

MMSC

Meet Demand and Grow Revenue with Massive Scalability

Multimedia messaging demand is headed nowhere but up. Our massively scalable MMSC supports huge MMS volumes affordably, enabling you to capture revenue from this popular and growing service.

Encourage your customers to snap photos and combine text, audio, images, videos, and animations to send to others. In addition, take advantage of the growing mobile marketing industry that relies heavily on MMS to deliver engaging messages to target markets. With our MMSC, you'll have the reliable capacity you need to expand MMS offerings and the ability to generate additional revenue.

➤ BENEFIT FROM FLEXIBLE TECHNOLOGY

The innovative Interop Technologies MMSC provides simultaneous multiprotocol support (ANSI/GSM/IP/IMS) in a single, logical platform. Our MMSC supports MM standardized interfaces as specified in 3GPP and 3GPP2.

The Interop MMSC includes integrated dynamic transcoding and optimization of multimedia messages to adapt message types to the receiving devices' characteristics, giving subscribers widespread access to multimedia content.

Gain high visibility into user information, reporting statistics, and accounting information—all stored in robust, clustered databases. View traffic summary statistics on grand and daily totals for mobile (MM1), e-mail (MM3), inter-carrier messages (MM4), and content (MM7), as well as total volume.

instantly troubleshoot messages

The included Message Tracker tool provides the ability to instantly track messages based on source/destination, MDN, e-mail, or short code. Visibility into message status, detailed logging events, and UAProfs improves troubleshooting, reduces costs associated with escalation to higher level technicians, and improves customer service.

You can gain maximum value from your MMSC system by integrating Interop Technologies' Messaging Personalization and Control (MPAC) services. Features include filtering controls, such as Blacklisting/Whitelisting, as well the capability to restrict international text messages and block specific country codes.



ways
to
deploy

CHOOSE FROM FOUR DEPLOYMENT OPTIONS

Interop Technologies offers four flexible deployment options:

Hosted—Share technology in a service bureau environment.

Modified Hosted—Deploy our solution at your site without capital expense; we manage it for you.

Turnkey—Purchase our solution outright for on-site deployment.

Turnkey with Managed Services—Purchase our solution outright; we handle operations and management.

All four options include our world-class technology, and our architecture enables easy migration from hosted to turnkey if and when your business requires a different strategy.

➤ BUILT FOR TODAY BUT DESIGNED FOR TOMORROW—IT'S "ALL-GEN"

Operators today are setting their courses for a future based on Internet protocol; Interop Technologies is already there. All of our messaging solutions can support both legacy and IP-based technologies simultaneously, allowing for the deployment of next-gen technologies while maintaining seamless operation and services for legacy handsets and networks.

With the experience of real-world deployments, Interop Technologies is uniquely positioned as the thought leader in IP messaging. In our trials and commercial deployments, we have gained valuable experience to share with operators that are planning their 4G messaging strategies and analyzing the challenges ahead.

➤ SIMPLIFY BILLING WITH A UNIFIED FEED

Interop Technologies helps ensure your MMS revenue with a highly efficient, unified billing feed. Our single-feed flexibly integrates with your current billing platform. Set it up once and you're done. Then add as many of our technology solutions as you choose and leverage the same feed. We do the work, and you can quickly and easily launch and manage new competitive services.

➤ COMBINE WITH OUR SCOPE™ OMA-DM AND CDMA OTA SOLUTIONS

The Interop Technologies MMSC gives operators the ability to update MMS handset settings using our SCOPE™ device management and CDMA OTA provisioning solutions.

➤ COMBINE WITH WAP

Interop Technologies also offers a fully integrated MMSC/WAP Gateway solution. Save time and money by bundling solutions.

➤ SAVE MONEY WITH GLOBAL HOSTING

Distance is no obstacle to value. We use the latest in connectivity to deliver all our solutions over IP around the globe with reliable, cost-effective transport.

➤ PROVEN PARTNER

Interop Technologies has a proven track record and is a trusted business partner. We are well-positioned to support the next generation of messaging technologies whether in the wireless, broadband, or traditional telecommunication space.

KEY BENEFITS

Support for relevant audio-video formats and MMS-capable handsets

Technical excellence in GSM, CDMA, iDEN, WCDMA, and mixed environments

Optional MMS Composer that enables subscribers to manipulate pictures with effects and audio clips for distribution to friends' mobile devices and/or e-mail. Pictures can be stored on the application, freeing space on the handset.

Flexible Dial Plan and International MMS

Terminal-originated (TO-TCP) and PPG-originated (PO-TCP) support

MMS to SMS conversion

Auto-response when invalid length of digits dialed

Optional prepaid MMS support

Configurable throttling-level capabilities through inter-carrier and VASP gateways

Legacy handset support via a message pick-up site

API to provision subscribers from the operators' POS system or billing OSS

Integration with any foreign SMSC (SMSC SMPP v.3.4 compliant)

OMA MMS v.1.2 compliant