



RE-ARCHITECTING SMS SOLUTIONS FOR GLOBAL WHOLESALE INDUSTRY

AIRTEL GLOBAL SMS SOLUTIONS SUITE

The Application-to-Person (A2P) SMS industry has developed considerably in recent years, with the market continuing to grow while Person-to-Person (P2P) message volume plateaus. In order for the market to continue on a positive course, it is critical that mobile network operators (MNOs) continue to develop their understanding of the challenges they face; the most critical of which is fraudulent and grey A2P SMS.

As per the Transparent Market Research, A2P SMS Market will grow at 4.2% CAGR from 2014 to 2020. Development of such huge market is due to rapid growth in subscribers of OTTs and social networks. Recent mobile marketing initiatives such as mobile banking and mobile payment system have also added to the A2P traffic and will continue to form a significant chunk of the total traffic. It is seen that emerging markets, especially India, Bangladesh, Nepal Africa and Latin America hold a huge business potential and growth due to expanding mobile subscriber base and are set to be the emerging regions for SMS market growth.

Challenges:

As MNOs open up to more roaming and SMS agreements and connects to new providers of messaging applications, they are exposed to various challenges in controlling A2P (App to Peer) traffic. The existing infrastructure often fails to deliver in terms of efficiency and is difficult to deploy.

Fraudsters and spammers are always looking for new opportunities for bypassing standard interconnections and delivering messages to mobile subscribers through the 'backdoors' without any extensive control. Operators become the target of multiple threats impacting revenues, customer experience and overall profitability, while tools to proactively protect their network and subscribers are scarce or unavailable.

Other than these challenges, direct connectivity between vendors/ content providers/ OTTs and SMSCs is another leakage for MNO's revenues.

What makes all these reasons even more critical is the lack of ant regulatory reporting and violation that can help MNOs plug this leakage.

A Game Changing Solution:

At Airtel, with the experience of being both an operator and a global carrier, handling a customer base of over 350mn subscribers and a partner base of 1000+ carriers, we are in the best position to understand and resolve another operator's challenges in ensuring seamless experience for their mobile subscribers while protecting them from unwanted traffic.

Airtel's global SMS solutions suite is an outstanding outcome of an innovative delivery model based on industry collaboration achieved through alliances with major global carrier groups-resulting in more than 100 direct interconnections. This unique partnership model with carrier groups enables a robust and wide reach of delivery network. Airtel's Global SMS solution suite enables simplified and secure interconnection across worldwide mobile ecosystem, to deliver high quality one-way and two-way SMS and to monetize A2P (app to person) messaging. This capability has been coupled with comprehensive suite of platform features including firewall protection and fraud prevention.

The suite consists of Message Hub that acts as a platform to enable exchange of SMS between MNOs (Mobile Network Operators) and/or enterprises as well as a Managed A2P SMS Firewall solution that empowers MNOs to effectively reduce SMS threats and frauds and reclaim revenue leakage to grey routes. SMS Firewall Solution, enables operators to deal with unwanted A2P SMS traffic such as Spoofing, Faking, Flooding, Spamming, and Malware while also blocking the revenue leakage from grey routes & SIM farms.

With this combination of our global network, messaging gateway, firewall solution and the carrier partnerships we are positioned uniquely as the best and holistic global messaging solution to partner with.

Emerging Markets Decoded: The Airtel Advantage

- Complex roaming agreements which also incorporate messaging are a major challenge for telecom operators today. It entails multiple payment schemes, coordination of routing policies, legal and regulatory requirements and coordination of routing policies. SMS hubs enable telecom operators to increase the global connectivity without preparing any bilateral roaming agreements. The planning done by an operator to enhance the coverage of their SMS facility does not need to manage various bilateral agreements. The SMS hub can be used for tapping new markets and enabling interworking between the operators.
- The expansion of products and services portfolio from an operator requires increased costs and concerns. The SMS hub eliminates the requirement of investing or scaling up of existing infrastructure while the operators connect to them. The requisites include leveraging the existing technology, software and hardware resources. This omits the requirement to invest in operator specific resources leading to saving on an operator's CAPEX.
- For most of the telecom operators, managing the high volume of SMS traffic is a significant challenge. With the new-age SMS hub gateway, the subscribers are free to send and receive messages locally as well as globally with the same ease. This is well-enabled by the platform's resilience and high quality and can help telecom operators to enhance their revenue and realize the additional cost efficiencies.
- MNOs get protection from grey routing and securely monetize on A2P traffic termination, adding to their bottom line.
- Customers get insights and reporting on the daily usage, billing & QoS reports via GUI based enhanced online reporting tool.
- Effectively reduce SMS threats with comprehensive monitoring and control using the Firewall.

About Airtel Business

Airtel Business is the leading and most trusted provider of ICT services with a diverse portfolio of services to enterprises, governments, carriers and businesses across the world. Along with voice, data and video, our services also include network integration, data centers, managed services, enterprise mobility applications and digital media. Airtel's global network runs across 225,000kms, covering 50 countries and 5 continents and reached over 350 million subscribers across the globe.

To find out more about airtel's global SMS solutions suite, please email us at global.business@airtel.com or visit us at www.airtel.com/globalbusiness/