

SMS Control

SS7 option

Orange, a major player in the wholesale market

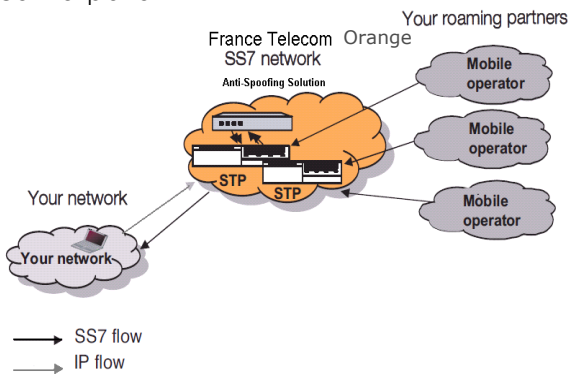
Take advantage of our in-depth knowledge of the industry resulting from our activities on both retail and wholesale markets. Our dedicated wholesale teams on four continents serve 1,000 mobile operators, international carriers, ISPs and content providers worldwide. You can rely on our seamless backbone network spanning 220 countries and benefit from 400,000 km of fibre optic cable under all oceans including dedicated IP routes. We offer direct interconnections with more than 385 operators in 150 countries for international voice traffic. With 19 research labs on four continents, we are at the forefront of technological advances.

Choose reliability and quality, choose us.



in brief

All your international SMS traffic (SMS MO and SMS MT) is analyzed in real time by SMS Control platform



our solution

World leader in roaming signaling Orange has more than 15 years' experience and the widest roaming coverage (over 900 ITU and ANSI destinations) worldwide to offer. Our SS7 offer meets all the needs of mobile operators in terms of quality, security and international coverage with a complete set of services: SMS Control, SS7 MoRe, Prepaid SMS, Anti spoofing, Alliage Short Code and Optimum Roaming.

The **SMS Control Solution** protects your incoming international SMS traffic from spam and fraud. The **SMS Control platform** is located within our SS7 network. All your international SMS traffic is routed through the SMS Control platform which then controls the sequence of the signalling message and the parameters contained in the message. If spam or fraud is detected, the SMS are blocked.

Thanks to a secured web access, our SMS Control solution enables you to implement your own filtering rules and manage your SMS Interworking flow.

glossary

HPLMN: Home Public Land Mobile Network

MAP: Mobile Applications Part layer

MSISDN: Mobile Subscriber Integrated Services Digital Network Number

SCCP: Signalling Connection Control Part

SMS MO: SMS Mobile Originated

SMS MT: SMS Mobile Terminated

VLR: Visited Location Register

Our SMS Control solution enables you to:

- proactively analyze your international SMS traffic
- block fraudulent SMS in real time
- implement and manage in real time your own filtering rules, reporting and alerts

Our **SMS Control** solution is compatible with other anti-spam solutions.



pre-requisites

- so as to create the SMS Control platform, the following technical requirements are needed:
 - dedicated Global Title (GT)
 - dedicated IMSI ranges (International Mobile Subscriber Identity)
- availability to ensure a consistent routing of the provided GT
- availability to implement a portability trigger (anti faking)

your benefits

turnkey service

- with a simple takeover under Orange guidance, providing you with specific 2.5-day training
- no need to develop your own platform nor equipment
- maintenance, provisioning and monitoring of the platform is under the responsibility of Orange
- totally integrated solution: the SMS Control service is integrated into the SS7 service (in terms of billing and contract)

cash saving

- monthly fixed fee instead of CAPEX investment
- avoid loss of revenue because of a disruption to international SMS traffic (estimated impact 300 k€ per day)
- SMS inter-working cost from recipient networks (could represent a loss of over 150 k€)

improvement of the service provided to your end users

- avoid MSISDN usurpation and prevent billing conflicts
- prevents unsolicited messages being received by end users

Orange

Operating in 35 countries, Orange is one of the world's leading telecommunications operators. The Group has a total customer base exceeding 226 million customers including more than 167 million mobile customers worldwide. Covering Internet, television and mobile services, Orange is among the leaders in Europe for mobile and broadband internet and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

www.orange.com/wholesalesolutions

