

## OTA SMS-MT

### Product Data Sheet

Over-The-Air messaging enables mobile services providers to distribute new software updates to mobile phones or provisioning handsets with the necessary settings to access services such as WAP or MMS. TynTec's OTA SMS-MT gives mobile service providers, enterprises and mobile operators with the capability to add and configure new types of services to a customer's handset by using its SS7 mobile network, guaranteeing a fast and efficient updates and installations on handsets.

The OTA SMS-MT service allows the seamless sending of OTA messages to nearly 400 networks worldwide. The service is based on TynTec's high performance proprietary SMS-C and OTA capability with direct access into the deep level telecoms network (SS7).

### Product Overview

- As mobile phones accumulate new applications and become more advanced, OTA configuration has become increasingly important as new updates and services come on stream. OTA SMS-MT optimises the configuration data updates in SIM cards and handsets.
- Because TynTec has direct access to SS7 connectivity, over the air messages are sent directly to the handset, meaning that TynTec is able to send OTA messages without passing through a mobile operator's network. This service guarantees the delivery of all messages within 15 seconds.
- Mobile Device Management providers for enterprises can include a high quality OTA SMS sending to their service packages.
- OTA SMS sending is provided to all connected networks, counting on nearly 400 destinations in 160 countries for a true global OTA messaging.
- TynTec's OTA SMS-MT retains visibility and control of messages because of its access into the SS7 connectivity, as well as having a custom-built SMS platform that allows a direct delivery path between sender and the consumer's handset. TynTec does not use third parties to route the messages, offering a true guarantee of delivery for each message sent.
- TynTec provides all SMS services under a strict Service Level Agreement (SLA), including a 24/7/365 technical support.

### Highlights

- Guaranteed delivery within 15 seconds
- SS7 connectivity
- High quality SMS delivery
- Worldwide coverage
- Strict SLA

### Key Features

- Numeric Originator, Alphanumeric Originator or Short Code Originator individual on each message
- Unicode and TON/NPI settings
- Binary and concatenated messages
- Flash SMS and WAP-Push SMS
- Over the air (protocol ID)
- Mobile Number Portability check
- Real-time Delivery Receipts
- Buffered Notifications (notification after first delivery attempt)
- Full GSM Error Codes and Local Time Stamps
- Message Expiry Control



## Services Enabled by OTA SMS-MT

- OTA SMS-MT provides remote control of mobile phones for service and subscription activation, personalization and programming of a new service for mobile operators and telco third parties.
- TynTec provides OTA SMS-MT for quick/last minute updates and software installations in the mobile device, offering a high speed service.
- Mobile operators can rely on TynTec's OTA messaging infrastructure to send software and configuration updates, as well as implementation of new services and applications on handsets, such as WAP.

### Benefits

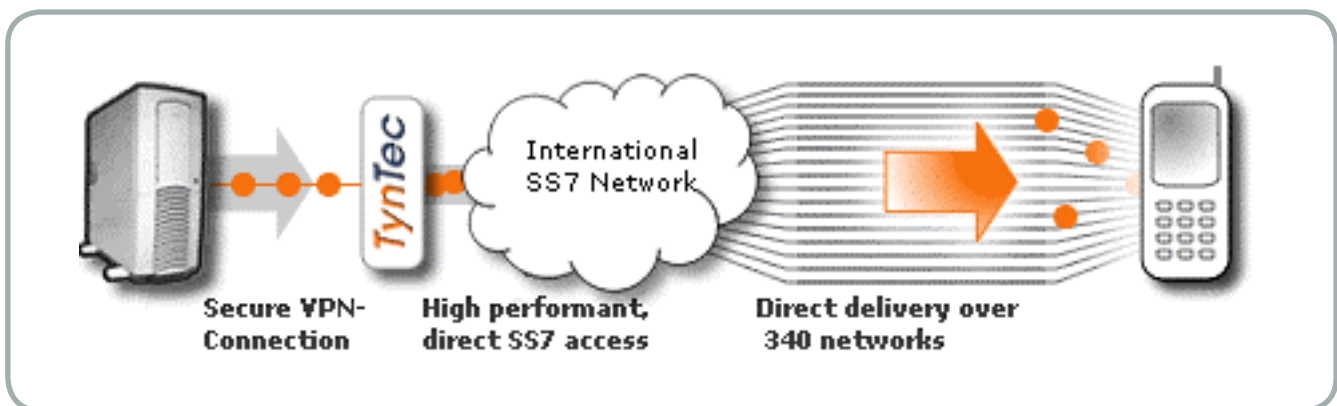
- TynTec provides OTA SMS-MT for quick/last minute updates and software installations in the mobile device, offering a high speed service
- Worldwide coverage enables customers to reach a large subscriber base
- High quality OTA SMS through reliable SS7 connectivity

## Industry Sectors Using this TynTec Solution

- Mobile Content Providers
- Mobile Handset Developers and Vendors
- Mobile Applications Developers
- ISIM Card Manufacturers
- Mobile Device Management Providers
- Mobile Device Manufacturers

### Tech Specs

- SMS-MT messaging supports all OTA requirements
- Throughput: 80 SMS-MT per second
- Interface: SMPP v3.4
- Technical Availability: 99.7% on six month basis
- Connection: IP (VPN on request)
- Technical support: 24/7/365
- Telco-grade security



## About TynTec

TynTec is a mobile messaging operator, offering enterprise-quality SMS services to mobile operators, enterprises, internet and mobile services providers. Because of the unique way in which TynTec manages SMS transmission, the company is leading the industry in the provision of Service Level Agreements (SLAs) for messaging. By committing to strict parameters of reliability, throughput, uptime and speed, TynTec can offer its clients messaging services that are suitable for truly mission critical environments. TynTec offers a broad range of messaging services to its clients, such as inbound and outbound SMS services, SMS hubbing, unified inbound messaging and real time network data.

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