

derback

message master[®] xsp
the mobile messaging platform

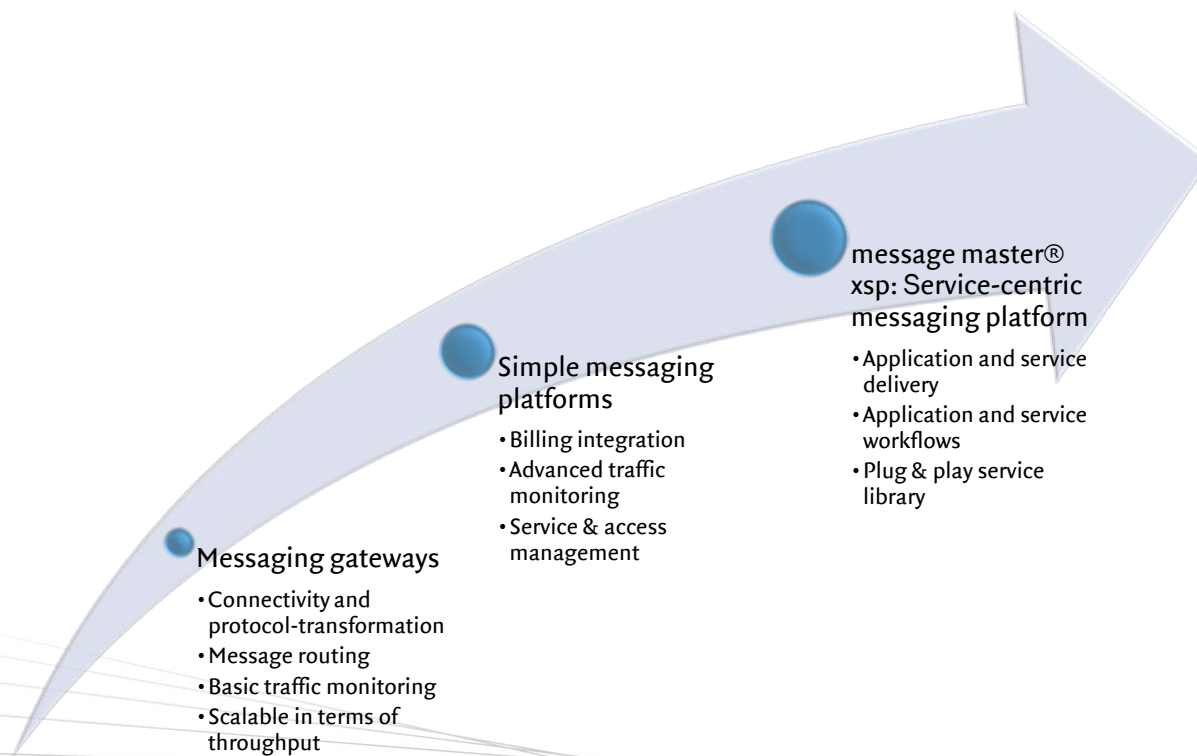


the mobile messaging platform

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.

The evolution of messaging software



Scenarios

- 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**.

Services and applications

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, SMS chat to MMS photo blogging and more.

Customer references

message master® xsp has **more than 100 active customers** among leading mobile operators and service providers including Telenor Norway, Telstra Australia, Orascom Tunisiana, Etisalat Dubai and Movil de Entel Bolivia.



Architecture



Features and scalability

message master® xsp provides an abundance of both business and technical features beneath its service focused concept.

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

Business features

- plug & play messaging platform software
- service logic design and multi-service hosting
- a brand-able, plug & play customer web portal
- real-time message tracking with usage reports
- billing system integration (hot & cold) and CDR support
- user profiling and access management

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 status tracking

SMS and MMS communication features

- Support for international communication protocols for SMS and MMS (SMPP, UCP, CIMD2, OIS, MM7, EAIF), 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.

Screenshots

Bulk XMS Manager

MY PROFILE RELATIONS SENDINGS SENDINGS BULK LISTS CAMPAIGNS SETTINGS OPTIONS LOGOUT HELP

Below you see the status of your campaign 'Test'.

Campaign messaging information

Campaign name: Test
 Started at: 04/20/2007 9:31:00 PM
 Created at: 04/20/2007 9:31:00 PM
 Last modified:
 Status: 3
 Destination: 3
 Used operator address: 0182229024
 Message text: Test

Delivers statistics

Category	Count	Percentage
Number of delivered messages	100%	100%
Number of failed messages	0%	0%
Total number of sent messages	100%	100%

Failure statistics
 All messages have successfully been delivered.

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message manager xsp

WELCOME STATUS LOGS ACCOUNTS LOGIN HELP LOGOUT

Below you see the current configuration of the SMTP.

Link name	Action	Status	Protocol
SMTP	+	OK	SMTP
SMTP	-	There is currently no connection to the SMTP (2). Please check the event log for information on any problems.	SMTP
SMTP	+	OK	SMTP
SMTP	-	There is currently no connection to the SMTP (2). Please check the event log for information on any problems.	SMTP

Add SMTP connection
 Add SMTP connection
 Activate SMTP module

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message manager xsp

WELCOME STATUS LOGS ACCOUNTS LOGIN HELP LOGOUT

Total number of users: 18
 Deleted users: 8 to 26

Search the user accounts...

Active	Name	Security kind	Role/Option	Credits/Sub
<input checked="" type="checkbox"/>	Administrator	Administrator		unlimited
<input checked="" type="checkbox"/>	Alex Blich	User	Bulk XMS Manager - Digital Age South Africa	80
<input checked="" type="checkbox"/>	Amang	User		12
<input checked="" type="checkbox"/>	Chris Swandoff	User		unlimited
<input checked="" type="checkbox"/>	Daviesco	User		unlimited
<input checked="" type="checkbox"/>	Dorvan, Jerold	User		unlimited
<input checked="" type="checkbox"/>	Franciska Schneider	Administrator		unlimited
<input checked="" type="checkbox"/>	Hammerschmidt	User		unlimited
<input checked="" type="checkbox"/>	Kay	User		unlimited
<input checked="" type="checkbox"/>	Kay, Daniel	Administrator		1000

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Bulk XMS Manager

MY PROFILE RELATIONS SENDINGS SENDINGS BULK LISTS CAMPAIGNS SETTINGS OPTIONS LOGOUT HELP

Below you start a new campaign or monitor your active campaigns.

Start new campaign:

Type	Campaign Name	Created at	Destination	Progress	Status	Control
<input checked="" type="checkbox"/>	Test	04/24/2007 9:34:00 PM	3	100%	OK	
<input checked="" type="checkbox"/>	Test	04/20/2007 9:31:00 PM	3	100%	OK	
<input checked="" type="checkbox"/>	Test2	04/19/2007 9:38:00 PM	3	100%	OK	
<input checked="" type="checkbox"/>	Test2	04/19/2007 9:34:00 PM	3	100%	OK	
<input checked="" type="checkbox"/>	Test	04/14/2007 9:30:00 PM	3	100%	OK	
<input checked="" type="checkbox"/>	Test5007	03/08/2007 1:20:00 PM	3	100%	OK	
<input checked="" type="checkbox"/>	Test1	10/17/2006 4:49:00 AM	3	100%	OK	
<input checked="" type="checkbox"/>	Test1	10/17/2006 4:45:00 AM	3	100%	OK	
<input checked="" type="checkbox"/>	Hilfswort	10/16/2006 9:36:00 AM	3	100%	OK	
<input checked="" type="checkbox"/>	Hilfswort	10/16/2006 1:22:00 PM	3	100%	OK	

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Customer quotes

» 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

»message master® xsp has significantly accelerated our SMS messaging operations. Its flexibility is outstanding.«

Jalel Kammoun, **Orascom** Tunisia

Thank you for your attention.

Please, also find more information at www.derdack.com.

Questions?

Please, contact us:

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