

Anam Messaging Hub

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A2P continues to grow globally, as the most effective and ubiquitous means for enterprises to communicate with customers. Mobile operator groups are looking to maximise this opportunity by implementing a single point of access for all operators in the group. This approach maximises competitive advantage, revenues and security for the group. Anam Messaging Hub is designed to provide this single point of access, and to ensure messages are handled securely and with high quality of service.

For Mobile operator groups with networks in multiple markets, deploying a centralised Messaging Hub provides protection to all group networks. It also provides a single point of entry for A2P Aggregators and Enterprises who wish to deliver messages to subscribers across the group's footprint.

And as P2P SMS volumes decline in the face of competition from global OTT players, a centralised Hub enables the group to consolidate its International P2P traffic through a single transit point, providing significant operational efficiencies and cost savings.

Anam Messaging Hub Product Features

| Feature | Details |
|---|---|
| International Transit Hub | <p>A transit hub for all international SMS, either terminated towards or originated from the local operator, including international A2P, international P2A and international P2P SMS in compliance with GSMA Open Connectivity (IR.75) set-up.</p> <p>The following traffic flows can be hubbed:</p> <ul style="list-style-type: none">- Inbound A2P SMS from an SMS Aggregator destined to local operators- Inbound P2P SMS from a roaming partner- Inbound P2P SMS from 3rd party SMS Hub providers- Outbound P2P SMS transited by a local operator SMSC and destined to an international destination- P2P SMS between 2 local operators- P2A SMS transited by a local operator SMSC and destined to an "international SMS" application system. |
| Integration with Anam Messaging Firewall | <p>Protection of all SMS traffic transiting the hub, including spam SMS elimination, detection & blocking of A2P SMS using P2P routes and vice-versa.</p> |
| Integration with Anam Analyzer | <p>Providing full visibility and detailed analysis of all International SMS; export of data records to support near-real time reporting and analytics; management interface for route updates and OSS integration for alarming & alerts.</p> |
| Fully supported by Anam Managed Services | <p>Including SMS Revenue Services, Technical Management Services and Technology Services, providing proactive protection to all group operators from 'grey routes'.</p> |
| Billing System Integration | <p>Central analysis and reporting node creates a separate CDR stream for mediation to an external Billing System. Configuration can be implemented to only transfer CDRs for a subset of traffic (e.g. SMS from AA.19 partners) as well as customizing the content of the CDR record to adapt to the Billing System.</p> |

Technical Solution Overview

Anam Messaging Hub comprises two main components:

SMS Router (SMSR) Node

SMSR is the Traffic Handling Node and is deployed centrally. It is Geo-Redundant (N+N), Multi-Tenanted and virtually located in the operator's SS7 Network.

The SMSR node supports the following features:

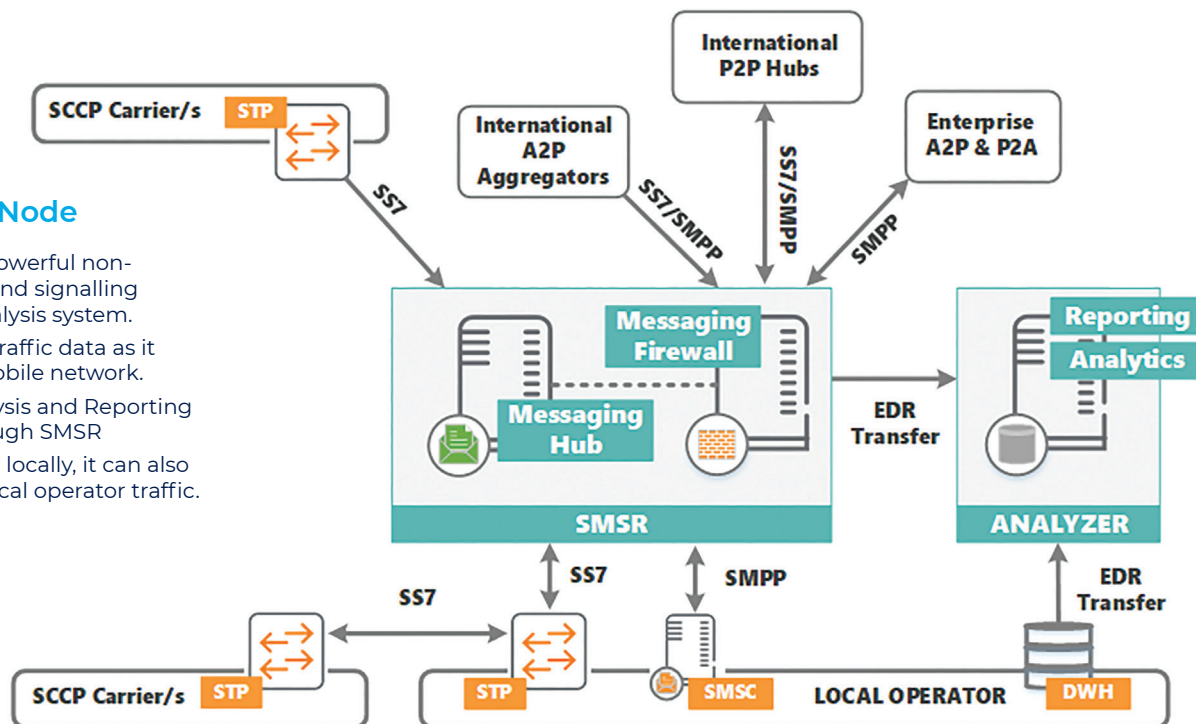
- Southbound integration to the local operator using either point-to-point SMPP links or SIGTRAN links.
- SS7 integration to the local operator using either peer-to-peer SIGTRAN links or by establishing an SIGTRAN integration via a centralized STP function.

- Northbound integration using any of the following interfaces:
 - SMPP towards international SMS Hub providers (P2P and A2P)
 - SMPP towards A2P Aggregators
 - SMPP for direct Enterprise/OTT Integration
 - SS7 towards the international SS7 provider to allow integration of A2P Aggregators / SMS Hubs via SS7.

- HTTP(s) Interface for direct Enterprise/OTT integration, facilitating secure delivery of A2P SMS for certain sensitive applications (e.g. OTP for banking access).
- Intelligent routing for both inbound and outbound SMS traffic, with the ability to conduct MNP dipping via SS7 (SRI-SM, ATI) and ENUM.

Anam Analyzer Node

- Anam Analyzer is a powerful non-invasive messaging and signalling data capture and analysis system.
- Extracts messaging traffic data as it flows through the mobile network.
- Used for Offline Analysis and Reporting of traffic routed through SMSR
- Deployed centrally or locally, it can also support analysis of local operator traffic.



Key Business Benefits

Anam Messaging Hub delivers the following business benefits to MNO Groups:

Revenue Growth

From improved A2P Monetisation. Integration with Anam Messaging Firewall protects all Group networks from international grey route messages and spam. Integration with Anam Analyzer enables greater insights into customer traffic types and patterns, improving market understanding and helping identify further revenue generation opportunities.

Cost Reduction

Through consolidation of International P2P traffic through a single Transit point for all local operators in the Group. Also, routing of intra group traffic can be managed via the Hub, eliminating third party costs from the routing plan.

Improved Customer Experience

For A2P aggregators, Enterprise customers and P2P Hub partners via a single point of connection into the Group's MNO footprint. There is no longer a requirement for a customer to establish and manage individual connections to multiple local operators in the Group.