tyntec

Clear Path to A2P Monetization
SMS Firewall

Control and Monetize A2P Traffic—
SMS and Beyond

The numbers add up. And the rapid increase in A2P SMS traffic only amplifies the revenue potential of A2P further. Portability and phone verification lookups, which ensure accurate and timely SMS delivery, amount to an overlooked operator revenue stream. But seizing the opportunity requires speed and agility.

Why? The stakes have changed:

- ⊗ **Loss too big to hide:** As losses from SMS faking and spoofing mount, inaction is no longer an option (USD1.6B in 2013, Heavy Reading Magazine).

- ⊗ **Opportunity too great to ignore:** Potential gains further outweigh costs as market demand for A2P SMS increases (USD 60B by 2018, Juniper Research). In addition, to ensure prompt and satisfactory delivery, portability or phone verification lookups are necessary on every SMS message — meaning at least another USD 3B operators are missing out.

- ⊗ **Customer satisfaction on the line:** Business impact of unauthorized SMS traffic can multiply quickly, increasing call center costs and asymmetrical inter-operator termination charges (USD 6M for 10M subscribers, Heavy Reading Magazine).

What are your options?

Work with tyntec to control and monetize your A2P traffic. Knowing both sides of the equation — telcos and enterprises — means we can provide the right solution for you:

- ⊗ SMS firewall hardware to fit into your ecosystem;

- ⊗ A turnkey service provider to manage the firewall on your behalf; or

- ⊗ An exclusive, revenue-sharing partner for A2P monetization.

Threats addressed – tyntec's SMS Firewall

Threat	Description	Business Impact
Grey routes	Misuse of cheap routes for SMS / portability / phone intelligence termination	Uncollectable termination fees, increased infrastructure costs
Spamming	Unwanted messages delivered to subscribers	Irritated subscribers, degraded performance, blames for relaying
Flooding	Massive amounts of messages sent to subscribers and nodes	Overload in the signalling network, relay costs for home operators
Faking	Illegal use of SMSC identity by foreign system	Uncollectable termination fees
Spoofing	Messaging sent illegally by simulating a roaming subscriber	Subscribers wrongfully billed for unsent messages
Smishing	Deceptive messages attempting to acquire subscriber information	Subscriber annoyance, billing issues, the potential spread of viruses
Virus distribution	Messages luring subscribers to a download site with viruses	Customer service problems due to compromised handsets

Benefits tyntec delivers

- **Complete security and control solution for all elements of A2P messaging**
- **A2P revenue opportunities built on a reliable, spam-free communications channel**
- **Regulatory compliance for subscriber protection**
- **Reduced operational cost through the removal of unwanted traffic**
- **Enhanced trust and richer subscriber experience by ensuring message legitimacy**
- **Protection of consumer privacy and your brand reputation**

Key Features

- **Real-time monitoring & reporting:** Threat detection and alerts for unwanted traffic and content including spam, traffic spikes and repeated content.
- **Policy management system:** Powerful, flexible system for defining custom filtering rules.
- **Seamless network integration:** TDM and IP-based SIGTRAN integration, supporting any network, any architecture.
- **Easy-to-use web interface:** SMS filtering policy creation made easier through our web interface.
- **GSMA compliance:** Scanning of all traffic for threats as defined in GSMA IR.70.
- **Consultancy and support:** Decade-long industry experience, backed by strict adherence to SLA

tyntec Distinction

Strong protection: Control your A2P traffic with a complete network security solution, offering detailed trend analysis, real-time alerts, a powerful rules engine, on-demand AVG integration, and more.

Holistic A2P monetization: Tap into the complete A2P opportunity, pairing SMS with portability and phone verification lookups that ensure efficient SMS message delivery.

A2P SMS Monetization: Revenue-generation opportunities harnessed through tyntec's extensive customer base of the world's top brands—and billions of messages terminated each year for their business-critical use cases.

Tailored solution: Customize engagement scope to your business and operational requirements, ranging from policy creation consulting to complete firewall management.

Customized traffic analytics: Spot trends and threats with historical traffic analysis, enabling timely preventive measures and monetization planning.
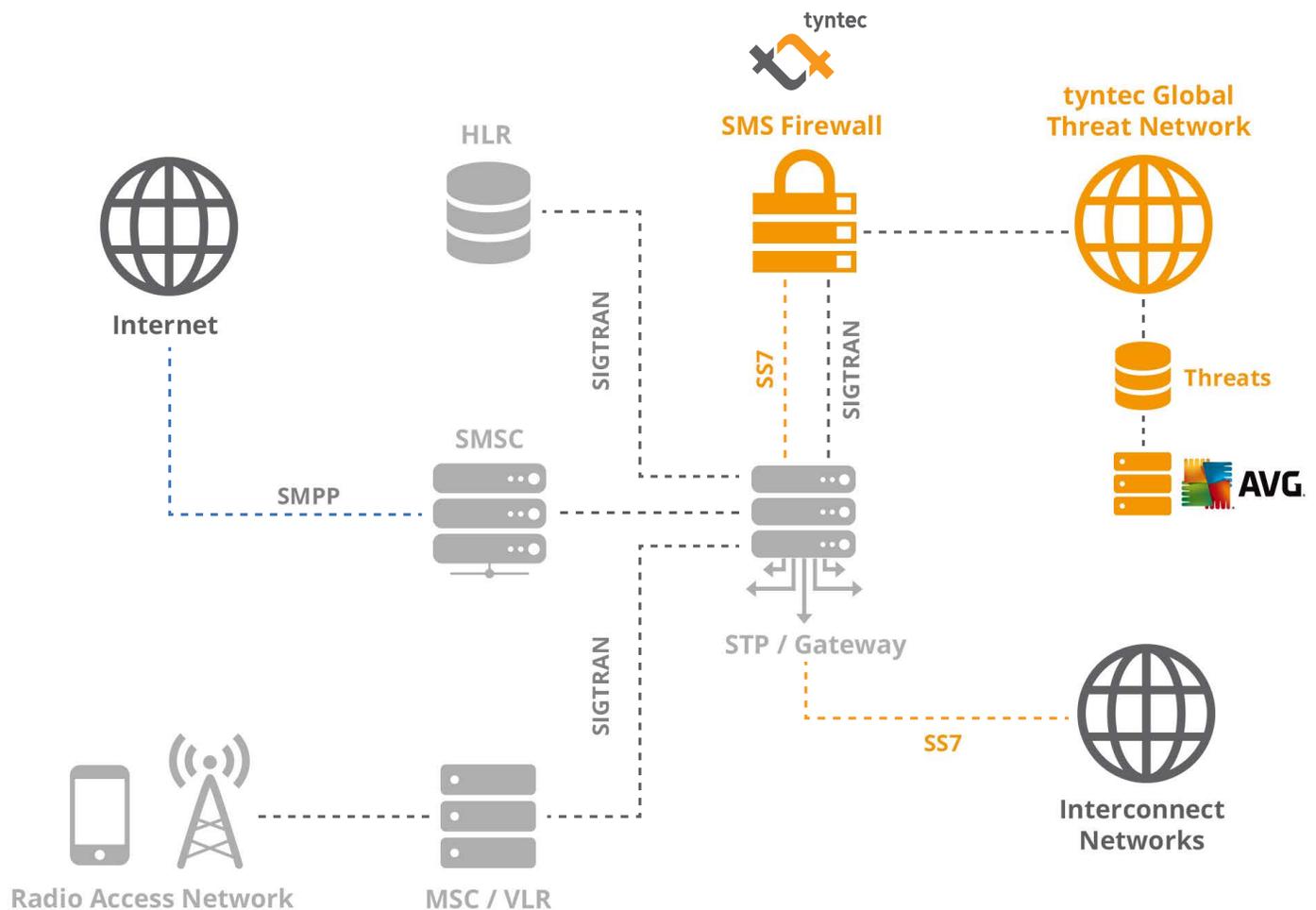
Industry expertise: Leverage insights based on tyntec's deep roots in the carrier ecosystem along with over 12 years' experience providing messaging, portability and phone verification services to global Internet brands.

Best combination: Benefit from industry-leading SMS firewall hardware from Cellusys backed by tyntec's firewall management and messaging prowess.

How it works

tyntec's SMS Firewall integrates into the mobile operator network, interfacing with the STP using SS7/ SIGTRAN. It analyzes all traffic and takes prescribed actions based on the configuration rules defined by the mobile operator. Additionally, anti-smishing measures can also be implemented as the SMS Firewall is connected to AVG's threat repository.

About tyntec

tyntec is a telecom-web convergence company that connects the immediacy and convenience of mobile telecom with the power of the Internet. Building on its roots in the telecom ecosystem and its prowess in A2P messaging, tyntec partners with mobile operators around the world, enabling them to create greater value from their core assets such as SMS, voice, and phone numbers.

Founded in 2002, tyntec employs over 150 people in six offices around the globe, serving over 500 global businesses, Internet brands, and mobile operators.

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