

# openmind

## SMS Hub



# SMS Hub

### Flexible Routing Options:

The SMS Hub supports all the industry required routing options as defined by the GSM Association including:

- Transparent (peer-to-peer) delivery in either transit or store and forward mode
- Wholesale Operator Delivery (using the wholesale operator's own GT)
- Sponsored / Borrowed GT Delivery
- Pre-fix method Routing.

For many years, Openmind has been a key driver of the Open Connectivity (OC) GSMA standard, a requirement for SMS hubbing as defined by IR. 75. Accordingly, the Openmind SMS Hub has been developed with this standard in mind along with requirements from some of the industry's main wholesale SMS players.

The platform is now the world's most deployed and feature rich wholesale SMS messaging exchange with added value including security and business intelligence.

It offers flexible and reliable routing and includes mobile number portability systems that enable wholesale hub operators to deliver at the least cost and with no repeat costs.

### Key Benefits

- Fully GSMA Open Connectivity Compliant
- Telco-Grade platform
- Inter-operator agreement enforcement through blocking
- Global Title sponsorship
- All traffic flows supported -IP to SS7 in all combinations
- Supports high volume of SMS throughput
- HLR, MSC and SMSC Proxy Support
- Mobile Number Portability
- Address Transparency
- Black Listing
- SMS Anti-Spam
- Business Intelligence
- Least Cost Routing
- Call Data Records
- Onboard Test tools
- AA.71 Reporting

Openmind is the largest supplier of SMS hubs to carriers, worldwide. Our SMS Hub is fully OC Compliant as defined by the GSM Association

## Message Flows

The SMS Hub uses MAP/SS7, MAP/SIGTRAN or SMPP/IP protocols to exchange messages with clients, other networks, and hub providers.

The platform supports the following message flows:-

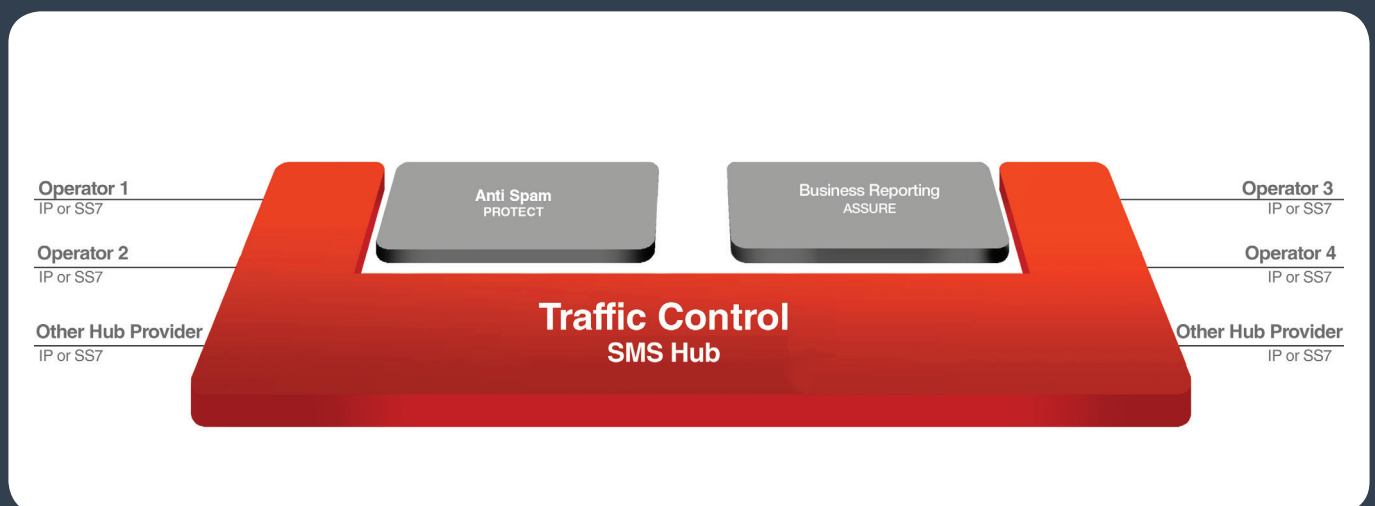
- SS7 to SS7 Routing
- SS7 to IP Routing
- IP to SS7 Routing
- IP to IP Routing

## Least Cost Routing

**A route can be for the dedicated use of one operator or may be reused by many operators.**

A route can be assigned a cost 'rating' which is a value relative to other route ratings that indicates how expensive it is to use this route. This enables the wholesale operator to create a set of routes to a destination operator based on cost and hence determine message delivery to that operator based on cost.

A route can also be assigned a 'capacity' which refers to the maximum number of messages that can be sent within a specific time period. The capacity is managed as a sliding window which measures the usage over a defined period.



Openmind was formed in 2003. The company founders believed that they could do things differently. That philosophy continues today. We continually strive to provide product leadership and value for money to our customers. We believe in innovation, value and flexibility. All our products are developed with this in mind.