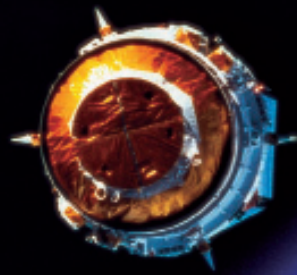


NEXT-GENERATION MESSAGING • NEXT-LEVEL REVENUES

message master[®] nx

SMS & MMS Application Platform



Next-Generation SMS/MMS Services

message master[®] nx combines an SMS/MMS Application and Service Store with new concepts for service creation and 3rd party messaging. message master[®] nx is a unique approach to control the complete value chain around SMS and MMS service.

It enables to monetize bulk, community, SME and corporate messaging and to quickly open up new revenue streams. It is designed for rapid setup of applications and user-provisioning as well as low operational cost and TCO. Additionally, it delivers a number of revenue-generating, packaged SMS and MMS applications, including bulk SMS/MMS messaging, local community messaging, corporate Outlook SMS, Facebook MMS and more.

SMS/MMS Application Store

message master[®] nx translates the concept of the Smartphone AppStores to the SMS/MMS service world. But with message master[®] nx – unlike to AppStores – mobile operators have full control over the complete value chain. The SMS/MMS ServiceStore including design, approval, provisioning and billing is under the control of the mobile operator. It is the mobile operator who decides about the revenue share with the developer and controls the rollout of application and services. The SMS/MMS Application/Service Store in combination with a Developer Sandbox for 3rd party developers to design SMS/MMS applications is unique.

Your Benefits

message master[®] nx enables you to:

- control the full SMS & MMS value chain
- operate a multitude of services on a single platform
- rapidly innovate new services at lower effort and reduced risk
- leverage the innovative potential of 3rd party developers
- consolidate existing messaging services on a single platform
- reduce costs of service and connectivity management
- accelerate user and service provisioning
- independently create new services without programming knowledge
- improve service quality and uptime, i.e. operational excellence
- identify profitable services through a holistic view on the overall messaging business

Drag & Drop Service Creation

The Service Studio of message master® nx enables to design SMS and MMS VAS without programming knowledge. Reducing the dependency from external developers it speeds up service agility and helps to quickly meet customer demands and market trends.

Bulk and Campaign Management

message master® nx provides comprehensive support for running and managing bulk messaging campaigns. This includes high-quality delivery, campaign management, success tracking and detailed real-time reporting as well as seamless integration with billing systems and OSS.

SME and Rural VAS

message master® nx provides features for opening a new revenue stream through targeting SME and rural communities with dedicated services based on SMS and MMS.

Technical Features

- 3rd party access to SMSC/MMSC via multiple APIs (SMPP, MM7, SOAP)
- Works as 2-way SMS/MMS router
- Fraud-protection, spam control, throttling
- Platform for designing and operating SMS and MMS VAS
- SMSC/MMSC connectivity via SMPP, UCP, CIMD2, MM7
- Drag & drop service creation with your Internet browser
- No programming needed
- Real-time messaging tracking, service- and user-centric reports
- Downloadable reports and statistics
- Complete management of the SDP via web browser (role-based)
- Mouse-click-user-provisioning
- BSS integration for hot- and cold-billing and user provisioning
- Seamless OSS integration, e.g. via SNMP



Social Networks

message master® nx is the best way to connect your subscribers with Internet applications and social networks via SMS and MMS. Services like MMS-to-Facebook or LinkedIn status updates are easily created and provisioned.

Outlook Mobile Service

message master® nx provides an out-of-the-box integration with Microsoft® Outlook clients with no need for your customers to install any additional software on their PC. It uses the native built-in SMS & MMS functionality of Outlook for 2-way SMS and MMS via the central, operator-hosted platform.

System Requirements

message master® nx works with Windows Server® 2008 and supports Windows Server® 2008 R2. For data storage and message handling message master® nx requires SQL Server 2005 and 2008.

Scalability

message master® nx is fully scalable in 2 dimensions. Firstly, it can easily cope with growing traffic and usage demands through a multi-server, multi-tier architecture. Secondly, it is the platform to design and operate multiple SMS/MMS services on a single platform. So, it grows with demand for a variety of mobile messaging services.

