

## Scalable, Short-Message Service Center Solution SMS Center 4.0

Is your SMS volume going through the roof? Are you eager to test a new promotional campaign that could generate huge spikes in messaging traffic? Have no fear. The Interop Technologies Scalable SMS Solution, SMSC Version 4.0, is here.

The Interop Technologies' robust SMSC 4.0 easily scales to any operator's needs, meeting the higher volume and availability requirements of today's messaging environments.

Using state-of-the-art techniques in clustering and load balancing, the SMSC 4.0 delivers new levels of scalability, throughput, and reliability for wireless operators and major brands. The solution supports all features that end users expect, provides operators with valuable management tools, and reduces risk for major brands.

Using intelligent route caching technology, the SMSC 4.0 helps reduce the load related to SMS terminations on HLR and SS7 networks by up to 50 percent. The SMSC 4.0 paired with the optional First Delivery Attempt router (FDA) enables operators to leverage existing infrastructure for network and cost efficiencies. The router queues only the 10-20 percent of messages that require multiple delivery attempts, typically because user devices are turned off or out of range.

## Features

- Mobile email
- Web-based messaging
- Store-and-forward capability
- Local short-code campaign creation for contests and promotions
- Real-time, Web-based customer care and reporting
- Capacity can be added on the fly

### Optional Features

- Highly efficient and flexible transactional billing
- Support for prepaid SMS that matches postpaid service levels
- Blaster Tool enabling operators to communicate quickly and easily with all or part of their subscriber base

### Solution Specifications

- Flexible deployment options—hosted, modified hosted, and turnkey
- Fully redundant, dynamic distributed architecture with no single point of failure and 99.999 percent reliability
- Supports all applicable IS-41 and GSM message sets and standards-compliant data coding schemes

