



# Syniverse NEXT<sup>SM</sup> IP Messaging Center

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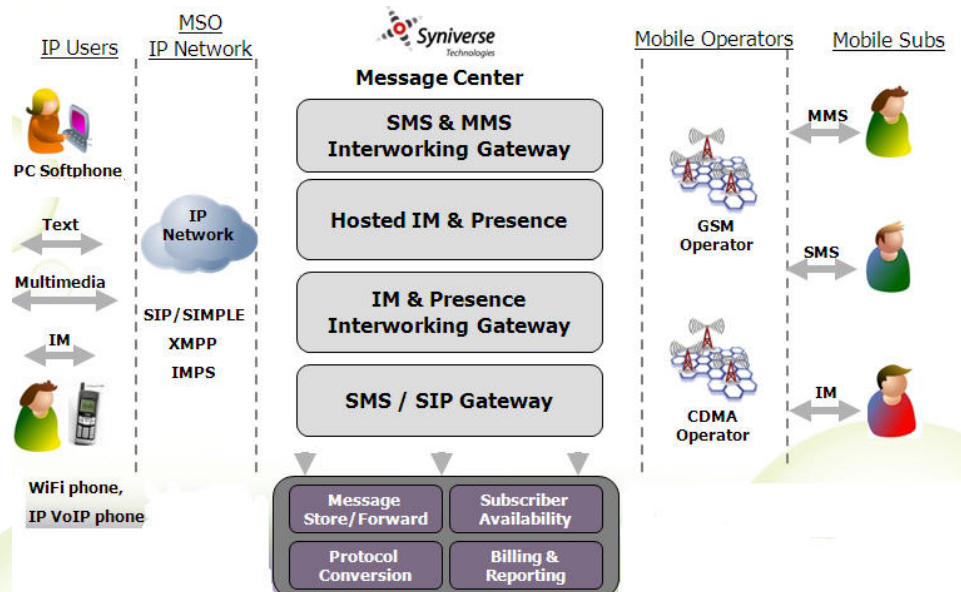
If you're an Internet service provider (ISP) or fixed-line operator adding messaging to your suite of product offerings, your subscribers, like all mobile users, expect seamless service. But due to the diverse protocols and technologies used to interconnect with the traditionally mobile space, you may endure interoperability challenges that make it difficult to maximize your global reach and provide top-of-the-line text and multimedia messaging capabilities. You also may not have the on-site infrastructure necessary to deliver these services.

The **Syniverse NEXT IP Messaging Center** solves these problems and more. This messaging platform extends your reach by connecting you with global mobile operators, provides the interworking necessary to convert various protocols, and eliminates your need to purchase SMS and MMS centers. By combining these benefits with interconnect capabilities as well as spam and virus protection, this unique solution fills a void felt by many ISPs and fixed operators.

Overcome the complexity of delivering seamless messaging services in the IP environment and provide the high-quality text and multimedia messaging services your subscribers deserve. Contact us to see what the IP Messaging Center can do for you.

## Benefits of IP Messaging Center

- Enhances revenue by broadening the types of destinations to which you can deliver messages, including televisions, VoIP phones and mobile devices that use IP Wi-Fi, IP WiMAX or mobile data networks.
- Minimizes upfront costs and capital equipment expenditures through its service bureau model.





## 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.

- Provides coverage via ubiquitous reach between operators and protocols, including legacy mobile SMS and MMS subscribers.
- Creates message delivery consistency whether a subscriber is on a mobile network or an IP network such as Wi-Fi or WiMAX.
- Takes advantage of Syniverse's industry-leading advanced messaging solutions and our ability to help you provide an end-to-end service that can seamlessly transport messages between your subscribers and your partners' subscribers.

## Features of IP Messaging Center

- Enables message delivery for fixed-mobile convergence solutions by using SIP, or by using SMS and MMS protocols when necessary.
- Provides interworking and reach into the mobile community through our SMS Hub, MMS Hub and Advanced Messaging Hub.
- Uses Syniverse's billing, reporting and settlement processes to give you global interconnection and interworking capabilities, as well as visibility into service usage patterns.
- Provides a platform to enable interconnection, so you can connect with partners and conduct business quickly and efficiently.
- Enables you to expand your services to offer advanced messaging capabilities, such as IM/presence and, in the future, intelligent routing. (optional)
- Offers store-and-forward functionality when subscribers are unavailable.
- Delivers messages to dual-mode devices that operate on both Wi-Fi/WiMAX networks and on mobile networks.
- Provides functionality to deliver message waiting indicator updates.
- Integrates to IMS core, or is customizable for subscriptions, billing and device registrations for pre-IMS environments.

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