

FACT SHEET

message master[®] xsp

Service-centric mobile messaging platform



The mobile messaging platform

message master[®] xsp is a service-centric mobile messaging platform for mobile operators and services providers. message master[®] xsp is architected for both rapid deployment and efficient management of SMS and MMS services.

Key benefits

- If you need to launch a new messaging business or new messaging services, message master[®] xsp helps you to do it quickly, cost-efficiently and without spending resources on developing what exists already in a standard software package.
- If you have to satisfy constantly changing customer requirements or you wish to improve the quality-of-service of your offerings, message master[®] xsp provides the required reliability, flexibility, operations efficiency and service innovation.

Scalability and flexibility

message master[®] xsp is based on a modular architecture and on a licensing model that adapts to your requirements and scales with your growing messaging business.

Service-centric

message master[®] xsp represents a new generation of mobile messaging software. While incorporating all standard features of common messaging gateway software or simple messaging platforms, message master[®] takes things one step further. By supporting rapid application and service design, application workflows and providing a plug & play library of value-added services, message master[®] focuses on putting mobile value-added services into operation and efficiently managing the same on a single platform.

Service scenarios

message master[®] xsp is the service delivery engine behind SMS and MMS value-added services in over 50 countries. Services developed and operated with message master[®] xsp range from SMSC and MMSC access management, mobile marketing, premium SMS, corporate messaging portals, MMS news services, SMS voting, Outlook Mobile Service, SMS chat to MMS photo blogging and more.

Customers

message master[®] xsp has more than 100 active customers among leading mobile operators and service providers including Telenor Norway, Telstra Australia, Orascom Tunisiana, Aktel TMIB Bangladesh and Movil de Entel Bolivia.

»In need of absolute flexibility we chose message master[®] xsp which could be customized and adapted to our requirements easily.«
Christian Kolberg, Telenor Business Solutions, Norway

»... the flexibility and modularity of the platform allows the operator to build easily a variety of messaging applications for mobile subscribers. «

Ioannis Michaelides, MTN Group, Cyprus

»message master[®] xsp has significantly accelerated our SMS messaging operations. Its flexibility is outstanding.«
Jalel Kammoun, Orascom Tunisiana, Tunisia

Technical features

Business features

- Plug & play messaging platform software
- Service logic design and multi-service hosting
- A brandable, plug & play customer web portal
- Real-time message tracking with usage reports
- Billing system integration (hot & cold) and CDR support
- Portal-based Bulk Manager for SMS, MMS and WAP Push campaigns
- User profiling and access management
- Intuitive, graphical user interface for administration and for rapid application design

Messaging features

- Persistent 2-way messaging with store & forward engine
- XML-based rule engine for flexible message flow control
- Traffic control including user-throttling and fraud-protection
- Flexible message interception for content and delivery control
- Real-time traffic logging and message status tracking

SMS and MMS communication features

- Support for international communication protocols for SMS and MMS (SMPP, UCP, CIMD2, OIS, MM7, EAI, GSM, TDMA, CDMA and 3G networks)
- Multiple APIs for integration with applications and customers (SOAP, HTTP, Database, SMPP, MM7, SMTP, WES, etc.)
- Support for multiple SMSC/MMSC links, bulk messaging, message routing and workflows, a web portal for configuration and management and much more
- Connectivity engine with failover, auto-routing and automated connection maintenance
- Proprietary HTTP/SOAP for both SMS and MMS, SIP, SS7 on request

3rd party interfaces

- Multi-interface connectivity for content providers, enterprises, media companies and software developers
- SMPP, MM7 (Access Manager)
- HTTP, SOAP, .NET
- SMTP, XML, SQL DB, ASCII File (FTP)
- WES (Well-Enabled-Services) for Microsoft Connected Services

Functional diagram

