



MMS Interoperability Solution

Turn to Syniverse MMS Interoperability Solution to solve the business and technical issues associated with delivering multimedia messages off network and between operators so you can reap the benefits of not only more revenue for you, but also increased satisfaction for your subscribers.

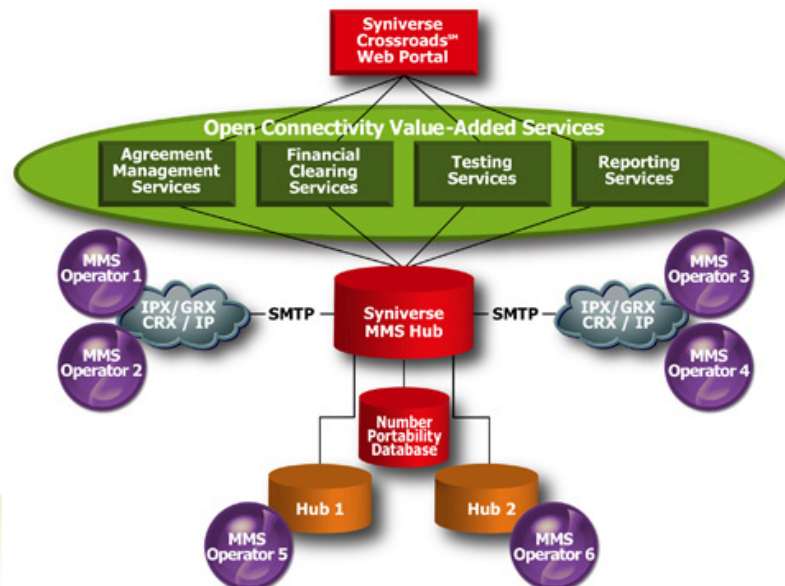
Want to increase your MMS revenues? Then turn to **Syniverse MMS Interoperability Solution** to solve the business and technical issues associated with delivering multimedia messages off network and between operators so you can reap the benefits of not only more revenue for you, but also increased satisfaction for your subscribers. Our MMS Interoperability Solution simplifies MMS delivery by bridging multiple, diverse operator networks through a single network connection, allowing you to quickly and inexpensively offer global MMS to your subscribers. And, because we have our own multimedia messaging service center (MMSC), you don't need to invest in your own infrastructure to ensure interoperability.

With this solution, you can leverage Syniverse's position as a leading provider of MMS interoperability for the global connectivity, network reliability, and scalability you need to capitalize on this emerging area of mobile messaging. In fact, Syniverse has facilitated MMS interoperability for entire countries, enabling regional operators to realize unprecedented growth.

Let us put our extensive experience to use by taking care of the complexity associated with delivering MMS. Turn to Syniverse MMS Interoperability Solution to give your subscribers the seamless, transparent messaging experience they want.

Benefits of MMS Interoperability Solution

- Creates an expanded revenue stream by enabling subscribers to send messages to destinations on other networks and by providing global operator reach through a single connection to Syniverse.





- Creates expanded revenue streams.
- Saves messaging costs.
- Reduces and/or eliminates the complexities of managing multiple interfaces, transcoding and connections.
- Provides interoperability between operators and devices, and across disparate networks and technologies.
- Delivers multimedia content seamlessly.
- Handles special implementations as well as the difficulties of working with multiple MMSC vendors.

- Saves messaging costs:
 - Eliminates the need to dedicate extensive technical resources to test and launch new messaging destinations.
 - Lessens costs associated with managing existing, or establishing new, MMS interworking agreements.
 - Quickly enables new services without major investments in hardware, software or personnel, so you can meet evolving operator requirements.
 - Allows you to cost efficiently network with Syniverse through diverse connectivity options.
 - Supports traffic demand and growth, eliminating the need for additional capital investments.
- Reduces and/or eliminates the complexities of managing multiple interfaces, transcoding and connections.

Features of MMS Interoperability Solution

- Provides interoperability between operators and devices, and across disparate networks and technologies:
 - Transparently handles the routing, protocol conversion and reformatting necessary to facilitate message delivery among heterogeneous networks (GSM, CDMA, iDEN and others), removing the need for any single network operator to understand the limitations or differences of its peers.
 - Reduces the amount of time spent building and managing operator interoperability one by one because you only need to manage a single connection to Syniverse.
 - Enables interoperability between your MMSCs via a fully managed, intelligent infrastructure.
 - Allows subscribers to send messages to SMS- and MMS-enabled mobile devices and to be confident that messages will reach the intended recipients.
 - Integrates with our SMS service to support non-MMS-capable destinations – if the destination operator does not support MMS, MMS Interoperability Solution can send an SMS to the intended message recipient with instructions on how to retrieve the messages using a web browser.
- Delivers multimedia content seamlessly.
- Handles special implementations as well as the difficulties of working with multiple MMSC vendors.
- Alleviates the need to maintain and administer cumbersome routing tables for MMS messages.
- Tracks and reports the sending/receiving of messages and message sizing for clearing and settlement purposes.
- Provides automatic North America local number portability lookup before routing the message.
- Provides billing information and reporting statistics.
- Offers MM4 interoperability.
- Uses industry standards' integration points to ensure the widest compatibility possible.
- Supports 3rd Generation Partnership Project (3GPP), 3rd Generation Partnership Project 2



About Syniverse

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse 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.

(3GPP2), Open Mobile Alliance (OMA) and GSM Association.

- Supports comprehensive real-time service management and troubleshooting capabilities via a secured web-based administration.
- Offers monitoring and reporting tools that can show messaging activity down to the subscriber level.
- Employs world-class, real-time transcoding technology to intelligently adapt multimedia content for optimal delivery to external MMSCs. Prior to forwarding an MMS to a network operator, the MMS Interoperability Solution platform can adapt the MMS to meet the recipient network operator's MMSC input constraints.
 - Accommodates media format, resolution or size restrictions imposed by the external MMSC.
 - Permits content adaptation to be performed on a per-operator basis.
 - Supports endpoint profiling service, allowing the MMS Interoperability Solution administrator to define both input and output message profiles.
 - Permits MMS Interoperability Solution to filter out content based on configuration.
 - Manages ongoing monitoring and maintenance of interoperability connections.
- Supports customer care processes with detailed reporting available at monthly, daily and real-time intervals.
- Supports various business models (including MVNOS) using special tools and procedures.
- Assures accurate and timely message routing because wireless number portability support is integrated into the service.
- Lets you have advanced control of message flow, so you can enforce content policies, reduce network congestion, and combat unwanted and unsolicited MMS messages (spam or viruses) via real-time updates from our 24x7 threat-monitoring centers.
- Ensures service is uninterrupted in the event of catastrophic failure because it is built on a fully fault-tolerant, redundant platform with geo diversity.
- Supports throughput levels of hundreds of messages per second.
- Leverages Syniverse's strength and excellent reputation among global operators.
 - Dominant GRX network service provider with global reach.
 - Proven track record in domestic and international implementations.
 - Extensive experience with multimedia/MMS content, SMTP-based messaging connectivity, and MMSC integration

How MMS Interoperability Solution Works

1. Originating home operator recognizes the MMS is not terminating to one of its subscribers.
2. Originating home operator default routes the MMS via MM4 to the Syniverse MMS Interoperability Solution.
3. a. For U.S. customers, the Syniverse MMS Interoperability Solution queries the U.S. number portability database. b. For international destinations, Syniverse queries the SS7 network to determine the destination operator.
4. Transcoder performs conversions, as necessary.

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