



TelScale SMSC

TelScale SMSC is a robust and carrier proven SMSC build on a modern extensible middleware platform. TelScale SMSC has been deployed at telco operators around the world and is processing billions of SMS transactions each day.

TelScale SMSC can be adapted to the needs of telecom service providers of different sizes in any country. The product is designed to not only provide standard SMSC features, but also enable added value services through integration with OTT social networks and microblogs such as Facebook and Twitter.

TelScale is Cloud-ready. It can be deployed on dedicated hardware, private cloud infrastructure or public IaaS such as AWS.

A single TelScale SMSC node can process up to 1000 SMS/sec. Multiple nodes can be arranged in a cluster across one or more geographically distributed data centers to scale up throughput and provide various levels of redundancy, high availability and fault tolerance.

One of the the biggest advantages of TelScale SMSC as compared to competing products is that its built on a modern, extensible JSLEE platform, which automatically provides out-of-the-box integration with various other communication protocols such as SIP, Diameter, HTTP, XCAP, XMPP, MGCP and many others in addition to the base SMPP protocol for connectivity to ESMEs.

Functionality:

TelScale SMSC provides core features for:

- Mobile subscriber to subscriber SMS messaging
- Broadcasting campaigns
- Group messaging between subscribers

TelScale SMSC can handle mobile originated SMS and deliver to the intended recipient. It also provides flexible routing mechanism to route a message to ESME over SMPP protocol. Additionally when enabled with proper administrator permissions, TelScale SMS allows convenient group messaging between subscribers (e.g. family, friends, work team) .

TelScale SMSC offers “SMS Broadcasting” which enables marketing campaigns. Via convenient Web UI, campaign administrators can prioritize, schedule and monitor a message broadcasting workflow. Campaigns can be distributed over multiple SMSC instances for faster SMS delivery to all intended recipients.

TelScale SMSC is built on the TelScale jSS7 stack which provides advanced SCCP routing rules to map short codes to MSISDN so users can send SMS to short-code instead of

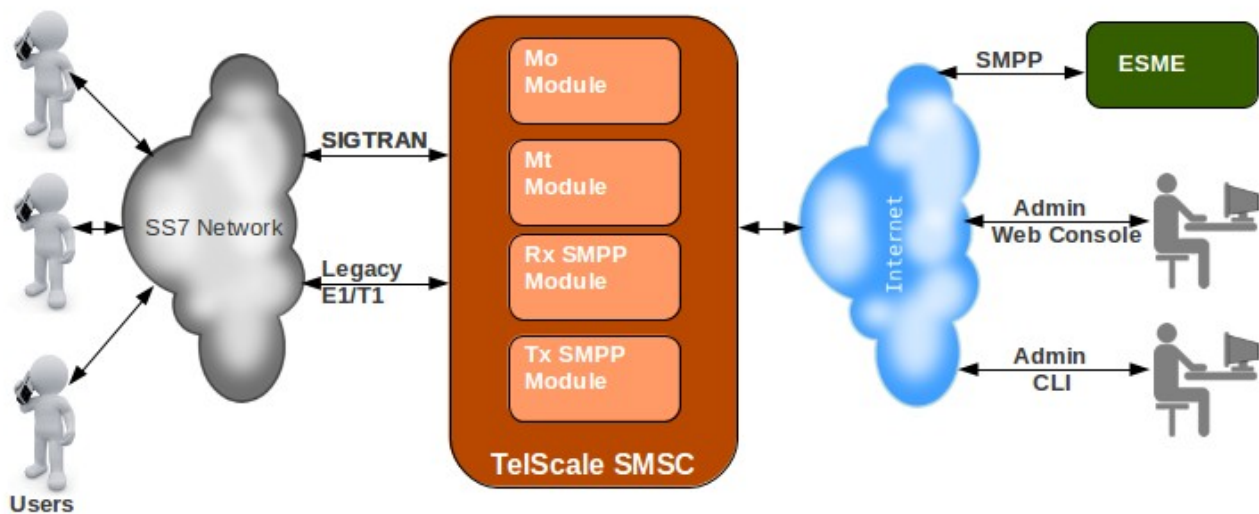
complete MSISDN. The product also supports legacy E1/T1 links via SS7 cards/hardware as well as connectivity to MSC/HLR via SIGTRAN links (M3UA).

Architecture:

SMSC is built on the TelScale JSLEE Platform and provides easy integration with any 3rd party communication protocol and platform.

The basic services of SMSC are shown below. Each of these services can be activated/deactivated as per the needs of operators:

- Mo (Mobile originated) module that handles mobile originated SMS.
- Mt (Mobile terminated) module that delivers SMS to mobile
- Rx SMPP module that listens for incoming SMS from ESME and routes to Mt module
- Tx SMPP module that listens for SMS from Mo module and delivers to ESME over SMPP



- The Command Line Interface (CLI) provides easy to use commands to manage and monitor SS7 stack and SMSC
- The Web Interface administration tool provides same management and monitoring facility via convenient Web console.
- Web based campaign tool to define new campaigns and manage existing ones.



Licensing and Services:

To learn more about licensing options and services offered please send email inquiries to sales@telestax.com

About TeleStax:

TeleStax enables Telecommunication Service Providers and Enterprises to create scalable communication applications based on Open Source and Open Standards.

TeleStax provides Open Source Communications software and services that facilitate the shift from legacy SS7 based IN networks to IP based LTE and IMS networks hosted on private (on-premise), hybrid or public clouds. TeleStax products include JSLEE, SS7 Resource Adaptors, SIP Servlets, Rich Multimedia Services, Presence Services/RCS, Diameter/AAA Services, XMPP Services, Web Services and others.

TeleStax Enterprise Edition: **TelScale™** is built upon the open source core platform and a suite of additional management products, high availability and fault tolerance features that allow Enterprises and Service Providers to implement the most reliable, scalable and high performing cloud communications solutions available.

<http://www.telestax.com>