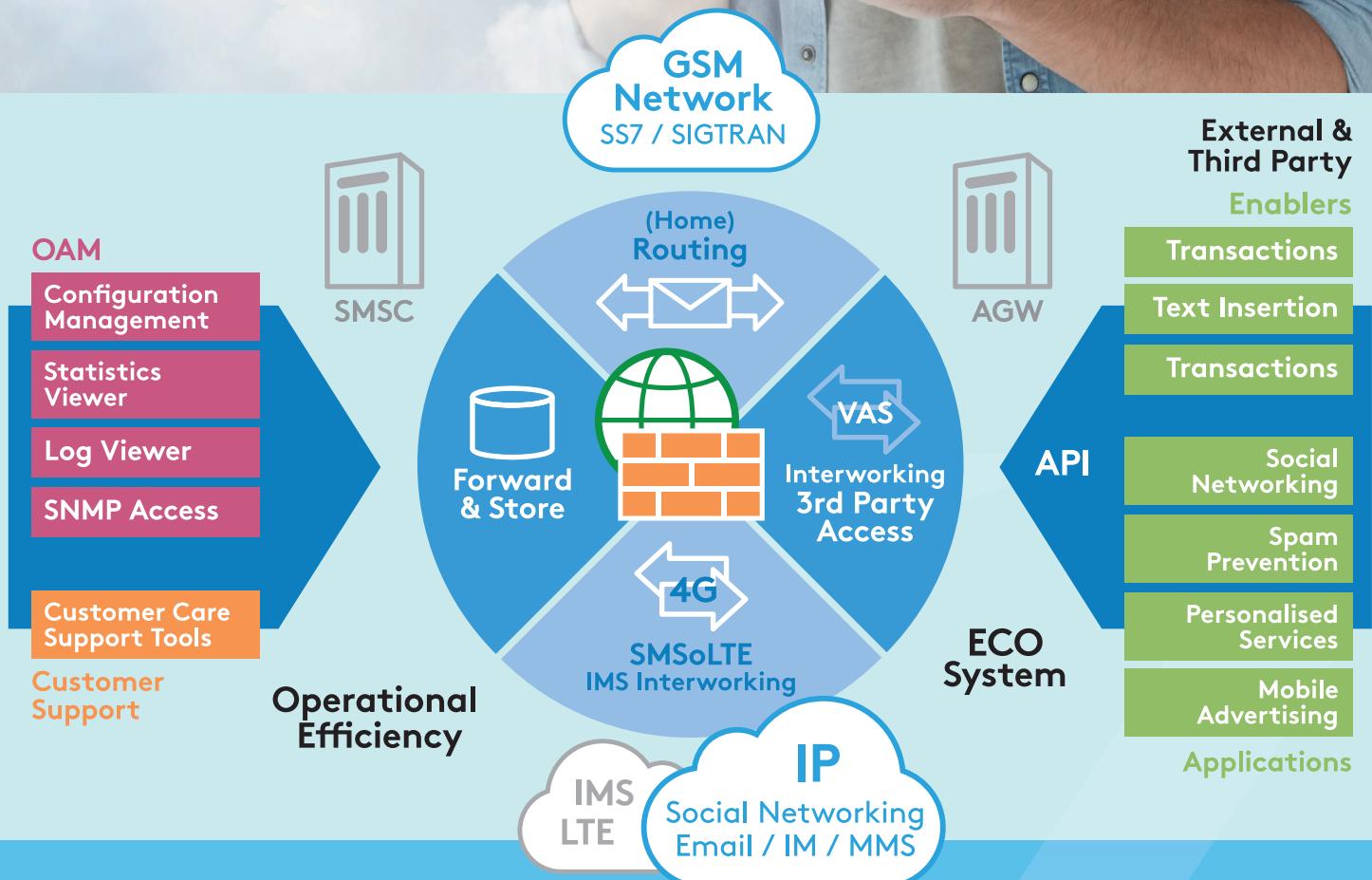


## Capitalising on the growth of A2P SMS

Global revenues from Application-to-Person (A2P) SMS will exceed revenues from person-to-person (P2P) SMS by 2022, totalling \$43bn\*. Telcos require reliable and cost-effective SMS delivery to capitalise on this opportunity.

\*Ovum: Mobile Messaging Traffic & Revenue Forecast 2017-22

**Lithium SMS** from NewNet consists of a modular Short Message Service Centre (SMSC), SMS Firewall and Application Gateway (AGW), designed to overcome the obstacles of legacy SMS infrastructures. **Lithium** enables operators to deploy advanced messaging services, to increase revenues and reduce CAPEX/OPEX.



## IP Short Message Gateway

Lithium IP Short Message Gateway (IP-SM-GW) manages the origination and termination of SMS messages between circuit-switched and IP-based networks.

This 3GPP-compliant software allows mobile operators to extend the life of their legacy SMS platforms by supporting SMS over IP.

## Benefits

- Supports both transport level and service level interworking
- Determines the end subscriber's network (circuit or packet) and terminates the SMS message
- Uses standard IMS core routing techniques to load-share or individually select the software instance to receive MO (mobile-originated) SMS
- Transports IP-based messages to the appropriate SMSC or MMSC platform
- Transports circuit-switched messages to the correct Call Session Control Function (CSCF)
- Supports SMS and RCS interworking with IP-based messaging on a single platform
- Simplified deployment architecture, integrated in the Lithium SMSC or standalone

## Security & Spamming

Lithium SMS Firewall enables operators to respond immediately to new threats via an innovative rule-based screening and filtering engine. The SMS Firewall supports advanced filtering and blocking to prevent unwanted SMS messages, SIM boxing and grey route detection.

## Benefits

- Rules-based screening engine with SMS fields as conditions with field modifications
- SMS mobile-originated (MO) screening (SS7) identifying where spamming originates
- SMS mobile-terminated (MT) screening (SS7) from foreign SMSCs via applications or SMSCs towards public land mobile network (mobile station)
- Anti-spoofing detection
- Fake SMS detection
- GT (Global Title) scanning detection
- Advanced screening and detection mechanisms such as content filtering, anti-flooding and pattern detection
- Filtering by text processing: tokenisation, normalisation and featurisation
- Fully configurable logging of all message details, suspect messages and blocked messages

## Why choose Lithium SMS?

### Modularity and Flexibility

Individual software building blocks compared to monolithic legacy systems

New software components can be added on-the-fly

### Convert to SMS over IP

Transition to SIP-based SMS delivery as defined in the 3GPP standard for LTE networks, without expensive network replacement

SGd and S6c interfaces for IOT and 5G support

### A2P, P2A and M2M

Scale for message surges and identify each form of traffic for QoS, billing and statistical intelligence

### Scalability

Reliably deliver messages for any traffic volume, with systems delivering up to 108,000 SMS per second with N+N redundancy

SMS Overload Protection mechanism

### Intelligent load balancing

Based on dynamic and semi-static states of the platform and SMS traffic rates per second

### Security

Rules-based filtering and advanced anti-spoofing features, virtually eliminates the delivery of unwanted messages to subscribers

### Flexible Billing

Fully configurable, including legacy formats and prepaid SMS billing such as CAMEL and DIAMETER

With Lithium solutions you can...

**Increase revenues**

**Reduce costs**

**Scale to meet demand**

**Maximise ROI**



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