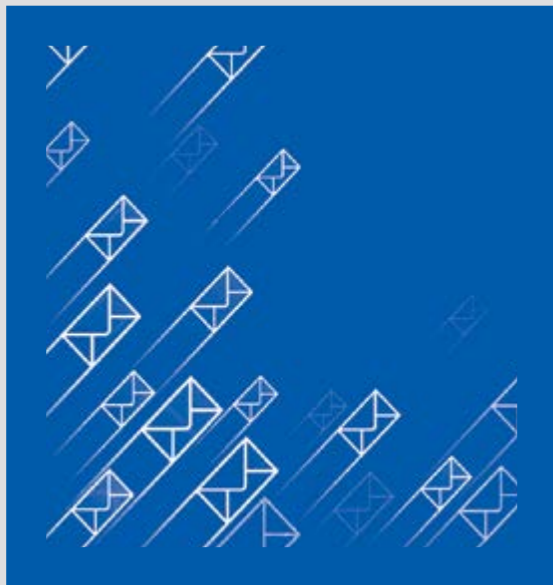


PeykAsa SMSSHUB

- ▶ Different Protocols and Routing Configurations Support
- ▶ Customized, Modular and Scalable Architecture
- ▶ Revenue Assurance
- ▶ Simple Deployment and Fast Time-to-Market
- ▶ Quality of Service



PeykAsa SMS HUB

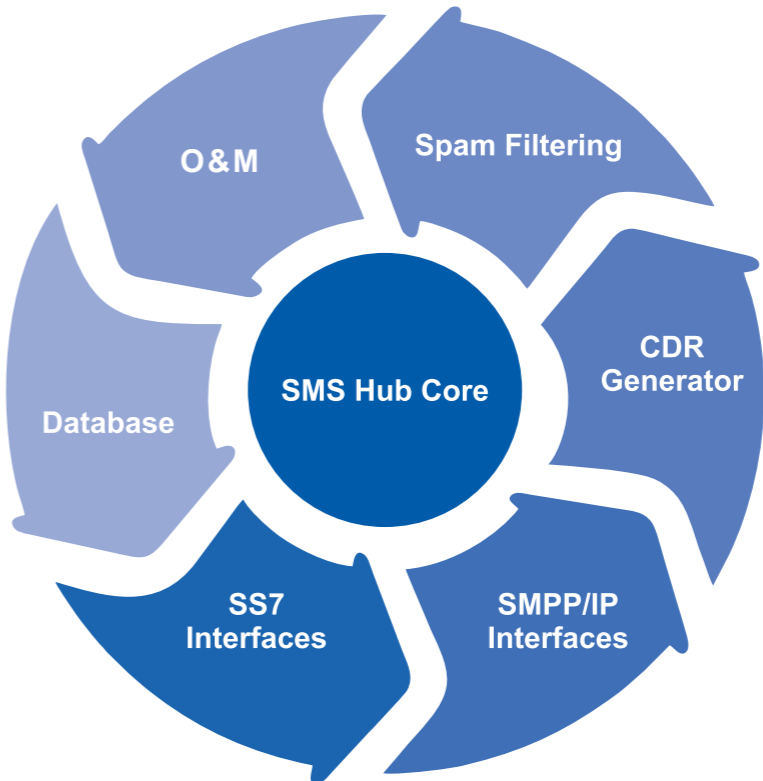
Roaming and interworking are at the center of the GSM success story. For MNOs having a bilateral relationship is somehow a time-consuming and complex procedure. Because of the overall cost of establishing bilateral relationships, operators are reluctant to open new roaming and interworking agreements. Mobile operators are increasingly searching for ways to further improve overall business efficiencies. **PeykAsa SMS HUB** offers a scalable and innovative solution for MNOs worldwide to overcome this concern. Having a single agreement with **PeykAsa SMS HUB** consequently lets mobile operators have the opportunity to access global operators in a fully transparent manner.



PeykAsa SMS HUB Architecture

PeykAsa SMS HUB Features

- ▶ GSMA SMS Hubbing Group-Based Technical Solution
- ▶ Breaks Out SMS from the Existing Signaling Path
- ▶ Reroutes SMS according to Rule-Sets
- ▶ Emulates HLR and MSC for Incoming SMS
- ▶ Plays the Role of an SMSC for Outgoing SMS
- ▶ Translates from SS7 to SMPP and Contrariwise
- ▶ Modular, Scalable and Customizable Architecture
- ▶ Scalable to Support 100K to 4M SMS per Hour
- ▶ Supports SS7 Hubbing
- ▶ Supports Both SMPP/IP Hubbing
- ▶ Supports All Hybrid Hubbing
- ▶ Guarantees Honest Delivery Report in SS7 Environment
- ▶ Supports the Optional Store and Forward Architecture
- ▶ Enables Transparency Based on IR.75 Recommendation
- ▶ NTP Time Synchronization
- ▶ Spam Filtering
- ▶ Applies Black and White Lists according to the IR.75 Requirements



PA SMS Hub Core

- ▶ Compatible with GSMA IR.75
- ▶ Supports All Open Connectivity Architectures
- ▶ Interprets and Converts SMPP/SS7 Protocol PDUs
- ▶ High Performance Router That Routes the Messages Based on Predefined Rule-Sets
- ▶ Conceptualized Based on the Latest Technology Trends to Handle SMS Traffic
- ▶ Send/Deliver SMS Messages with Minimum Queuing Time and No Loss



Spam Filtering

- ▶ Enables Filtering Spam and Unwanted Messages
- ▶ Filtering Based on the Specified Patterns
- ▶ Fully Configurable
- ▶ Flexible User Interface
- ▶ Many Useful Reports

CDR Generator

- ▶ Generate Call Data Records for Billing
- ▶ Text-Based CDR Files
- ▶ Configurable CDR Files Format
- ▶ Flexible User Interface
- ▶ Many Useful Reports

SMPP Interfaces

- ▶ Enables SMPP/IP Connectivity
- ▶ Supports Scalable Number of SMPP/IP Connections
- ▶ Compatible with SMPP Protocol V3.4

SS7 Interfaces

- ▶ Enables SS7/SIGTRAN Connectivity
- ▶ Supports Scalable Number of HSL/LSL
- ▶ Supports MAP V2 and V3

Database

- ▶ Stores All Configurations and Route-Sets
- ▶ Stores All Logs
- ▶ Enables High Availability and Reliability

O&M

- ▶ Fault Detection and Alarm Management
- ▶ Service Troubleshooting
- ▶ Usage/Performance Monitoring
- ▶ Performance Reporting
- ▶ Configuration Management
- ▶ Administration Management
- ▶ Message Tracing
- ▶ Easy-to-Use Graphical Interface

