

# Mobile Messaging Exchange

Simplify interconnection and reach across the mobile ecosystem, deliver a high-quality user experience and monetize A2P messaging with Tata Communications' Mobile Messaging Exchange, our managed service that provides reliable, profitable A2P SMS delivery between Enterprises, OTTs, SMS aggregators and Mobile Networks.

According to a recent study by Juniper Research, Application-to-Person (A2P) messaging is projected to overtake Person-to-Person (P2P) by 2016. Tata Communications' Mobile Messaging Exchange provides a cohesive messaging ecosystem that enables all A2P SMS service providers spectrum to capitalize on this exponential growth.

## Simplify interconnection

With Mobile Messaging Exchange Enterprises, Over the Top (OTT) providers, SMS aggregators, and Mobile Network Operators (MNOs) can streamline interconnection while delivering on high-quality, reliable A2P SMS across their communities. MNOs can better monetize the A2P SMS traffic coming into their network through enhanced control and visibility. Enterprises, OTTs and SMS aggregators can leverage Tata Communications as a single point of connection into our expanding base of MNOs, as we provide managed termination to MNOs and enhanced reach of A2P SMS messaging. Mobile Messaging Exchange also supports interworking across different message types and handles routing to further ensure seamless end-to-end message delivery.

## Deliver a high-quality user experience

Benefit from a mobile ecosystem supported by the largest on-net signalling network, with a focus on premium service quality delivered via SS7-based termination. Enterprises/OTTs/SMS aggregators profit from high quality message delivery to key destinations over predictable routes with fewer hops. For MNOs, we provide control over incoming A2P SMS traffic, with protection against spam, fraud and grey routing using our Managed SMS Firewall to enhance consumer messaging experience and loyalty as well as optimize network availability.

## Monetize on A2P messaging

Mobile Messaging Exchange enables MNOs to easily monetize the A2P SMS traffic coming into their network. Tata Communications provides a formal agreement specifically for A2P SMS termination, with traffic screening that meets your unique specifications. These capabilities ensure that A2P SMS terminating into your network follows the screening policies you specified, and provides you with full visibility and control over A2P SMS traffic. Enterprises/OTTs/SMS aggregators can realize higher quality message termination to a broader base of users, across an expanding community of mobile operators.



According to Juniper Research, A2P messaging is projected to triple in volume between 2011 and 2016.

## Benefits

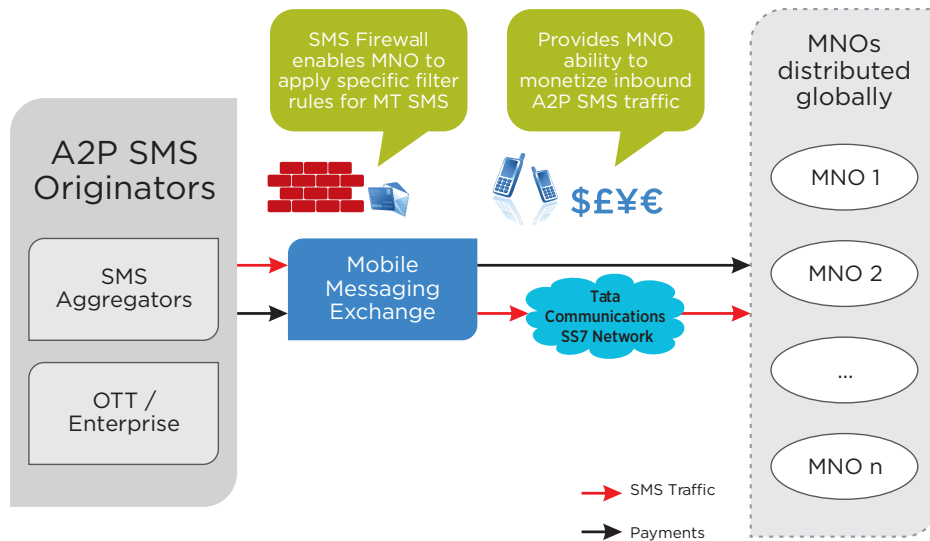
- Allows MNOs to tap into the revenue potential of A2P messaging with enhanced control over incoming international SMS traffic Provides high quality voice calls to customer platforms worldwide
- Increases efficiency through a simplified interconnect and a one stop solution for MNOs and OTT/SMS aggregators
- Enables OTTs/SMS aggregators with high quality message delivery via direct routes with MNOs
- Enhances reach through existing relationships with MNOs and OTT/SMS aggregators
- Provides additional revenue stream at zero CAPEX investment
- Immediately monetizes A2P traffic for MNOs by eliminating time spent dealing with new A2P contracts

## A fully integrated messaging community

Mobile Messaging Exchange provides managed A2P SMS termination between Enterprises/OTTs/SMS aggregators and MNOs, ensuring seamless, profitable, and reliable service delivery for the customers of these communities. For Enterprises/OTT/SMS aggregators, it provides a simplified means to connect to the global MNO community, while ensuring high quality SMS delivery with predictable performance for enhanced user experience. For MNOs, this service offers protection and incremental monetization opportunities.

## The Tata Communications advantage

Tata Communications Mobile Messaging Exchange is backed by the worlds' leading on-net mobile signalling community and industry leading global network. Leveraging our expertise in interconnecting service providers worldwide across communications and network services, Mobile Messaging Exchange interconnects MNOs, Enterprises, OTTs, and SMS aggregators to deliver a quality experience for end users.



## Features

- Cloud-based centralized messaging exchange between MNOs and Enterprises/OTTs/SMS aggregators
- Managed SMS Firewall filters traffic according to a MNO's specific requirements
- ~300 on-net destinations for direct SMS termination
- Multiple connected SMS aggregators, ensures demand aggregation for MNOs
- Standards based platform integration
- Online reporting for terminated messages available for MNOs and Enterprises/OTTs/SMS aggregators
- Payable Termination fee per A2P SMS terminated to MNO network

## About Tata Communications

Tata Communications is a leading global provider of a new world of communication, with its roots in the emerging markets. Headquartered in Mumbai and Singapore, it has more than 8,000 employees across 38 countries. The \$3.2 billion company is listed on the Mumbai Stock Exchange and the National Stock Exchange of India and is the flagship telecoms arm of the \$103.3 billion Tata group.

Tata Communications leverages its advanced solutions capabilities and domain expertise across its global network to deliver managed solutions to multi-national enterprises, media companies and communications service providers. The Tata Global Network includes one of the most advanced and extensive submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries and territories across 400 PoPs, and more than 1 million square feet of data center and co-location space worldwide.