

Key Benefits

- **Deliver Value Added Services for Subscribers while Roaming** and on inbound as well as outbound text messages
- **Centralize all SMS traffic** - send foreign SMS to a common routing point in the home network
- **Ensure subscriber satisfaction** and reduce churn
- **Cost-efficient** - Operates on industry-standard, NEBS-compliant servers taking advantage of the price, performance, and reliability improvements in the underlying hardware platform
- **Standards Based Solution**- (3GPP TR 23.840)
- **Easily scalable** and highly reliable Service platform
- **Enable more robust and effective** set of value added services including Spam Filtering and Fraud Detection
- **Uniform visibility and control** across all network traffic
- **Increase revenue** - MessageSENTRY Home Router can be configured to terminate message based on termination fees, allowing operators to maximize per message revenue.

SMS Home Router Summary

Routing Control over SMS from Foreign Networks

Many GSM operators are looking to offer revenue generating SMS Value Added Services but cannot because they lack the ability to uniformly control all SMS traffic going to and from their subscribers. Due to outdated GSM routing mechanisms, SMS messages originating from foreign network operators are sent directly to the home operator's subscribers. In doing so, the home network operator has no visibility or control over those messages and therefore is unable to provide Value Added Services (VAS) like spam filtering, Parental Control, copy, divert and subsidized advertising. The home operator only has control (via their SMSC) of the Mobile Originated traffic for subscribers who are at home, a limited subset of the SMS traffic on their network. Revenue generating SMS Value Added Services cannot be delivered without having complete visibility and control across all traffic uniformly. Also due to a difference in termination rates, home operators are losing out on additional revenue that can be generated when their subscribers are roaming, because the operator has no visibility to the messages passing from the originating network to the destination network.

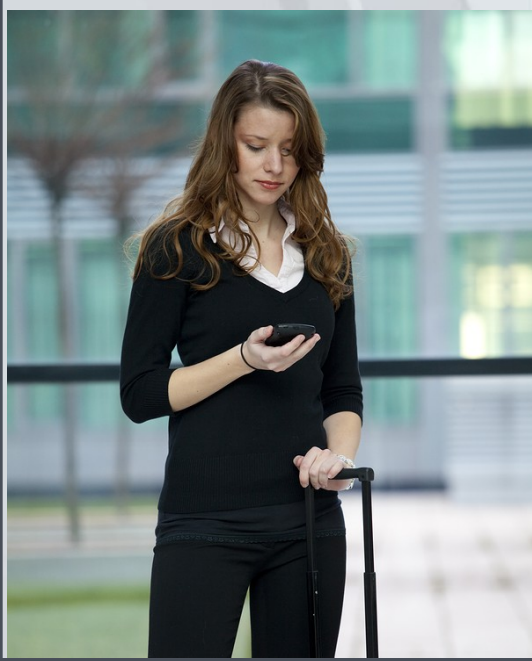
Deliver Value Added Services to Roaming Subscribers

The NewNet SMS Home Router is a standards-based solution (3GPP TR 23.840) that provides mobile operators with the ability to centralize all SMS traffic to a common routing point in the home network.

Additional Value Added Services residing on the MessageSENTRY platform or other application server can be applied to the message before it is routed to the subscriber.

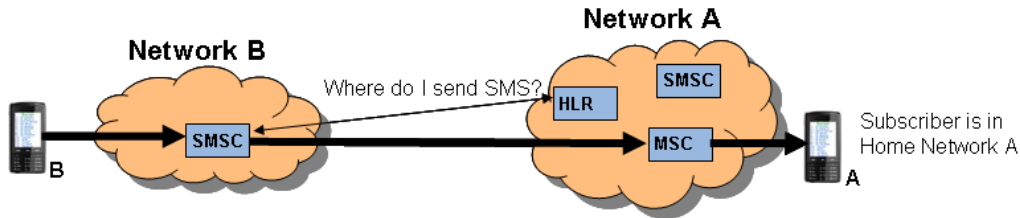
Network Operator Benefit

Value Added Services will be applied consistently regardless of message origination or if the subscriber is roaming. Services such as: Spam Filtering, Parental Control, Signature, Auto-reply, Copy, Divert, Backup, will be delivered, creating greater customer satisfaction. Network Operators also have the opportunity to profit on those instances where termination fees differ with other network operators. When its subscribers are roaming, the Network Operator can home route messages when the originating network's termination fees are higher than the destination network's termination fees, profiting on the difference.



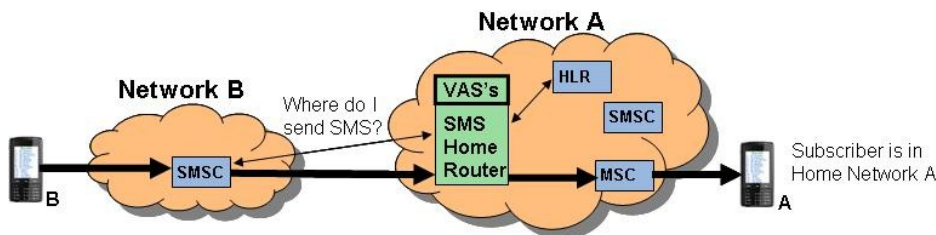
How does SMS Routing work today without an SMS Home Router?

Network B's subscriber sends an SMS to Network A's subscriber. Messages are passed directly to Network A's subscriber bypassing any Value Added Services.



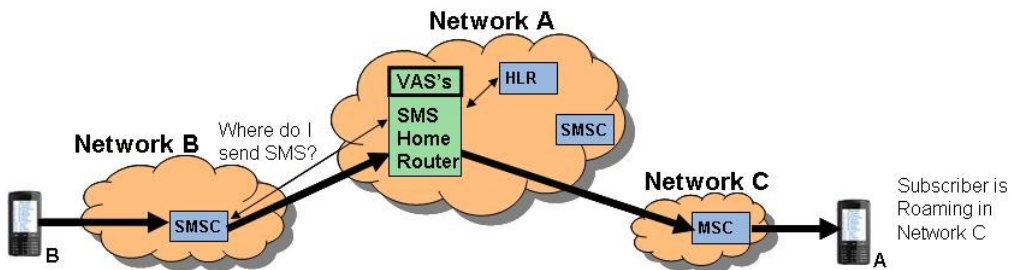
How does the SMS Home Router work?

Network B's subscriber sends an SMS to Network A's subscriber. SMS traffic is centralized to a common routing point in the Home network, allowing Value Added Services to be applied to Subscriber A's Messaging on inbound as well as outbound messages.



Deliver Value Added Services when your Subscribers are Roaming

The SMS Home Router also allows Value Added Services to be applied to messages when subscribers are roaming in other networks. Network A's subscriber will receive Value Added Services while roaming in Network C.



About NewNet Communication Technologies

NewNet Communication Technologies is a recognized leader in signaling and messaging solutions for wireless, IP, and wireline networks. The robust, scalable signaling platforms have enabled rapid development and deployment of a wide spectrum of carrier grade, revenue generating and compliance applications. NewNet is a pioneer in the development of standards based SS7 signaling solutions and is committed to providing unparalleled service and value to our customers. For nearly two decades, NewNet has been synonymous with messaging excellence and is the trusted name in SS7 and SIGTRAN signaling solutions.

For more information on our products and services, visit our website at: www.newnet.com

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FOUNDATIONS FOR NETWORK INNOVATION