

# Messaging gateway

Mobiletech Messaging Gateway is a tool for sending and receiving any kind of message to and from mobile devices. The gateway is built with performance and flexibility in mind, and can handle anything from high volume TV voting and bulk distribution to personalized interaction with the end user. The gateway connects directly to the mobile operator through dedicated links to the operator's SMSc and MMSc's. Intelligent smart message routing, personalization, premium rate billing and short codes hosting are all included as standard. With Mobiletech Messaging Gateway you have all the messaging tools you need in one single interface.

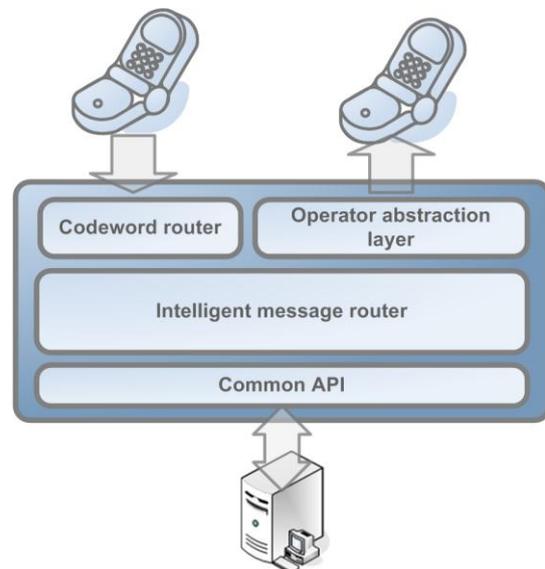
## Functionality

The messaging gateway is built as an abstraction layer on top of proprietary telecom protocols and connections handling both mobile originated- (MO) and mobile terminated (MT) messages. This enables any kind of messages, including SMS, MMS, wap-push and binary messages, to be sent (using Mobiletech Messaging Gateway) without the need to learn and adapt to different operator interfaces and protocols.

Mobiletech Messaging Gateway offers several shared short codes and free selection of code words. When hosting a short code all the advanced functionality and tools are made available for the short code owner.

The gateway has global reach both for MO and MT messages allowing two-way interaction to customers across borders.. International campaigns can therefore be run from a single number, making marketing and communications easier to implement.

## Systems overview



The gateway is built on well known technology with focus on scalability, performance and accessibility. The routing algorithms are configurable and extremely accurate both in terms of finding correct terminating network and codeword actions. SMPP, EMI/UCP, CIMD and more proprietary protocols are supported by default by the operator integration layer enabling plug-and-play of new connections.

## **Interfaces**

The gateway provides several interfaces for different usage scenarios. Common for all interfaces is flexibility, ease of use and integration, intelligence and built in features. The interfaces are available as well documented web-services and REST services. A web interface for code word management, statistics and tracing is also available. The connection and setup process is short and well defined which enables short time to market when launching new services.

## **Advanced features**

To increase flexibility and value the gateway automatically detects the receivers terminating network, supplies demographic details of the end user and allows personalization of the messages by weaving variables into bulk messages such as advertising. These functions

make the gateway a very efficient tool to make advanced and powerful applications quickly.

## **Features summary**

- SMS, MMS, WAP-push, binary messages
- Bulk, premium and free messages
- Advanced scheduling for all message types
- Direct operator integrations
- Automatic operator detection based on msisdn
- Delivery reports
- International accessible short codes
- Hosting of short codes
- Message routing based on cost, quality and performance.
- Alpha numeric sender
- Up to 800 MT messages per second road tested in real life scenarios
- Advanced reporting.
- Demographics lookup

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## **Our offering**

Mobiletech believes in the mobile web as the platform for all development on handheld devices.

In addition to software providing perfect rendering on small screens and best possible user experience on mobile web, we provide a series of value adding products in order to increase the value of mobile presence.

Some of these are

- SMS and MMS gateway.
- Mobile Web Metrics.
- Mobile enabling plug-ins to CMS systems and workflows.
- Mobile publishing system.

All our products have flexible delivery- and deployment models, ranging from hosted on our Service Platform to full remote deployment.

## **Mobiletech AS**

Mobiletech is a software company which provides the tools for companies, content owners and publishers to create content and services on the mobile web.

Mobiletechs mission is to empower our clients by giving them the tools to make the mobile channel the most effective communication channel available. By sharing our knowledge and expertise we help our customers achieve their full potential in the mobile channel.

## **Contact us**

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