

SMS-MO SMPP

Product Data Sheet

TynTec's Mobile Originated Messaging (SMS-MO) service provides reception of SMS messages from subscribers into an application, such as marketing campaigns, promotions and TV voting. This inbound SMS service enables secure and reliable reception of mobile originated messages through a single messaging interface from practically all GSM networks worldwide. The TynTec service is based on a custom-built high performance messaging platform, which has direct access into the deep level telecoms network (SS7).

Product Overview

- SMS-MO enables businesses to effectively interact with consumers as well as corporate staff. A range of applications can be enabled with TynTec's SMS-MO, such as TV voting, product campaigns and promotions, SMS chat services, and many others. TynTec enables brands, TV channels and media companies with a reliable and scalable platform to receive messages through a single interface.
- TynTec's SMS-MO is based on Long Numbers, which is a reception mechanism used by businesses in place of short code numbers, offering a range of advantages. As well as being internationally available, Long Numbers enable businesses to have their own number, rather than short codes which are generally shared across a lot of brands.
- Long Numbers are available at a fraction of the cost of short codes and are non-premium inbound numbers, which means that their cost is the same as reaching any other standard Long Number.
- This service offers local numbers for UK (+447624 800), as well as for Germany (+49 157 05 000 000) and Finland (+358 457 395 8000).
- The SMS-MO service offers its own large mobile number space which can be tailored to individual SMS reception needs. This service can be used to assign one number to one employee, customer, remote machine or asset.
- Customers can choose their own instantly memorable mobile number to enhance interaction with consumers for marketing purposes. SMS can be sent exclusively from all GSM networks to the defined number.
- TynTec technology runs in a secure environment through a flexible high performance interface, allowing the reception of a high volume of messages
- This service provides payouts per message received for selected networks from the UK and Finland.
- SMS-MO provides the optional Time Stamp feature, which identifies the exact time when an SMS is sent by the subscriber, offering an approved validation time for SMS arrival.
- TynTec provides all SMS services under a strict Service Level Agreement (SLA), including a 24/7/365 technical support.
- For SMS and voice reception, TynTec offers its Voice-Enabled Long Numbers service, which is available through UK and Finland Long Numbers.

Highlights

- Reliable and scalable reception of SMS messages
- Available internationally
- Non-premium inbound numbers
- "Time Stamp" feature
- Local Numbers for UK, Germany and Finland

Key Features

- TON / NPI settings
- Global Title of sending SMS-C
- Time Stamps with time of SMS Sending



Services Enabled by SMS-MO SMPP

- Globally available numbers for international companies and marketing campaigns
- Reception of SMS initiated by TV and radio shows
- Product feedback via SMS (number printed on any product package)
- Reception of SMS to be forwarded to computer or user account
- SMS to email applications
- Lottery via SMS

Industry Sectors Using this TynTec Solution

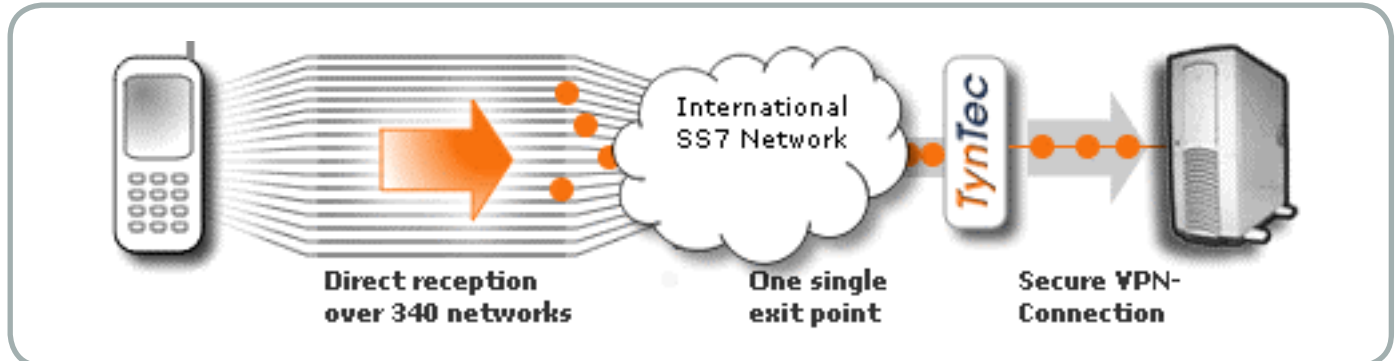
- Mobile content providers
- Message and MSISDN resellers
- Wireless application service providers (WASPs)
- Mobile Virtual Network Enablers (MVNEs)
- Mobile Virtual Network Operators (MVNOs)
- Mobile Network Operators (MNOs)
- Advertising agencies, TV, radio and other media channels

Benefits

- Global businesses can rely on a long term and internationally available number to receive communication with consumers around the world in a reliable manner
- Services requiring large amounts of SMS reception are greatly optimised as TynTec's platform is highly scalable

Tech Specs

- Throughput: 80 SMS-MO 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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