

Acision Message Plus



Key benefits:

- Allows operators to address subscriber segments with differentiated offerings
- Creates personalised services increasing loyalty
- Strengthens competitive position
- Creates new revenue streams
- Promotes superior brand development
- Future-proof and extensible
- Based on proven technology

Service differentiation with SMS

For many years people have predicted the demise of SMS - however traffic continues to grow year on year. SMS remains the only successful mass-market data service providing operators with a significant proportion of their revenues. It is the most cost-effective method of communication and its financial benefits are numerous. According to Ovum, by 2008 person to person messaging revenues are estimated to be nearing the \$100 billion mark globally with SMS responsible for 85% of this total. Portio Research predicts that global annual SMS volume will grow from 2.4 trillion in 2008 to 3.7 trillion by 2012.

These are impressive statistics that demonstrate the importance of SMS among subscribers. However, in terms of revenue, this picture can look different. Especially in Western Europe and some Asian markets, market saturation and ongoing unlimited bundle wars have caused an ongoing decline in revenues and margin. Service innovation is crucial to turn volume into value.

Operators in mature markets need to differentiate their messaging services to improve customer satisfaction and to drive additional revenue. It is no longer feasible to compete solely on price, as this is a short term fix and not a long term solution. New services are required that are relevant to customers needs and provide a competitive edge. Experienced SMS users are ready for personalisation features that will improve convenience and productivity.

Operators recognise this and require compelling services and services control, to differentiate their offerings.

Acision Message Plus

Message Plus enhances P2P messaging by providing service differentiation through personalised value-added services which enable operators and their business partners to create new revenue streams. Message Plus overlays basic P2P SMS with the same type of features that enhanced conventional voice and email, such as divert, copy and automated reply messages with more innovative and personalised services to follow.

By providing service control, operators can offer differentiated service offerings to their subscribers. By meeting their individual needs and creating sticky services, customer satisfaction will be raised thereby reducing churn and building customer loyalty. Message Plus offers a range of value added services, a flavour of these are captured below:

Sponsored messaging - enables operators to access additional revenue streams by selling space in subscribers' messages. In return subscribers may receive reduced SMS charges for advertising access.

Spam and Parental control - subscribers can create a list of blocked contacts - a 'blacklist' that they do not wish to send to or receive messages from. Alternatively this could be a closed user group, a 'whitelist' just consisting of friends and family to prevent bullying.

Personalisation - features like auto-reply, copy-forward, divert, archiving based on originator(group).

Service rules - enables subscribers to control service behaviour using rules based on origination address or time of day. This makes other services such as copy, divert and out of the office more flexible and personalised.

Subscribers have full control over their messages with the ability to select or deselect services at any time.

Service reach with home routing

Message Plus services are fully supported when subscribers roam out of the home network and receive messages from other networks. Operators have full control over message delivery from and to networks.

Powerful subscriber management and self-provisioning

Services can be customised for each mobile operator and indeed, for individual subscribers who can elect to use all or a subset of the available services. Self provisioning via portals and SMS short codes are supported and further facilitated by a web services interface that enables easy integration with a network operator's existing infrastructure.

Fully integrated, robust and scalable architecture

There is full support for network integration through SMPP to enable Message Plus deployment without affecting the underlying signalling network. This functionality is pre-integrated with related functionality on the Acision SMSC.

Home Routing network integration using SIGTRAN enables more efficient network integration with signalling gateways and signalling transfer points.

Based upon a robust, resilient and scalable architecture Message Plus is SMSC agnostic. This means that once the initial integration with an existing infrastructure has been carried out, further features, services and enhancements can be deployed without disruption.

Message Plus – the future

Future releases of Message Plus will extend the underlying proposition by creating opportunities to add value cross multi-bearer services. SMS messages can be augmented by the addition of multimedia content, for example, images, maps or audio, and will support SMS, IMS and MMS messaging.

In addition a Service Creation Environment will bring Message Plus service design closer to the operator to increase the scope for innovation, reduce time to market and enable more compelling services to be created to meet subscriber's needs.

Why Message Plus

With Message Plus, operators can implement an entirely new class of value added service, charged monthly and per applied service. This encourages the rapid introduction of new services to consumers who already feel comfortable with SMS. Message Plus integrates without compromising strategic infrastructure and so protects existing investments and service quality.

Future innovative multi-bearer services will define a persuasive roadmap along which to draw subscribers towards premium content and higher value interactions. Message Plus fosters innovation in today's dominant mobile data service, SMS P2P messaging, increasing ARPU, creating sticky services thus reducing churn and enhancing an operator's brand equity.

For more information

To contact your nearest regional office, please visit our website or email: contact@acision.com

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