



*Changing the Way the World Communicates*.....

## *SoIP SMS Hub –Flexible SMS Routing to any Mobile Network*

***High Performance, Cost Effective SMS Hub with SMPP & SS7 - Ideal for routing SMS traffic to multiple GSM networks via IP or legacy SS7***

### **Why Hubbing?**

Use of SMS Hubbing allows an operator to offer smaller service providers the ability to increase their SMS coverage without the need to manage multiple bi-lateral agreements. The Hub owner connects to multiple Mobile operators and offers these multiple interconnects to his client service providers. For the smaller operator this reduces the complexity and the cost for SMS interworking agreements. The client can take advantage of an enlarged SMS reach, being able to send and receive messages to all countries and networks. The client service providers may be MVNOs, SMS content providers, mobile marketing companies and so on.

Thus SMS Hubbing allows the clients to extend their coverage but only manage a single legal, technical and billing relationship rather than hundreds of additional roaming agreements for SMS.

The business model is that the hub owner will negotiate a transit fee with an originating operator on a per-SMS basis for the use of the hub.

### **WTL's SMS Hub**

The SoIP SMS Hub is designed to allow a service provider to manage their SMS traffic to multiple Mobile Network Operators (MNOs). There are strong financial incentives for correctly routing SMS traffic so that termination/delivery costs are optimized. This product offers flexible routing options which allow sophisticated management of traffic so that SMS messages are directed to their home network. Multi-protocol support means that the SoIP SMS Hub can connect to MNOs via IP (SMPP), Sigtran (M3UA) or more traditional SS7/TDM networks and seamlessly route traffic between them.

### **WTL Carrier Grade Solutions**

The SoIP SMS Hub is based on the well-established SoIP SS7 Gateway which has been widely deployed in hundreds of carrier networks all over the world. WTL's huge expertise in IP communication and SS7 has been used to add SMPP and SCCP signalling to the existing product. The WTL SoIP implements GTT (Global Title Translation) and therefore is a fully featured SMPP, Sigtran and SS7 switch. This means that multiple connections may be supported on both the IP and the TDM sides. Switching between connections is managed by reference to GTT routing tables. The product is highly scalable and the TDM connections may be E1/T1 or STM-1.

### **Product Benefits**

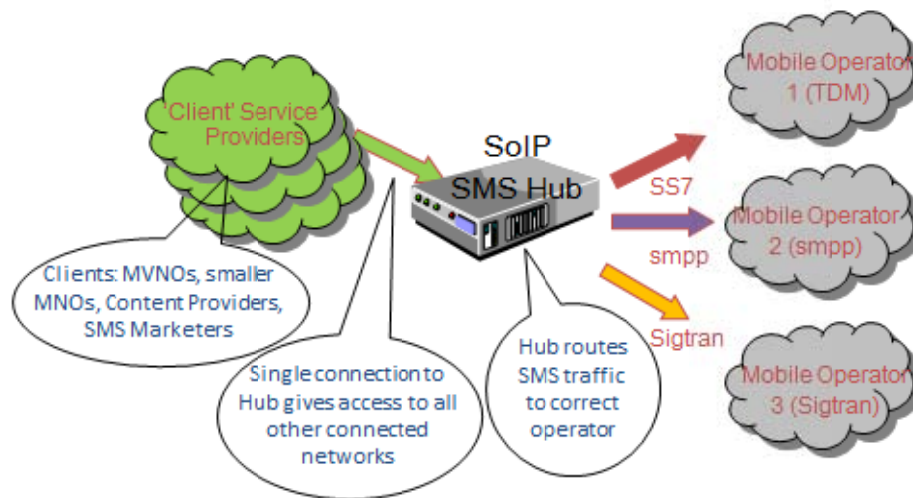
- Ease of Use – Simple web-based set up and management
- Performance – Supports more than 1000MSU per second
- Reliability – Multiple physical and logical redundancy features

- Scalable – Starts as small as 2 E1s and can expand all the way to multiple STM-1s
- Total Routing Freedom – SMPP to SS7, Sigtran to SS7, SMPP to SMPP etc
- Protocols –SMPP, SigtranM3UA, SS7 ISUP
- Flexible – No limit on number of SMPP or Sigtran connections
- Multi-use – SoIP Sigtran can also act as a VoIP SIP gateway

## Total Routing Freedom

The product acts as both anSG (Signalling Gateway) and anSTP / ITP (Signalling Transfer Point / IP Transfer Point) and allows flexible topologies. This means that IP to IP or TDM to TDM routing is possible at the same time as the classic IP to TDM.

### SoIP SMS Hub



## Key Features:

The basic SoIP SMS Hub is a 4U rack mounted device with 2 to 32 E1 links. Multiple gateways can be seamlessly linked and larger versions of the product support higher capacities up to 8 x STM-1. One box can support SS7 signalling translation for up to 256 SS7 Signalling Link Sets. The SoIP uses the Solaris Operating System, RAID disks and dual PSUs to ensure the highest levels of reliability. SoIP supports many SS7 ISUP variants and network topologies. Multiple routing rules can be configured to support various fallback features.

## Great Flexibility

- SS7, Sigtran and SMPP support with Any-to-Any switching and routing
- Mobile number portability (MNP) support.
- Message segmentation.
- Message screening through blacklists and whitelists.
- Per-operator interoperability agreement control, through blacklists and whitelists.
- Routing and charging transparency options.
- QoS, usage and performance reports
- High transmission capacity and MSU interaction with the SS7 network (cost optimization).
- Advanced routing facilities (Source and destination based routing, routing based on GT).

## Better Control

- SS7 SCCP message manipulation
- Modify information elements in SS7 messages
- SS7 Cause Code mapping
- Number manipulation for incoming (pre-routing) and outgoing (post-routing) trunks

## Carrier Grade Platform

- High availability architecture - 99.99% availability
- Total Remote Management
- SS7 Redundancy at multiple levels
- Web based EMS

## Specifications

<b>Gateway:</b>	M3UA Signaling Gateway MTP & SCCP layers SMPP V5.0	M3UA Virtual STP Gateway TDM signaling links
<b>STP Features:</b>	SCCP Relay Point Code Translation	M3UA Geographic redundancy Point Code Emulation
<b>Routing:</b>	Global title substitution Routing on ASPid	Routing on SCCP called party address Round Robin Load Balancing
<b>Capacity:</b>	Up to 32 SS7 links* 64 Destination Point Codes international)	Up to 32 SS7 trunks* 4 Operational Point Codes (National or international)

Call set up: BHCC Rate (Busy Hour Call Completion) < 250,000 per SoIP Gateway

\* Limit per unit. Expansion possible via additional units.