TYNTEC LAUNCHES SUPERNET SMS-C

World's first distributed SMS-C architecture brings increased resilience and throughput to messaging infrastructure marketplace

November 14th, 2007 – London, UK - Mobile messaging services provider TynTec (www.tyntec.com) today announces the launch of Supernet SMS-C, a new distributed SMS-Centre (SMS-C) architecture. With this new architecture TynTec is introducing a 'multi-homed' SMS-C capability as well as dynamic routing in the SS7 network, thus enabling TynTec to provide its customers with an improved quality of service in SMS transmission by having several delivery options through different hub operators.

Supernet SMS-C turns the traditional SMS-C architecture on its head. Operators have traditionally housed a single, monolithic SMS-C within their network to manage the reception and distribution of SMS messages to their subscribers. Supernet SMS-C instead operates small, distributed interface units within user networks, each reporting back to a single centralised SMS-C unit hosted on TynTec's own enterprise strength server system.

Supernet SMS-C effectively allows one SMS-C to operate in several hub operators' networks at the same time. The advantage of this model is that messages can be re-routed through lower cost network routes or simply re-directed to different routes for resilience, e.g. when a hub is down.

This distributed architecture also means that Supernet SMS-C can essentially provide SMS in a software as a service (SAAS) model, rather than an in-house technical process. As an outsourced service, Supernet SMS-C offers a number of benefits over an in-house SMS-C. As well as the reduced cost and management hassle associated with a managed service provision model, Supernet SMS-C means that operators can avoid getting trapped into the costly upgrade and replacement cycle inherent in the licensed software model.

As well as presenting a new outsourcing option for operators, the new SMS-C architecture also gives TynTec an unparalleled level of resilience in its own SMS operations. The structure enables the company to re-route SMS on the fly to any one of its operator partners using its portfolio of SS7 connections. In this way TynTec can futher 'armour plate' the delivery guarantees provided as part of its enterprise strength SMS offering.

Thorsten Trapp, CTO of TynTec, said: "Supernet is a true paradigm shift in SMS technology. For the first time we've moved away from the idea of the SMS-C as a piece of software towards seeing it as a managed service.

"The technical management of SMS is increasingly a non-core activity for operators and Supernet enables the reliable and cost-effective outsourcing of these processes with a distributed SMS-C architecture."

-ends-

For more information:
Patrick Herridge
Parys Communications
020 7622 9951
pherridge@parys.com

About TynTec

TynTec is a mobile messaging service provider, offering powerful SMS functionality to operators, enterprises, aggregators, ISPs and message resellers. Through partnerships with mobile operators the company has unique, multiple points of access into the deep level (SS7) mobile telecoms network, enabling it to offer a new level of quality in messaging services.

TynTec offers a range of services that leverage its network access including international SMS hubbing, outsourced operator messaging services and enterprise SMS.

TynTec works with a wide range of mobile operators and major global businesses including O2, T-Mobile, Accenture, British Airways and Google.

Products

IMT - International Messaging Transit (IMT) is an SMS hubbing technology – it facilitates the seamless global interoperability of SMS between operators without the need for hundreds of costly individual bi-lateral interoperability agreements

Managed services - TynTec's Managed Services enable operators of all sizes to outsource non-core technical activities such as long-number SMS reception, OTA, number range hosting and even the entire SMS-C

Enterprise SMS - TynTec's enterprise services division offers businesses carrier-grade SMS messaging, enabling them to use SMS in mission critical applications and corporate communications