

# Cellusys<sup>®</sup>



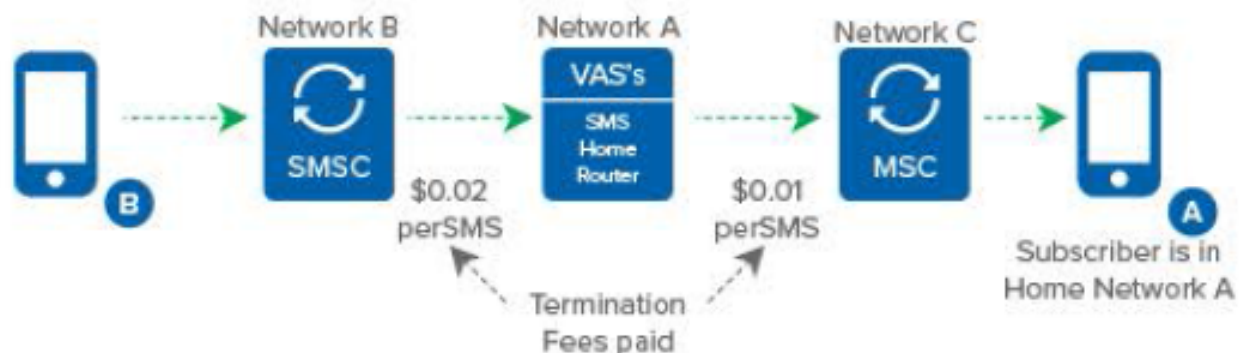
## SMS Home Router

Centralize all SMS trac to a common routing point in your network

### The Challenge

Many GSM operators are looking to offer revenue generating SMS Value Added Services (VAS) but cannot because they lack the ability to uniformly control all SMS traffic going to/from their subscribers. This is because of the limitation of outdated GSM routing mechanisms. SMS messages originating from foreign network operators are sent directly to the home operator's subscribers by the foreign SMSC communicating directly with the home MSC where the subscriber is located. In doing so, the home network operator has no visibility or control over those messages and therefore unable to offer VAS like spam filtering, auto-reply, autosignature, ackup, 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. This means they are limited to a subset of the SMS traffic on their network.

Revenue generating SMS VAS cannot be offered without having complete visibility and control across all traffic uniformly. In some cases, home operators are also losing out on additional revenue which can be generated when subscribers are roaming due to a profitable difference in termination rates only possible if SMS home routing were to be implemented.



### The Solution

The 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. The SMS Home Router can then be used to apply value added services or messages can be offloaded to existing application servers before being sent on to the subscriber by the SMS Home Router.

### How does the network operator make money?

**Value Added Services can now be offered which can generate new revenue and attract new subscribers**

- Email to SMS GW (Poor Man's Blackberry), Signature, Auto-reply, Copy, Divert, Backup to name a few.
- Pay per use or charge a few dollars per month for each application or create bundles

**Difference in Termination Fees = Bottom Line Profit for the operator**

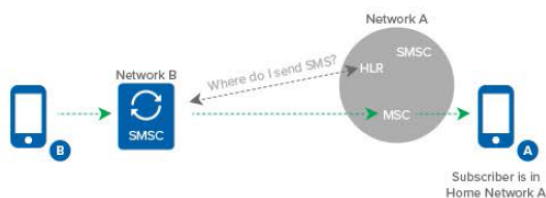
- It is equal to Bottom Line Profit for the operator.

**If Network B is terminating spam on Network A then implementing SMS Defence for spam filtering generates more revenue**

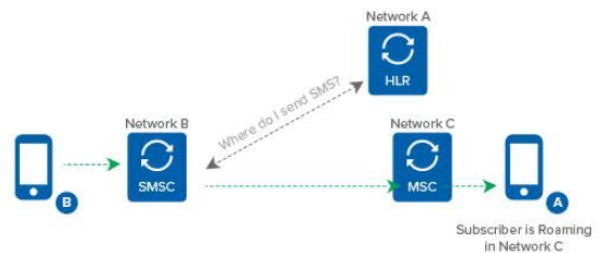
- Because Network B still pays for termination but Network A discards the spam.

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

**Example 1:** Network B's subscriber sends an SMS to Network A's subscriber.

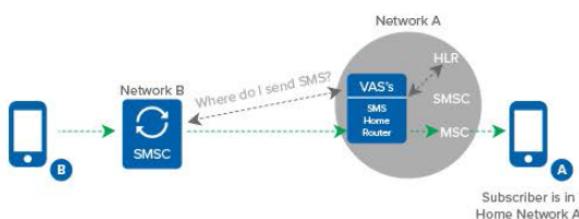


**Example 2:** Same as Example 1 but Network A's subscriber is roaming in Visited Network C.

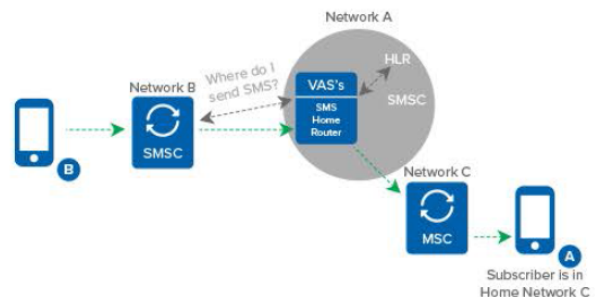


### How does the SMS Home Router work?

**Example 1:** Network B's subscriber sends an SMS to Network A's subscriber.



**Example 2:** Same as Example 1 but Network A's subscriber is roaming in Visited Network C.



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Cellusys founded in 2004 is a privately held company, based in Dublin, Ireland. It provides leading edge solutions for mobile networks including comprehensive Data Solutions, Security Solutions and Roaming Management Solutions.



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