Anam Messaging Firewall

The exploitation of SMS grey routes is preventing operators from optimising A2P SMS revenue. SMS related fraud in the form of spam, flooding, spoofing, faking, hacking, phishing and the exploitation of grey or non-billable routes also presents a significant risk to the operator's customer experience.

Fraudulent entities are attempting to send SMS to the operator's customers via non-secure interfaces and are often hiding their identity in the process, making it difficult to identify the source of the fraudulent SMS traffic.

Anam's Messaging Firewall provides mobile operators with the technology and services required to protect their customers from spam and fraud while monetising A2P SMS grey routes.

## Anam Messaging Firewall Product Features

Feature	Details
Content Screening	Content filtering functions such as similar content repetition, keyword matching, phrase matching, UDH (User Data Header) pattern screening, Phishing attacks, Malware and Illegal/Hacker URL sites. All message text is normalized to correct any obfuscation by the spamming entity before being presented to the content filters and pattern analysis functions (e.g. pr1ze - prize).
Volumetric Peak Rate Screening	To detect large message volumes originating from a single number, a key indicator of SPAM or A2P SMS content.
Signature Analysis Engine	Used in conjunction with Anam Analyzer to differentiate between messages that are "spam" and "not spam" (also known as "ham"). Detects typical A2P SMS messages based on content learning. Analyses all messages that pass through filtering process, categorizing content into "spam" "grey messages" and "ham".
Sender Number Screening	Facilitates blocking of any suspicious senders for a set amount of time.
Suspicious Event Notification	When suspicious events are detected, an "alert" is sent to an external administrator or authority. Methodology for signature/fingerprint and rule updates to be applied to the system in real-time from external systems.
Cloud Deployment Option	Anam Messaging Firewall is also available as a cloud service, and can be deployed in combination with Anam Messaging Hub to filter International messages.
Platform and Application Management	Complete suite of platform operations and maintenance services, including: **Platform Management** - monitoring of the hardware platform **Application Management** – configuration management of the platform **Technical Support** – round the clock support in the event of a problem with the platform.

Protection of All Network Entry Points

All SMS traffic will flow through the Anam Messaging Firewall, allowing Anam to monitor and filter messages from the 4 key entry points:

A International Interconnect traffic from other international operators

B Application Originated traffic from local aggregators

C National Interconnect – messages from other licensed operators in the country (OLOs)

D On-net P2P traffic – enabling SIM Farm detection
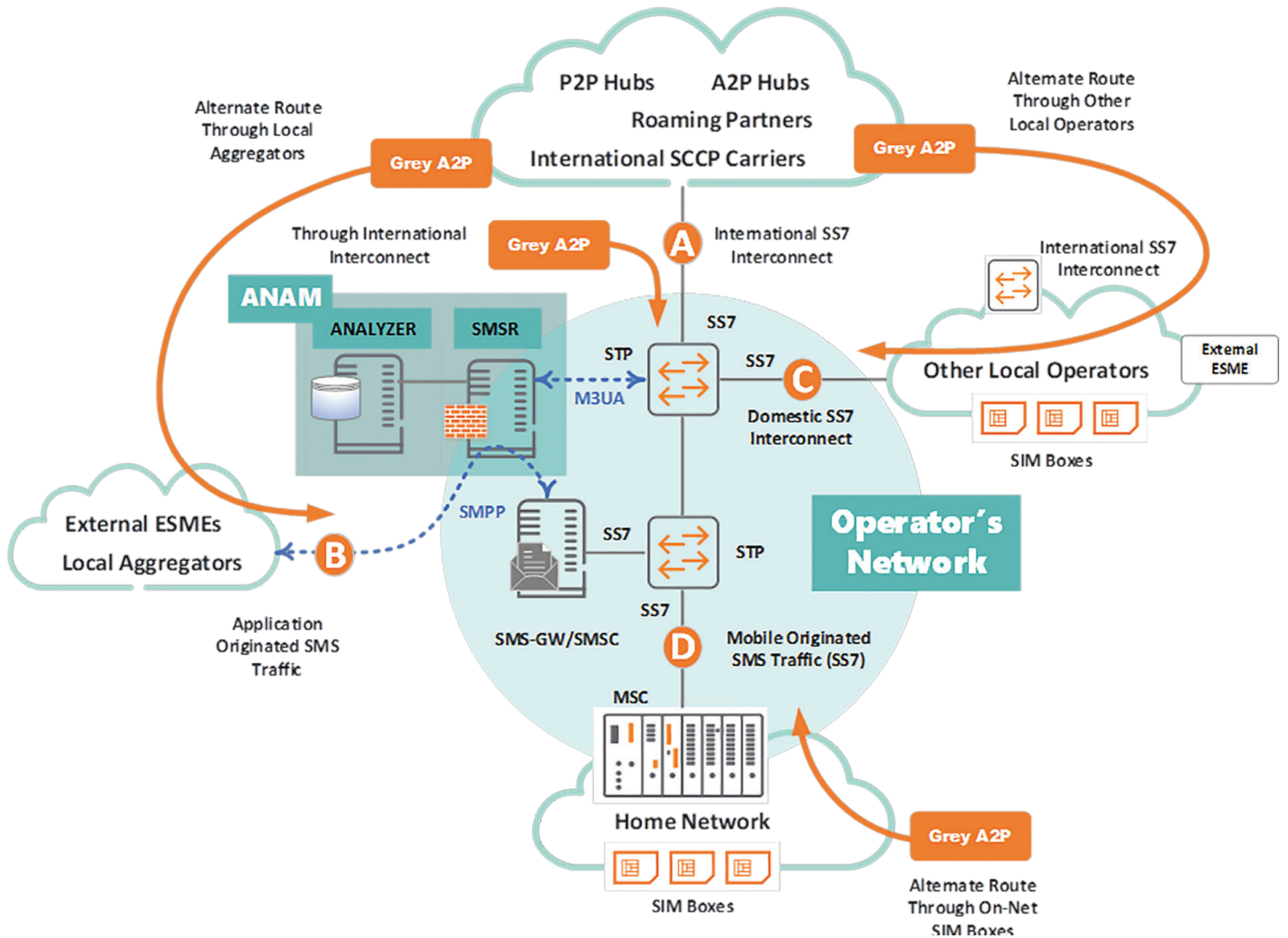
Key Business Benefits

Anam Messaging Firewall delivers the following business benefits to Mobile Operators:		
Revenue Growth	**Improved Customer Experience**	**Fully Managed Service**
Monitoring and filtering of all SMS and blocking of grey routes drives A2P SMS monetisation. Integration with Anam Analyzer provides insights into customer traffic types and patterns, improving market understanding and helping identify further revenue generation opportunities.	Blocking of spam and fraudulent messages creates a better customer experience and improved customer retention.	Anam Messaging Firewall is part of the Anam Assure portfolio of products, supported by a suite of platform operations and maintenance services and round the clock technical support.

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