SMS
System VI

Not your average SMSC

Flexible Licensing

Virtualised and Cloud Deployable

Hassle-Free Integration

Why SMS System VI?

SMS remains the most ubiquitous and far-reaching channel in the world for communicating textual content to people. Operators worldwide must therefore continue to provide their subscribers with this proven and trusted service.

Problematically for operators today, SMS revenues are under pressure even though SMS volumes are climbing. As a result, many operators need to replace their existing SMSCs because of their costly and restrictive licensing models.

SMS System VI answers this need in a comprehensive SMSC with a flexible licensing model, which does not enforce any hard-capping limits.

Over and above this, you need not worry about the huge reconfiguration work required to swop-out your current SMSC for SMS System VI; Pharos will handle the integration work, which includes porting over all your existing ESME accounts and routing rules.

What is SMS System VI?

SMS System VI is a carrier-grade high-performance Short Message Service Center (SMSC) for mobile networks. It is a software-only system that you can deploy on bare-metal servers or on virtual machines/private cloud.

The SMSC provides a comprehensive set of operating capabilities including:

- **First Delivery Attempt Processing**: Attempts to deliver all Short Messages it receives directly to recipient subscribers' handsets
- **Store and Forward**: Enables storing of undeliverable messages for later retry forwarding to available subscribers
- **ESME Service-Routing**: Enables WASPs to provide messaging services from their HTTP/S and SMPP interfaces
- **Message Charging**: Enables prepaid billing and postpaid charging recorded in richly detailed CDRs
- **Multi-Language Message Support**: Enables message text processing using GSM 7-bit, Unicode, UTF-8, & UCS2 encoding

Key Benefits

- No messages will be dropped when you outgrow your licence limits—the system does not hard cap message throughput
- Pharos supplies the following SMSC integration services:
  - We clone each of your ESME accounts
  - We clone your message routing and translation table
- Enables your move to a virtualised messaging environment

Key Features

- Handles the most demanding campaigns
- Lets you set ESME message quotas to prevent WASPs and aggregators from flooding and overburdening the system
- Provides a real-time backup system to protect messages from disappearing as a result of unplanned shutdowns
- Ships with an intuitive O&M interface for messaging configuration, reporting , and dashboard monitoring
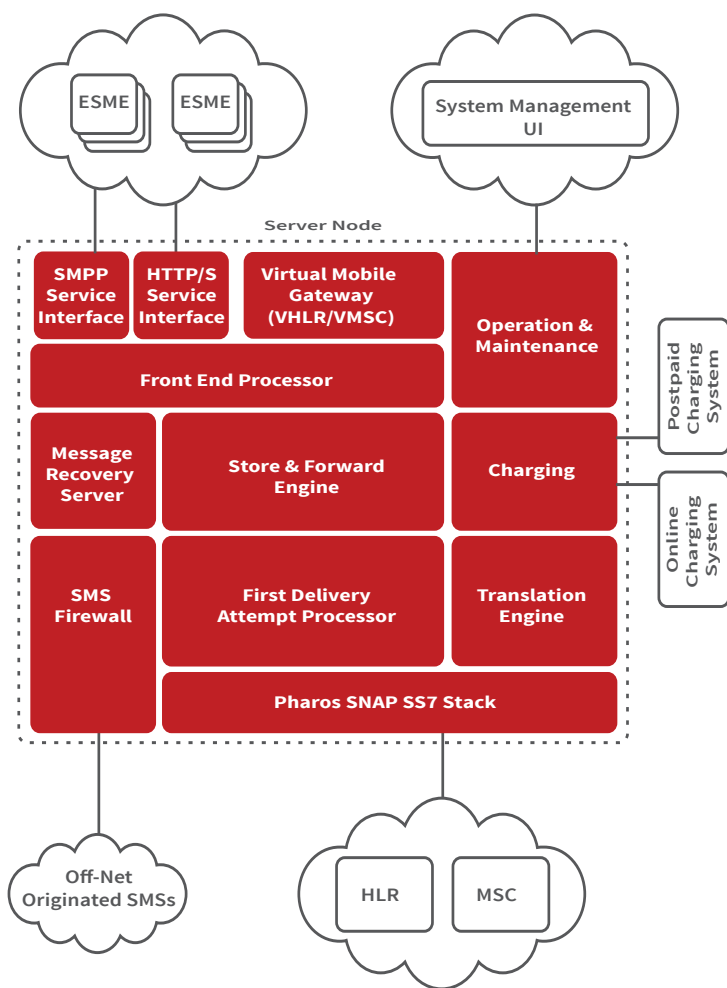
Other Features

Distributed Scalability and Redundancy Options

The system's distributed architecture enables you to scale indiviudal SMSC modules across multiple servers. If for example you find you need extra first delivery attempt processing, simply distribute this module onto multiple bare-metal or virtualised servers.

The system will automatically load balance the modules that you distribute.

In addition, the SMSC's distributed architecture lets you achieve geographic redundancy of the entire system or just the modules that you wish.

SMS System VI Architecture

SMS Firewall

The SMS Firewall component enables you to both maximize your revenue from A2P traffic and protect your subscribers. The following rule-based real-time message-filtering capabilities block unsolicited and unpaid SMS traffic from infiltrating your network and adversely impacting your subscribers:

- Anti-Faking
- Anti-Flooding
- Anti-Spoofing
- Anti-Spamming
- Anti-Smishing

Smart Routing Tools

The platform provides you with the following tools to route Short Messages to and from subscribers:

- Number Plan Lookup Service
- Subscriber and ESME Message-Routing
- Message Profiling
- Message Validation
- Message Barring

Each of these options, in turn, have sub-options for you to further control how to processs and route messages.

Our SMS Expertise

Pharos has accumulated more than 15 years of SMS expertise.

We provide numerous mobile network operators in Africa, Europe, and the Middle East with SMS infrastructure, which we back with top-notch support.

Our SMS products are field-proven in Tier-1 operators, where they successfully provide 99.999% availability and generate substantial messaging revenues.

Related Products

Pharos Avantgard has the following other products in its SMS catalogue:

IP SM Gateway
Extends the use of SMS to IP Multimedia Subsystem (IMS) data networks.

SMS Interconnect Billing
Produces detailed CDRs from the signalling network, which contain hard evidence of all off-net Short Messages sent to and from the operator's mobile network.

Please get in touch with us to find out more...

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