



TynTec Introduce Enterprise SMS Industry Standards

New Quality of Service parameters set to increase quality of SMS communications

October 31, 2005 – London, UK - Enterprise quality SMS operator TynTec today announces the introduction of a series of new industry standards which promise to dramatically improve the quality of SMS communications. The new Quality of Service (QoS) parameters developed by TynTec in partnership with the University of Duisburg-Essen will enable the detailed monitoring of SMS transmissions to ensure a greater degree of reliability and a higher average speed of delivery.

The new parameters will be used by mobile network operators, third party SMS gateways and mobile network infrastructure software vendors to monitor the transmission of SMS messages and to detect network transmission problems quickly and accurately. By being able to identify issues up to 80% earlier, remedial action can be implemented immediately thus ensuring greater reliability and reducing the total average delivery time for messages.

SMS has traditionally been viewed as a primarily consumer communication medium and, as such, has not until recently required high quality of service guarantees. However SMS is now growing as a corporate communications tool and, in this environment, needs to offer the higher level of speed and reliability required by corporate and business customers. By working with the University of Duisburg-Essen to develop these new parameters, TynTec is helping the entire industry to move SMS to a new level of quality for enterprise users.

The research has been funded by an EU supported grant and the results are being communicated to the wider industry through a series of conference presentations. These have taken place at the IST Mobile and Wireless Communications Summit in Dresden, at the 10th IEE conference on Networks and Optical Communications in London and at SCC2005 in Orlando.

Michael Kowalzik, CEO of TynTec, said: "The traditional parameters that were used to measure QoS were sufficient whilst SMS was primarily a 'best effort' communications medium intended for consumer users. However, recent research has shown that enterprise use of SMS is now growing faster than consumer use¹ and this new audience requires a new level of quality in their communications. By developing these parameters for the whole industry we are helping the marketplace and the technology move to the next level".

"Reliability and speed of delivery are absolutely key in enterprise SMS communications and, without these new parameters, it has been impossible to offer the highest level of quality in SMS. We're calling upon network operators and third party SMS providers to work with us to make these new parameters an industry standard for the highest quality SMS communications."

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¹ O2 research, 2005



About TynTec

TynTec (www.tyntec.biz) is an enterprise quality SMS operator for corporates. Through partnerships with network operators Manx Telecom and Digicel Jamaica, 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 260 networks in 125 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 receiving 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 and resellers such as Mblox, Netsize, and Mobile365.