



## **TynTec receive GSMA Certification for SMS Hubbing Technology**

*TynTec's IMT achieves self-certification criteria for SMS hubbing*

**February 26<sup>th</sup>, 2008 – London, UK:** Mobile messaging services provider TynTec ([www.tyntec.com](http://www.tyntec.com)) today announces that its International Messaging Transit (IMT) SMS hubbing technology has achieved the self-certification criteria required to offer SMS hubbing as defined by the GSMA. TynTec are one of the first hubbing providers to achieve this self certification globally, maintaining their reputation for innovation in this fast moving field.

IMT leverages TynTec's portfolio of carrier partnerships to give mobile network operators the ability to offer two-way SMS reach into up to 150 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.

The GSMA process of the certification of SMS hubbing has been an important development for the industry, bringing standardisation and interoperability into previously diverse marketplace. With the GSMA standards in place, operators can now adopt hubbing technologies safe in the knowledge that approved systems can be implemented in a safe and effective manner.

Michael Kowalzik, CEO of TynTec, said: "We have been a part of the GSMA's programme on SMS hubbing since the very beginning so it's great to get to the stage of achieving self certification. The introduction of centralised standards is important in a nexus of interoperability like hubbing so we see the introduction of the GSMA approval process as central to the growth of the market. By adhering to the GSMA standards we're letting operators know that the TynTec IMT hubbing solution is a credible, stable and effective solution to the hubbing question."

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### **For more information:**

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### **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.