gateway enables comprehensive capabilities for network and subscriber protection and real-time content-based charging, bringing both service control and optimised monetisation of A2P traffic. It is designed around a highly flexible rules-based engine enabling maximum built-in flexibility and control over messaging traffic, factoring in both the operator's and the subscriber's contractual agreements.

The Jinny Messaging Gateway is the foundation to exploit the full potential of messaging application traffic.

Key Features

Central Point of Management for SMS, MMS and WAP Push Traffic

The Jinny Messaging Gateway supports SMS, MMS and WAP push technology, bridging content providers to the operator's network via a unified layer decoupled from the messaging centres. It provides extensive routing rules and direct delivery options.

Wide Range of Protocol Support for 2-Way Messaging Service

Support for legacy messaging protocols such as SMPP, UCP, CIMD, OIS, MM7 or EAIF and richer connectivity options for service providers such as HTTP, XML and SOAP-based protocols SMTP, MM4 and Parlay X. The open architecture enables quick lead times for new interface deployment, including real-time integration to IT systems.

Extensive Service Provider Management Capability

Jinny Messaging Gateway enables business-oriented service provider management options combined with multiple profiling for the provisioning process and SLA agreement definition. Through real-time provisioning interfaces or intuitive interfaces, SMS, MMS and WAP push applications can be quickly provisioned and commissioned.

Comprehensive Message Routing and Filtering

The rules-based engine uses an extensive set of static or dynamic criteria for policy decision about accepting, rejecting, modifying and routing messages. This enables a maximum level of control regarding messaging filtering, policy management and SLA enforcement either on a message basis or at service provider level. Subscriber level preferences can be consolidated for personalised or targeted messaging services.

Rich A2P Vertical Offering from Embedded VAS to Network Delivery

The Jinny Messaging Gateway is the foundation package for a comprehensive A2P VAS offering. VAS components can provide push/pull, subscription or alert messaging services. The Message Broadcasting tool, comprehensive campaign management and advanced reporting can also be offered. Direct SMS or MMS delivery straight into the network offers the highest performance option, avoiding message centre bottlenecks.

Messaging Gateway Architecture