

IP-SM Gateway



SMS for IP Multimedia Subsystem data networks

Extends
SMS
to Data
Networks

Protects
Investment
in SMS
Infrastructure

Scalable
and
Reliable

Why IP-SM Gateway?

SMS is indispensable to Mobile Network Operators because it is the most ubiquitous and far-reaching channel in the world for communicating textual content to customers.

SMS communication provides you—as an operator—with a major source of revenue. In addition, it is the messaging service that subscribers trust and rely on for obtaining notifications about purchases and payments; appointment reminders; booking confirmations; tracking notices; claim and case-logging confirmations; and so on.

You require an Internet Protocol-Short Messaging Gateway (IP-SM Gateway) if you have or plan to deploy a mobile IP Multimedia Subsystem (IMS) network and want to continue using SMS to engage with subscribers.

It's particularly necessary to obtain this gateway if you've invested considerably in A2P messaging, such as SMS integrations with banks, insurance companies, and WASPs.

What is IP-SM Gateway?

Pharos' 3GPP compliant IP-SM Gateway provides two vital business functions:

- IP-SM Gateway secures the future of Short Messaging in IMS-based mobile networks.
- IP-SM Gateway enables you to keep using your SMSC, which extends the investment in and lifespan of the network's SMS infrastructure.

Vitaly, IP-SM Gateway lets you continue using SMS to engage with your customers who have smartphones and tablets with IMS message clients. This will enable you to transparently provide Short Message Services to your IMS subscribers. The gateway will also enable IMS message clients to send SMS messages to 2G/3G devices. This will provide you with SMS interworking with other operators that have not deployed IMS-based networks.

IP-SM Gateway works by bridging your mobile network's SMSC with IMS-based data networks; without you needing to alter your existing Short Message Service infrastructure.

Key Benefits

- Extends the reach of SMS to IMS-based devices
- Generates revenue from IMS-based A2P and P2P messaging
- Achieves the highest message delivery rates by using HLR/HSS caching
- Scales to handle the most demanding needs

Key Features

- Domain selection for SMS deliveries
- A2P (MT) and P2A/P2P (MO) IMS message-routing
- Deploys on cloud-based and virtualized servers
- Carrier-grade stability and 99.999% availability
- Visual monitoring of MO and MT Short Message traffic

Domain Selection For Delivering Short Messages

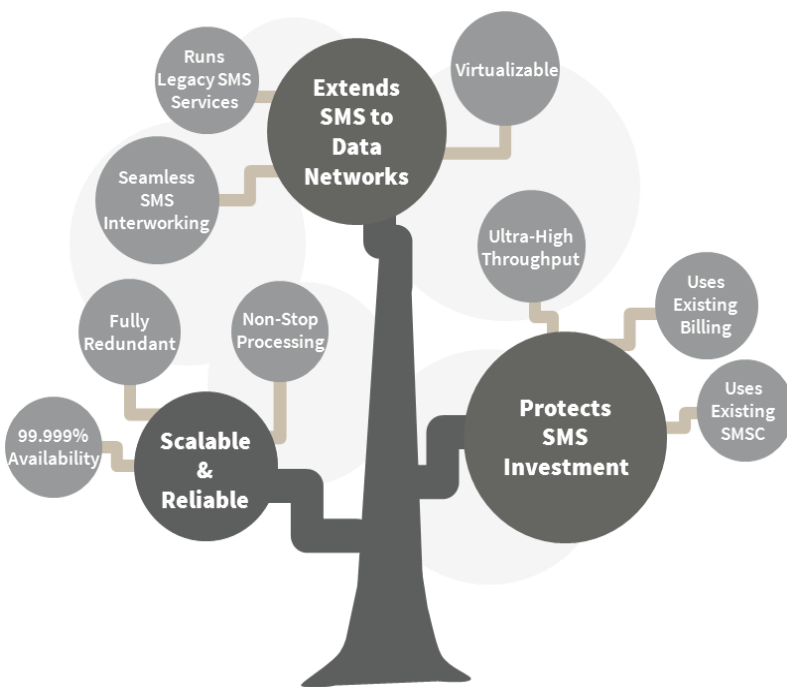
One of IP-SM Gateway's major roles is to determine the correct domain to deliver Short Messages it receives from the network's SMSC. It determines whether to deliver messages using the 2G/3G/LTE or IP/IMS domain infrastructure.

The gateway does this by querying the HLR/HSS for the following information:

- Is the message recipient registered as an IMS user?
- If registered, use the IMS domain to deliver the message.
- If not registered, use the 2G/3G/4G domain to deliver the message.

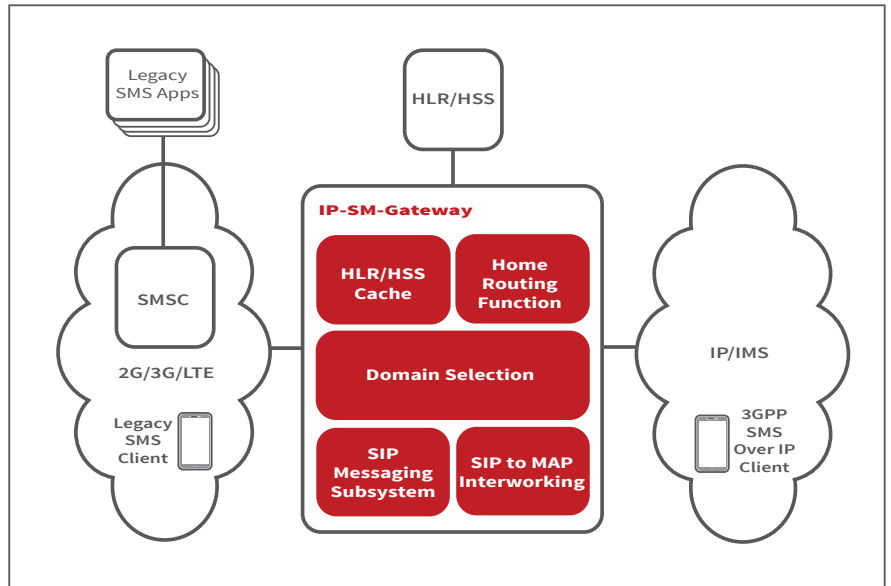
This and all other functionality that comprises the gateway incorporates Pharos' carrier-grade messaging DNA.

IP-SM Gateway provides you with a next generation IP-based messaging platform that is purposely built to adapt and evolve to your future needs.



IP-SM Gateway's Capabilities

Please get in touch with us to find out more...



IP-SM Gateway's Architecture

Our SMS Expertise

Pharos has accumulated more than 15 years of SMS expertise.

We provide numerous mobile network operators in Africa, Europe, and the Middle East with SMS infrastructure, which we back with top-notch support.

Our SMS products are field-proven in Tier-1 operators, where they successfully provide 99.999% availability and generate substantial messaging revenues.

Related Products

Pharos Avantgard has the following other products in its SMS catalogue:

SMS System VI

A comprehensive carrier-grade SMSC system that provides P2P, A2P, P2A, and M2M IoT Short Messaging services.

SMS Interconnect Billing

Produces detailed CDRs from the signalling network, which contain hard evidence of all off-net Short Messages sent to and from the operator's mobile network.

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Pharos Avantgard is a leading provider of applications to enterprise businesses, mobile internet, and telephony communication providers. Since 2000, South African-based Pharos has been creating innovative software products for doing business and performing banking; payments; customer self-service; marketing; and messaging.

We consistently provide customers with products that are cost-effective and well-engineered. And, make certain that each of our products enriches the lives of the people and businesses with the highest levels of reliability, performance, and efficiency. Our customers in Africa, Europe, the Middle East, and Australasia use our products to generate revenues, improve operational efficiency, and strengthen customer loyalty.

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