



Key benefits:

- Protects operators' brands
- Differentiates operators' offerings by improving QoS
- Reduces revenue loss through automatic network traffic monitoring
- Eliminates the confusion and inconvenience caused by spam
- Gives subscribers control of the content they receive
- Designed specifically for the mobile environment
- Provides proven protection at rates of thousands of messages per second
- Enforces policies independent of source, destination, route or bearer (not just email)

Content Control Fact Sheet

The need for control

The success of data services has resulted in mobile subscribers receiving an increasing number of unsolicited SMS messages. This pattern of escalating abuse costs money, has an impact on brand reputation and affects the quality of service and customer experience. Unsolicited messaging began with P2P and A2P spam, and now very large volumes of traffic are routinely arriving through inter-operator channels. Some content, whilst not spam, may contravene agreements between operators, content provider regulations, local laws or ethics and so must be stopped or modified. The numerous threats to modern mobile networks, including spamming, spoofing, flooding and faking messages, together form strong motivation for network operators to invest in a capability to profile, monitor and manage all messaging content that passes through their networks.

Today, network operators must be able to profile, monitor and manage all content not only defensively, but also as a key differentiator in the quality of service it delivers – control needs to be applied consistently across multiple bearers and services for every subscriber.

Acision's Content Control

Content Control is a comprehensive solution that addresses the need for co-ordinated monitoring and control at application, network and subscriber levels. It can be deployed with Acision's Message Plus and Open Messaging Gateway (OMG) and is a truly multi-bearer, configurable and scalable system developed by the world leaders in messaging.

Both subscribers and network operators benefit from comprehensive profiling and management provided by

Content Control for:

- Person to person
- Application to subscriber
- Inter-operator traffic
- Multi-bearer services - SMS, MMS

Acision's Content Control platform provides a configurable rules engine to add features and logic for operator specific scenarios.

Operator benefits

Monitoring network traffic is no longer feasible using traditional methods. Content Control automates this monitoring process, eliminating revenue loss regardless of source.

Subscriber benefits

By putting subscribers in control of what they choose to accept, Content Control eliminates the fear of being inundated with junk text messages or messages with unacceptable content.

Key product features

Traffic profiling – monitor and analyse traffic against pre-defined threat types. Identifies threats through usage patterns as well as content.

Bandwidth control – limits the number of messages content providers, or group of content providers, send in a particular time period.

Type control – controls messages based on message content. Network operators can regain control over who sends ring tones, OTA settings, messages containing premium rate numbers, etc.

Anti-spamming – prevents unsolicited mass messaging on the network.

Anti-flooding – prevents SMS bombing, analogous to mobile denial of service attacks.

Text replacement – replaces obscene text while still delivering the substituted message or adding warning messages for messages with premium rate numbers.

Anti-spoofing – detects fraudulent SMS originators masquerading as roaming subscribers. This is a major source of revenue loss.

Anti-faking – detects fraudulent SMS originators manipulating the source SMSC address. This is also a source of revenue loss.

Deployment

Acision's Content Control can be deployed in a number of configurations, depending on an individual operator's requirements:

Application protection – acting as a proxy, positioned between content providers and the SMSC/MMSC, Content Control monitors all traffic from content service providers against pre-defined threats. In this deployment, there is a single point of control to apply a single anti-spam policy for a subscriber or group of subscribers across all content services.

Anti-spoofing – acting as a transparent proxy between the SS7 network and the SMSC, Content Control intercepts spam or flooding from within the home network before it reaches the message delivery infrastructure. This

reduces the cost of interception and improves the overall quality of service.

Anti-faking – acting as a filter on the SS7 inter-network gateway, Content Control profiles, analyses and intercepts spurious traffic from other networks. Content Control is an extremely high performance and scalable platform, which eliminates this huge revenue threat.

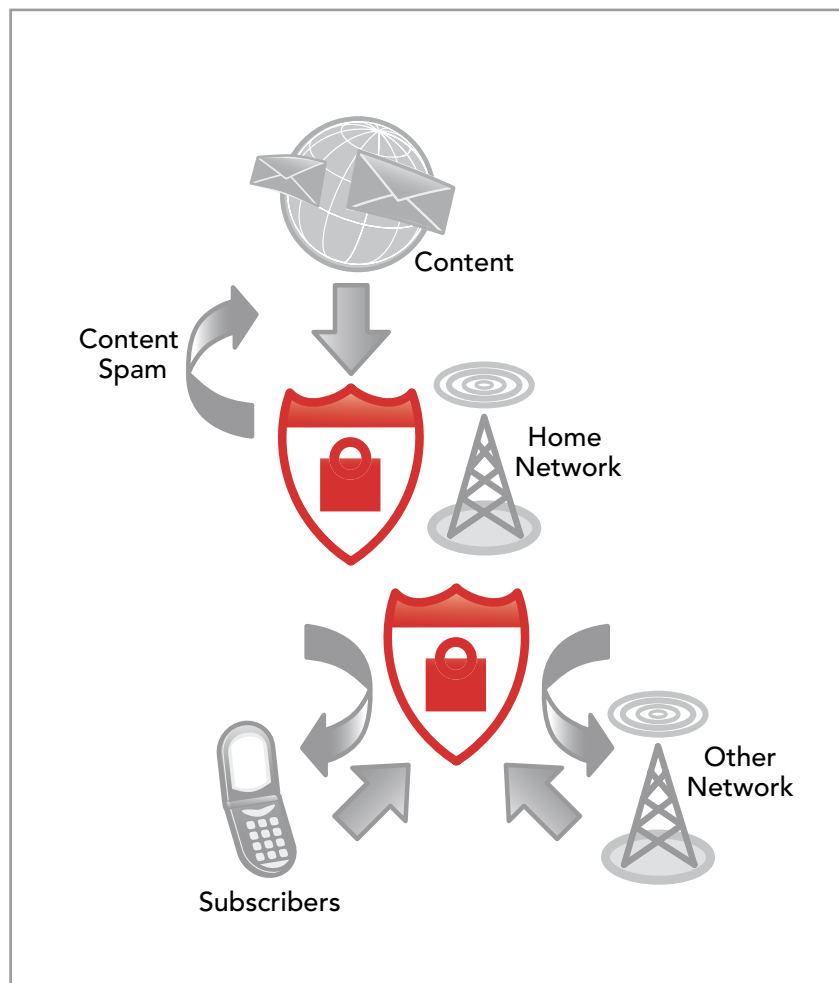
Part of Acision's Intuitive Messaging domain

Content Control is an element within Acision's Intuitive Messaging domain.

Why Content Control?

Content Control is much more than anti-spam - it enables network operators to gain full control of the data sent across their networks, improving the quality of service experienced by subscribers and facilitating self-regulation. Acision is a world leader in messaging, and offers an extended global capability for installation, maintenance, service and support.

Acision's Content Control includes the industry leading filtering engine by WhiteCell and integrates seamlessly with Acision's Message Plus, OMG and MAR platforms.



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