

MOBILE MESSAGING EXCHANGE

DEDICATED A2P MESSAGING

PROTECT SMS REVENUE FROM FRAUD
AND ELIMINATE GREY ROUTING



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

SIMPLIFY INTERCONNECTION

With Mobile Messaging Exchange Enterprises, SMS Aggregators, and Mobile Network Operators (MNOs) can streamline interconnection while delivering on high-quality, reliable A2P SMS across their communities. As an MNO, you can better manage and monetise the A2P SMS traffic coming into your network through enhanced control and visibility. Enterprises and SMS aggregators leverage Tata Communications as a single point of connection into our expanding base of MNOs, meaning we bring high volume traffic for termination to MNOs. 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

For MNOs, we provide control over incoming A2P SMS traffic, with protection you against spam, fraud and grey routing using our Managed SMS Firewall to enhance consumer messaging experience and loyalty as well as optimise network availability.

MONETISE A2P MESSAGING

Mobile Messaging Exchange enables you to easily and quickly monetise the A2P SMS traffic coming into your network. Tata Communications provides a formal agreement specifically for A2P SMS termination, with traffic screening that meets your unique specifications. This approach ensures 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.

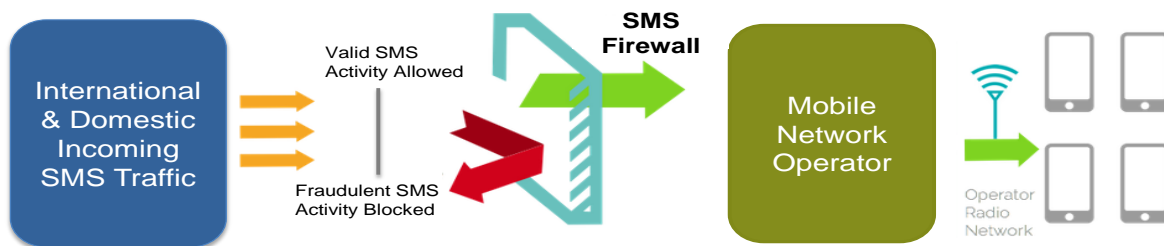
Benefits

- Lets you tap into the revenue potential of A2P messaging with enhanced control over incoming international SMS traffic
- Increases efficiency through a simplified interconnect for SMS termination
- We focus on quality message delivery, not spam traffic
- Incremental revenue stream with zero CAPEX investment
- Immediately monetise A2P traffic by eliminating time spent dealing with new A2P contracts

IN-PREMISE SMS FIREWALL DEPLOYMENT OPTIONS AND FEATURES

In addition to providing the SMS Firewall platform, Tata Communications can also manage the SMS Firewall for you, with a service capability designed to ensure that it is operated, configured and updated using your policies and security rules.

- In-premise SMS Firewall integrated with Tata Communications Mobile Messaging Exchange
- Self-managed or managed service option
- We have extensive experience developing & implementing security and fraud protection services across multiple channels and types of traffic
- Applicable to SMS traffic originating from our own signalling network (on-net) or other IGPs (off-net origination)
- Multiple responses to allow, block, ignore received SMS
- Rules-based SMS keyword multi-level filtering, threshold control, detection and blocking
- Web-based user interface for dashboard, reporting monitoring, alerts, Blacklist, Whitelist and policy rule management
- Compliance with GSMA IR.70, IR.71



Tata Communications Mobile Messaging Exchange global SMS termination service with In-Premise SMS Firewall

For more information, visit us at www.tatacommunications.com.

Contact us

Share



© 2022 Tata Communications. All Rights Reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.

Tata Communications Limited
VSB, Mahatma Gandhi Road,
Fort Mumbai, 400 001
India

About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network, as well as nearly 1.5 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.