



## **Aktel Signs with TynTec for SMS Hubbing**

*TynTec's IMT extends Bangladeshi operator's SMS reach*

**October 04<sup>th</sup>, 2006 – London, UK** - AKTEL, one of the leading mobile operators in Bangladesh, has signed a deal with carrier-grade SMS service provider TynTec to deploy its International Messaging Transit (IMT) SMS hubbing technology. Under the deal AKTEL will use TynTec's IMT to extend its SMS reach further into Europe and the US without the need to sign extra roaming agreements.

IMT leverages TynTec's portfolio of carrier partnerships to give third party network operators the ability to offer two-way SMS reach into up to 360 networks in 145 countries. Mobile operator's SMS reach has traditionally been limited by the cost and complexity of signing multiple, individual SMS connectivity agreements. IMT, as an SMS hubbing technology, replaces these individual relationships with one point of contact that in turn connects to a range of other operators. As well as removing the need to form and manage potentially hundreds of individual connectivity agreements, IMT also gives subscribing operators a single point of legal, technical and commercial contact over a large swathe of its connectivity portfolio.

TynTec has access to 360 networks in 145 countries through its portfolio of SS7 access agreements with operators around the world. This means that operators looking to extend their SMS reach can choose the networks from TynTec's portfolio that complement their existing range of agreements and can sign up multiple connectivity partnerships through a single deal.

Mr. Ahmad Ismail, Managing Director of AKTEL, said: "The IMT product solves a problem that all operators face – how to extend your SMS reach globally without the need for hundreds of time consuming bilateral agreements. Using IMT we can instantly build a considerable SMS reach through a single point of contact with no need to speak to every operator individually.

"This deal means that our customers now have a far greater range of SMS communications possibilities and that clearly opens up a whole new area of potential data revenue growth."

Michael Kowlazik, CEO, TynTec, said: "Our IMT product means that operators everywhere and of whatever size now have an alternative to bilateral connectivity agreements. This is the future of mobile data connectivity – rather than the expensive duplication of agreements between every operator, these agreements can now be aggregated into a single hub where everyone can access them.

"We're working closely with the GSMA on their SMS hubbing initiative and we believe that this, combined with the involvement of forward looking operators like AKTEL, will make products like IMT the default system for international SMS connectivity."

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### **About TynTec**

TynTec ([www.tyntec.com](http://www.tyntec.com)) is an enterprise quality SMS operator for corporates. Through partnerships with network operators Manx Telecom, Digicel Jamaica and Alands Mobiltelefon, TynTec has multiple access points into the deep level mobile telecoms



infrastructure (SS7). This, combined with a proprietary SMS-C platform, allows TynTec to offer a new level of quality in SMS.

TynTec's enterprise quality SMS service offers a range of advantages over traditional 'consumer' SMS, making it suitable for mission critical corporate applications. The service offers a highly secure, rapid and reliable communication channel into more than 360 networks in 145 countries, with a single, direct path between sender and recipient. Additionally, companies can extract rich data from their SMS communications, such as delivery receipts and information on the status and location of the phone.

TynTec's access to the deep level mobile network infrastructure (SS7) also enables TynTec to act as an outsourced mobile data operator, providing managed services to MVNO's, MNO's and wireless service providers.

TynTec works with some of the world's leading companies such as British Airways, Accenture, Unilever and TNT who use TynTec's enterprise quality SMS products to facilitate internal and external corporate communications. Additionally, TynTec works with a wide range of SMS aggregators, resellers and mobile transaction networks such as mBlox, Netsize, and Mobile365.