



## Short Message Service Centre

Feature-rich, flexible, scalable, stable, future-proof design

### Key Benefits

#### 4G Ready

No need for an IP-SM gateway! This SMSC provides a seamless upgrade path to Jinny's 4G Message Centre (4GMC), which significantly reduces the transit time, network load and CapEx required to support interoperability with IMS messaging.

#### Future-proof Investment

Compliant with all major standards defining the future of messaging, our highly scalable all-IP architecture enables you to share components, centralise functions and reduce complexity.

#### Feature-rich SMSC

As SMS becomes increasingly commoditised, the Jinny SMSC enables an extensive range of personalisation services to stimulate additional revenues and win the loyalty of subscribers.

#### Flexible Licensing

Jinny's flexible licensing model ensures that the SMSC delivers the best value for money without blocking service if license limits are occasionally breached.

### Market Dynamics

There is no denying that the future of traditional messaging services such as P2P SMS is one of declining volumes and revenues, as ever more subscribers adopt the often free alternative messaging services that smart phones support. What remains a matter for speculation, however, is the speed or severity of this decline. What is clear is that the SMS service will not disappear overnight and will continue to generate revenues for a number of years to come.

SMS remains globally the most widespread and pervasive mechanism for sending text messages. The fragmented nature of the OTT market, the delayed roll out of RCS-e, the business models of VAS providers, the 2G cool spots between 4G hotspots, the battery life of smart phones, data roaming charges and the long tail of subscribers and networks that are not 3G or 4G enabled will ensure that even operators with the most sophisticated networks must retain and integrate their SMSC.

As SMS revenues fall, the challenge for mobile operators is to protect profitability through major cost savings and innovative new revenue streams.

### Product Overview

Jinny Software's SMSC is an all-IP, high capacity, scalable solution offering unbeatable reliability that leverages over 12 years of experience in SMSC design. This future-proof solution enables you to share components, centralise functions, and reduce complexity and costs, while at the same time helping to rapidly introduce new services to market, keeping your customers engaged.

Without needing additional hardware or software, the Jinny SMSC provides a wide range of features that enable operators to boost customer loyalty and messaging revenues:

- Personalisation
- Customer Profiling
- Virtual MSISDNs
- Closed User Groups
- Mobile Number Portability

The SMSC is founded on Jinny's distributed componentised architecture, which supports the industry-leading performance, high-availability and cost-effective scalability

for which Jinny products are known.

This common architecture underlies Jinny's entire range of voice, multi-media and messaging products. It facilitates seamless integration in synergistic and complementary services such as:

- Voice SMS
- Welcome Roamer
- Missed Call Notification
- Mobile Marketing
- Mobile Payments & Banking

Providing a seamless upgrade path to the 4GMC, the Jinny SMSC is a future-proof investment that enables wireless network operators to position themselves for evolution to the next generation of mobile messaging services and technologies.

With its 4G readiness, low TCO and unrivalled support, the Jinny SMSC helps ensure your SMS service will remain relevant and profitable for many years to come.



## Key Features

### Prepared for Evolution or Revolution

The Jinny SMSC is compliant with all open standards that define the future of messaging. With support for 3GPP SIP and Diameter, the Jinny SMSC is ready for transparent interoperation with IMS networks. Most importantly, it is based on a scalable and resilient architecture that enables rapid deployment of new features.

### Extension Components

The Jinny SMSC can be augmented with the following optional components to extend its functionality:

- Welcome Roamer
- Real-time Charging Gateway (RTCG)
- IP-SM Gateway
- USSD Gateway
- Cell Broadcast Centre (GSM & IS-41)
- Message Tracking Tool
- Mobile Advertising Platform

### Personalisation

Strengthen the loyalty of your customers by enabling them to personalise their experience of your network

with features such as SMS Forwarding, Group Messaging, Auto-Reply, Auto-Signature, Originating Number Aliasing and Hiding, Enhanced Delivery Reports, Message Status Enquiry, Cancel Pending Messages, Future Message and Flash Messages. There is no need for additional components as these features are native to the Jinny SMSC.

### Support for VAS Applications

The Jinny SMSC includes sophisticated functionality to facilitate and control access to the SMS service by 3rd party service providers. The SMSC supports direct connections from applications using a broad range of protocols and supports the Service Level Agreements that protect network resources by regulating the throughput of each service provider.

### Scalability and Fault Tolerance

With its fully distributed and scalable architecture, the Jinny SMSC can scale to handle thousands of messages per second by simply adding message-processing and signalling-processing nodes.

## SMSC Architecture

