

MOBILE TERMINATED SMS OVERVIEW

mBlox SMS services let you focus on your real mission: creating compelling content and services for mobile consumers.



The Power of SMS

In today's world, mobile phones have no equal among communication devices. With over three billion devices now active, they have become the information, distribution and sales channel for businesses all around the globe. And SMS — user-friendly, cheap and all but ubiquitous — remains the primary delivery mechanism for mobile data.

SMS allows companies to extend their brand awareness, create customer loyalty, and deliver content or critical information into their customers' hands, instantly. mBlox specializes in managing the complexities of the mobile world — from multiple network technologies to varying local market conditions and regulations to operator-specific technical, administrative and legal requirements.

As the world's largest mobile transaction network, mBlox provides a comprehensive and reliable Mobile Terminated (MT) SMS service. Sparing companies unnecessary overhead, our MT service lets you focus on your real mission: creating compelling content and services for mobile consumers.

mBlox MT SMS Service Features

PRODUCT FEATURES	INTELLISEND™	DIRECT PLUS	ECONOMY
Overview	Highest quality messaging, leveraging mBlox SMSCs and top operator connections	High-quality messaging with maintained cost efficiency	Least-cost delivery meeting mBlox minimum quality requirements (in available markets)
Dynamic Originators	Numeric, alphanumeric and short codes	Numeric, alphanumeric and short codes In USA, short codes only	Destination dependent
Body Types	Text, Binary and Unicode	Text, Binary and Unicode	Destination dependent
Delivery Notifications (DNs)	mBlox works exclusively with operators that support DN	mBlox works exclusively with operators that support DN	Destination dependent
Outbound Throughput	Minimum 10 SMS/sec	Minimum 10 SMS/sec	Destination dependent
Price Change Notice Period	30 days	5 days	24 hours
Multiple Interface Options	Straightforward access to mBlox MT services - Use Java API, SMPP or XML to connect to the mBlox platform		

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mBlox MT Product Benefits and Features

mBlox understands that business requirements for MT SMS services vary, so we have designed a suite of products tailored to a range of needs. Our Intellisend™ service features carrier-grade reliability, DirectPlus provides high quality messaging with maintained cost efficiency, while our Economy service lets you deliver messages in the most cost-efficient way possible.

Single Connection, Global Connectivity

A single standards-based connection to mBlox provides MT connectivity to consumers in 180-plus countries and territories and to more than 500 operators around the globe. By combining the footprints of multiple operators, mBlox can offer unrivalled coverage.

With mBlox, you can operate your business efficiently and cost-effectively without having to stay on top of a multitude of technical, legal and administrative relationships.

Unparalleled Service Quality and Capacity

Redundant architecture, multiple hosting locations around the world, high-capacity infrastructure and dynamic routing capabilities all ensure the highest service availability and delivery.

Multiple routes into every network operator per service ensure high capacity even at traffic peaks. Traffic failover to alternative routes, when needed, minimizes service disruptions.

Messaging Made Easy

mBlox makes messaging easy by shielding you from local regulatory and technical inconsistencies that inevitably arise from delivering a service across multiple countries. We strive to provide a consistent service globally. We are also able to provide guidance on how to navigate the more challenging markets where local conditions create non-standard requirements. Benefits include:

- Consistently formatted delivery notifications, regardless of SMS destination
- Message delivery with the same features virtually everywhere
- A uniform service activation process for all markets, with clear guidance where special procedures become necessary

True Messaging Experts

Besides our wide network of connections to mobile operators, mBlox maintains our own SMSCs for the highest quality messaging services. The SMSCs are dedicated to application-to-person (A2P) traffic only, preventing peer-to-peer traffic from causing congestion.

Our SMSCs enable mBlox to give clients using our high-end products the best possible messaging service.

The mBlox Difference

Being competitive these days means focusing all the resources you can muster. Why lose any sleep to mobile delivery and billing challenges? Join the many companies that already rely on mBlox's services and global mobile transaction network to handle their messaging needs. It makes sense for so many reasons:

Industry Leadership

With long-standing carrier relationships and years of participation with industry organizations, we've built a reputation of trust and stature in the messaging marketplace.

The Technical Edge

Superior system-level control — thanks to our carrier-grade SMSCs and our telecommunications network expertise and resources — gives mBlox the edge in solving the most demanding messaging problems.

Pure Focus

We never compete with customers. Our efforts are focused purely on maintaining the highest quality network infrastructure.

Industry Experience

mBlox's wealth of industry experience sets us apart — for example, we were the first network in Europe to offer mobile billing in the United States.

Global Customer Support

Our three network operation centers in the United States, Europe and Asia-Pacific region deliver complete 24/7/365 regional support.

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