



# Syniverse NEXT<sup>SM</sup> Advanced Messaging Hub

*The first and only go-anywhere, do-anything advanced messaging hub*

The Advanced Messaging Hub includes breakthrough technology that simplifies the messaging landscape for you and your subscribers alike by delivering interworking between operators for the exchange of presence data, IM, SMS, and MMS across networks, protocols and message types.

## Syniverse next<sup>SM</sup>

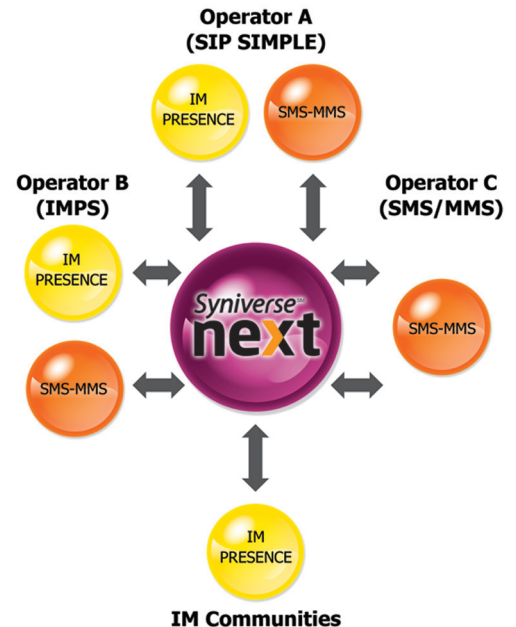
As the popularity of mobile messaging skyrockets, subscribers are demanding enhanced next generation messaging services that give them presence information about their buddies, true group messaging and other advanced functions through a conversational interface. To help you meet the wants of your subscribers in a way that

is cost effective and revenue producing, Syniverse has developed the industry's first and only universal messaging solution.

The Advanced Messaging Hub includes breakthrough technology that simplifies the messaging landscape for you and your subscribers alike by delivering interworking between operators for the exchange of presence data, IM, SMS, and MMS across networks, protocols and message types. This means you can offer your mobile subscribers more interactive, intuitive and convenient presence-based messaging services, giving them the ability to spontaneously communicate and share experiences with individuals, groups and social networking communities from any mobile device, wherever they want, whenever they want.

Just as importantly, the Advanced Messaging Hub positions you to quickly and cost effectively launch IM services, including mobile instant messaging, mobile Internet, social networking, mobile VoIP and presence-based applications that are expected to promote revenue growth and subscriber loyalty. It also enables the exchange of active address book presence information and supports rich call and messaging capabilities. Whether you're a mobile, fixed or cable operator, the Advanced Messaging Hub enables you to host your own, unique IM community, all while providing subscribers access to their personal contacts on other IM services.

If you are ready to offer your subscribers a truly ubiquitous next generation messaging service, turn to the Advanced Messaging Hub – the industry's first and only true, trial-tested interconnected hub model and the only way to provide the complete 'go anywhere, do anything' messaging solution demanded by subscribers.





## Syniverse Technologies

Serving more than 800 communications companies in over 160 countries, Syniverse Technologies (NYSE:SVR) offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers.

## Benefits of the Advanced Messaging Hub

- Simplifies the management of both business and technical relationships to provide maximum reach among messaging communities, whether you are a mobile operator, fixed-mobile converged service provider, cable MSO or traditional IM/social community.
- Increases ARPU by enabling you to offer enhanced messaging services that add value to your subscribers' mobile experience.
- Gives you strong hold on subscriber loyalty as early adopters interact in real time in communities of common interest and develop greater ties to each others' address books.
- Leverages Syniverse's more than 20 years of experience providing industry-leading interoperability and interconnect services.
- Comes to you via a cost-effective service bureau offering.

## Features of the Advanced Messaging Hub

- Enables you to provide data and messaging solutions that interconnect messaging communities while complementing voice service.
- Offers interoperability among fixed and mobile operators across different protocols (SIP/SIMPLE, XMPP, IMPS and proprietary IM communities) and technologies.
- Enables the exchange of active address book presence information and supports rich call and messaging capabilities.
- Builds on the exchange of presence information with revenue generating applications and incremental business relationships that take advantage of subscriber presence information such as availability, location and device type.
- Gives you graphical analytical and rated settlement reports, and traffic analysis for all messaging services, through one portal.
- Reduces operational burden by providing centralized reporting and connectivity to the largest collection of interoperable IM communities through a single interface.
- Maintains messaging connectivity through SMS and MMS gateways to legacy subscribers and legacy operator networks.
- Provides spam and virus protection against attacks from outside networks.
- Positions you to launch revenue-generating mobile commerce and banking services through secure, real-time message delivery, timestamps, audit trails and other required information.
- Takes advantage of Syniverse's membership in industry organizations and initiatives like the GSM Association's Rich Communications Suite (RCS).

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