

MTN CYPRUS

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Ioannis Michaelides, Head of VAS Section

Background to customer

MTN Cyprus sets its origins in the Cypriot Market as Areeba in 2004. Areeba was a wholly owned subsidiary of Investcom LLC Luxembourg, which was acquired by MTN Group in 2006. The MTN Group Limited is a leading provider of communication services, offering cellular network access and business solutions. It has almost 15,000 employees across 21 operations in Africa and the Middle East.

MTN Cyprus is the first private Mobile provider and the 1st to launch the 3G network on the island.

Challenges and business issues faced

The Cyprus mobile operator MTN required a reliable, scalable and high-performance messaging gateway to grant content providers, connectivity aggregators and application developers access to their SMSC and enable them to offer 2-way SMS messaging services.

The gateway needed to provide industry-standard interfaces for third party connectivity, options for billing and reporting as well as an extensive support of Greek characters. Intended to protect the mobile messaging infrastructure of MTN Cyprus it needed to provide the features for fully managed access of third party businesses to the SMSC. Additionally, the SMSC gateway was also requested to support MTN Cyprus in designing and operating own high-performance messaging applications.

Derdack product that was selected

MTN Cyprus selected Derdack's message master® xsp as it was the only solution which fulfilled all requirements.

How/where the product was deployed

As proven standard software offering enormous flexibility, Derdack's message master® xsp could be deployed seamlessly within only a few days.

Derdack's message master® xsp software provides extensive message logging and tracking. All sent and received messages are stored in an SQL database. MTN Cyprus manages both third-party access via interfaces like SMPP, HTTP, SOAP, .NET and (E)SMTP and user accounts through the convenient and easy-to-use administration portal of message master®. The portal also allows monitoring of inbound and outbound traffic in real-time, delivers statistics and filters specific message types. SQL queries can be used to provide more detailed statistics or reports. Third-party reporting tools easily connect to the message master® xsp SQL database and deliver customized reports. For billing purposes individual CDR (caller data record) files are generated for each SMS message.

Black and white lists restrict the use of international SMS messages and determine if specific mobile phone numbers are permitted or blocked.

What business benefits has the client enjoyed as a result

By offering both industry-standard (SMPP) and Internet-technology-based (.NET, HTTP, SOAP, email) SMSC access, MTN Cyprus enabled market leading content and connectivity providers to quickly connect to MTN Cyprus' SMSC. They also lowered the barrier for smaller innovators to setup new messaging services. This results in a significant increase in



Client:

MTN Cyprus

Industry:

Mobile Operator

Derdack product:

message master® xsp

Business challenges:

MTN required a reliable, scalable and high-performance messaging gateway.

Business benefits:

MTN benefits from increased SMS revenues and a number of attractive consumer services.



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SMS revenues and in a number of attractive consumer services. MTN uses now all required features for managed and controlled third-party access, e. g. user-based message throttling, convenient billing and individual interface permission, the SMSC of MTN Cyprus is comprehensively shielded and protected.

message master® xsp offers scalability in various aspects including message throughput and performance, number of external connections, external interfaces as well as messaging standards and applications/services. It can easily be extended to cover MMS.

Several mechanisms including Store & Forward, automated fail-over, monitoring, and fully automated maintenance of SMSC links guarantee a high level of availability and system up-time.

Ioannis Michaelides, Head of VAS Section summarized, "message master® provides a remarkably wide range of messaging capabilities as it can deal effectively and in many ways with SMS messages. message master® makes it possible to efficiently and

securely connect external entities such as content and VAS providers to the mobile operator's SMS-C. In addition, the flexibility and modularity of the platform allows the operator to build easily a variety of messaging applications for mobile subscribers."

MTN Cyprus is going to design and operate own mobile applications based on message master® xsp in the near future. Derdack has already set up various sample applications that showcase the opportunities for revenue-generating applications and services and can serve as an excellent starting point.

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Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack's premium products provide clients with unsurpassed service innovation and business continuity. Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide.

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