



SMS Interoperability Solution for IP

SMS Interoperability Solution for IP provides SMS routing, interoperability, translations and management across technologies for ubiquitous messaging services among IP-based providers and wireless operators.

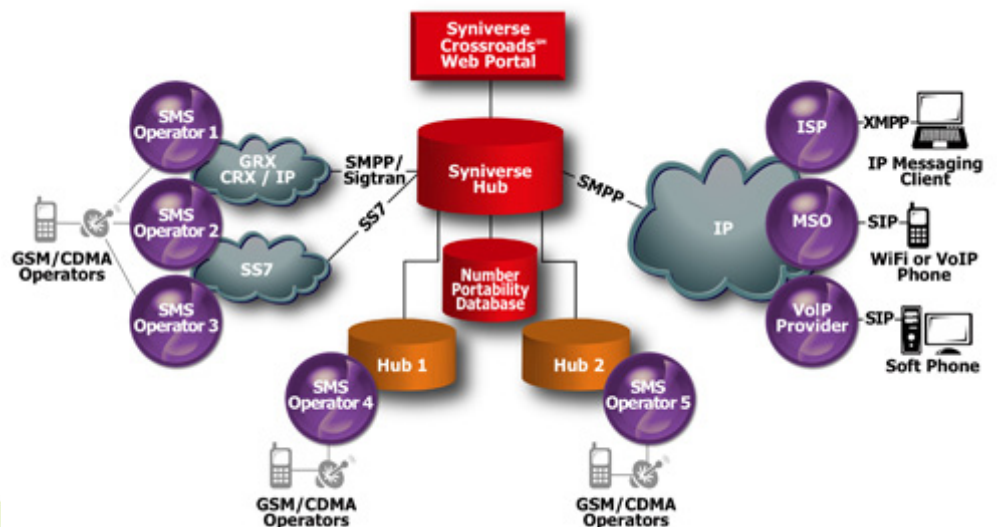
The most critical factor in the success of SMS services is immediate delivery of a message, which leads to revenue guarantee. IP-based service providers must be confident that messages are delivered to end users. In fact, a service provider's success – and the success of the customers they serve – depends on the ability to manage a range of issues, such as interoperability, network and routing, and complex business relationships that exist in the messaging industry.

Fortunately, the **Syniverse SMS Interoperability Solution for IP** provides SMS routing, interoperability, translations and management across technologies for ubiquitous messaging services among IP-based providers and wireless operators. The interoperator messaging abilities of SMS Interoperability Solution for IP solves the complexities of the many relationships – both business and technical – between operators and service providers.

Syniverse has built its position of industry leadership on the ability to simplify and add value to the many-to-many relationships existing in the wireless, wireline and IP marketplace. As a trusted third party and through strategic partnerships with established players in the market, Syniverse is uniquely positioned to provide full connectivity in the wireless, IP and fixed-line services marketplace.

Benefits of SMS Interoperability Solution for IP

- Generates revenue – Allows a service provider's customers to originate messaging to other networks, driving up usage and customer satisfaction.
- Saves costs – IP-based service providers receive the latest technology without an up-front infrastructure investment.





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.

- Includes world-renowned service and reliability – 24-hour, seven-days-a-week monitoring and Global Customer Support Center staffing provides full support.
- Leverages interoperability expertise – Syniverse's role as a leader in the messaging industry uniquely positions it to effectively manage the IP, network and business issues associated with successful delivery of SMS services.

Features of SMS Interoperability Solution for IP

IP-originated message routing combines SIP and VPN functionality with Syniverse routing and conversion capabilities to provide interoperability services that allow a subscriber to originate a message on one network and send it to a subscriber on a different network, using the phone number of the destination subscriber as the address of the SMS. The service resolves differences in bearer data format as well as ANSI-41 and GSM interoperability, thus allowing a wireless operator to map a message addressed as a phone number to a different network provider and route the message correctly. Features include:

- A single destination for an IP-based service provider to send all off-network SMSs to obtain interoperability among designated CDMA and GSM operators.
- A state-of-the-art, fully redundant, carrier-grade call-processing platform hosted in a service-bureau environment.
- Customizable filtering to protect customers from unwanted messages.
- Real-time message processing instead of batch message delivery.
- Real-time updates instead of daily or weekly updates often provided by other third party providers.
- Opportunity for service providers using an IP connection to take advantage of Syniverse's virtual private network (VPN) service for enhanced security, providing direct tunneling between authorized IP-VPN users.
- Reporting and online management tools.
- Delivery confirmation.
- Full support for North American wireless number portability.
- Text-to-speech services that allow subscribers to text message to landline phones (North America only).
- Fixed-line SMS that enables fixed line assigned numbers to send and receive SMS messaging.
- Established business relationships with wireline number providers.

Syniverse SMS Interoperability Solution for IP is powered by RealNetworks, Inc. (Nasdaq: RNWK), a leading provider of intercarrier messaging and integrated digital entertainment solutions to communications service providers worldwide.

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