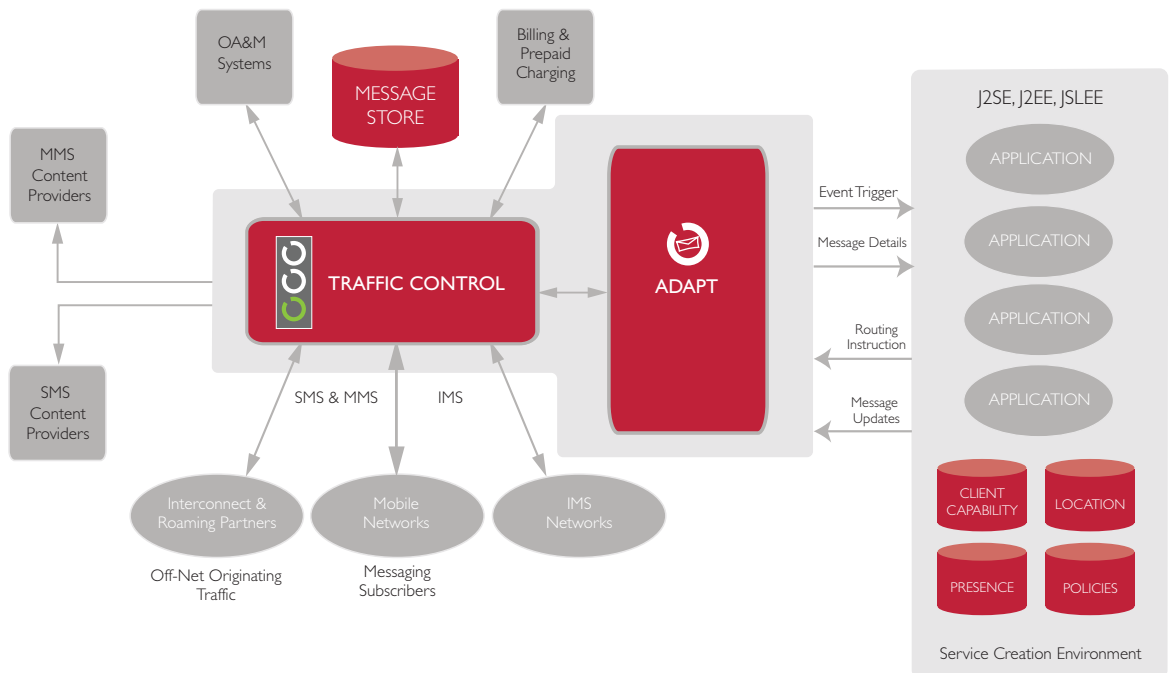


The Adapt Module: Flexible Messaging

The challenges facing operators today are varied and complex but one of their overriding concerns is the difficulty in trialling and launching new personalised and perishable services to an ever more demanding and segmented customer base.



Adapt is an open Java API which enables the easy development of new services with third parties to deliver consumers a much more personalised content experience. Operators have the ability to up-sell and cross-sell thereby increasing customer retention, attracting new subscribers and generating new revenues.



SMS Spam

SMS Flooding

SMS Faking

MMS Viruses

SMS Spoofing





The Adapt Module: Flexible Messaging

Features

Flexible configuration

Applications accessing the message flow are assigned a priority by Adapt so that message distribution, and therefore message control is deterministic. Adapt allows flexible configuration of the prioritised order in which applications are passed a message – and the way applications are informed of the outcome of a message termination.

Visibility and Control

Adapt provides 100% visibility and control over any messaging data that is intercepted or routed through the network.

Application intelligence

A registered Adapt application can gain control over all request and response PDUs at all stages in the lifecycle of an in-flight message, and can do so for many underlying technologies without requiring specific domain knowledge of the protocol.

SOA based

IBM WebSphere

Stand Alone J2EE and JEE5

The Adapt API is compliant with J2EE and JEE5. Operators who have adopted these standards throughout their network can expose message flows to their application providers via the standard interface.

Message Filtering

Adapt can provision application specific data to filter incoming network messages so the application only receives messages it has an interest in.

Trigger MO or MT, or both.

Trigger remote MT messages

Application decides the level of the layer

Extensive Industry Protocol Conformance

Protect conforms to the following standards: SMS - MAP, SMPP, OIS, CMID, UCP MMS - MM1, MM3, MM4, MM7 IMS - ISC, SIP SIMPLE SIGTRAN - SUA, M3UA, SCTP

Benefits

Build of new innovative services drive revenues for operators.

Speed to market for new services

Reduce churn with new custom applications built at internet speeds.



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