

Mobile Messaging Exchange

Simplify interconnection and reach across the mobile ecosystem, deliver a high-quality user experience and monetize A2P messaging with Tata Communications' Mobile Messaging Exchange, our managed service that provides reliable, profitable A2P SMS delivery across OTTs, SMS aggregators, and MNOs.

According to a recent study by Juniper Research, Application-to-Person (A2P) messaging is projected to overtake Person-to-Person (P2P) by 2016. Tata Communications' Mobile Messaging Exchange provides a cohesive messaging ecosystem that enables A2P SMS stakeholders across the spectrum to capitalize on this exponential growth.

Simplify interconnection

With Mobile Messaging Exchange, Over the Top (OTT) providers, SMS aggregators, and Mobile Network Operators (MNOs) can streamline interconnection while delivering on high-quality, reliable A2P SMS across their communities. MNOs can better monetize the A2P SMS traffic coming into their network through enhanced control and visibility. OTTs and SMS aggregators can leverage Tata Communications as a single point of connection into our expanding base of MNOs, as we provide managed termination to MNOs and enhanced reach of A2P SMS messaging. Mobile Messaging Exchange also supports interworking across different message types and handles routing to further ensure seamless end-to-end message delivery.

Deliver a high-quality user experience

Benefit from a mobile ecosystem supported by the largest on-net SCCP network, with a focus on premium service quality delivered on SS7-based termination. OTT/SMS aggregators profit from high quality message delivery to key destinations over predictable routes with fewer hops. For MNOs, we provide control over incoming A2P SMS traffic, with protection against spam and fraud via our Managed SMS Firewall to drive end-user loyalty and optimize network availability.

Monetize on A2P messaging

Mobile Messaging Exchange enables MNOs to easily monetize the A2P SMS traffic coming into their network. Tata Communications provides a formal agreement specifically for A2P SMS termination, with traffic screening that



According to Juniper Research, A2P messaging is projected to triple in volume between 2011 and 2016.

Benefits

- Allows MNOs to tap into the revenue potential of A2P messaging with enhanced control over incoming international SMS traffic
- Increases efficiency through a simplified interconnect and a one stop solution for MNOs and OTT/SMS aggregators
- Enables OTTs/SMS aggregators with high quality message delivery via direct routes with MNOs
- Enhances reach through existing relationships with MNOs and OTT/SMS aggregators
- Provides additional revenue stream at zero CAPEX investment
- Immediately monetizes A2P traffic for MNOs by eliminating time spent dealing with new A2P contracts

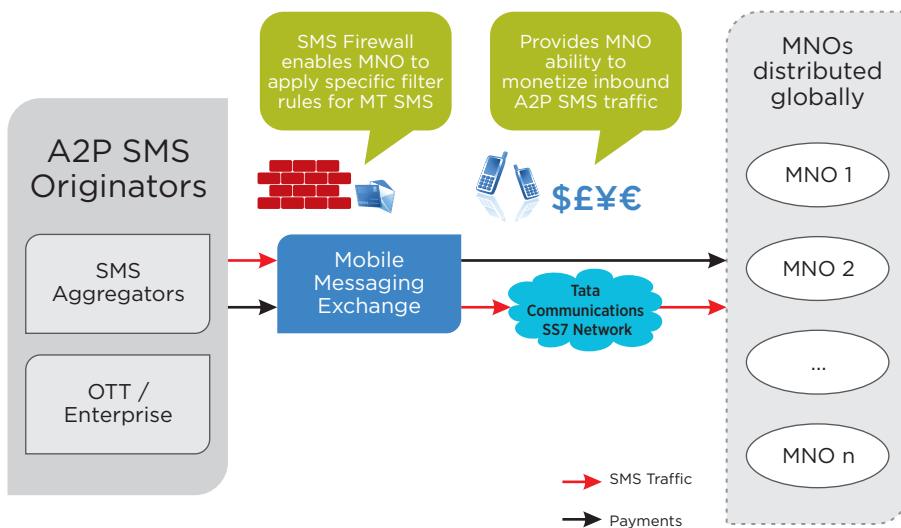
meets your unique specifications. These capabilities ensure that A2P SMS terminating into your network follow the screening policies you specified, and provide you full visibility and control over A2P SMS traffic. OTTs/SMS aggregators realize higher quality message termination to a broader base of users, across an expanding community of mobile operators.

A fully integrated messaging community

Mobile Messaging Exchange provides managed A2P SMS termination between OTTs/SMS aggregators and MNOs, ensuring seamless, profitable, and reliable service delivery across the subscribers of these communities. For OTT/SMS aggregators, it provides a simplified means to connect to the MNO community globally, while ensuring high quality SMS delivery with predictable performance for enhanced user experience. For MNOs, this service offers protection and monetization opportunities.

The Tata Communications advantage

Tata Communications' Mobile Messaging Exchange is backed by the world's leading on-net mobile signaling community and industry leading global networks. Leveraging our expertise in interconnecting service providers worldwide across communications and network services, Mobile Messaging Exchange interconnects MNOs, OTTs, and SMS aggregators to deliver quality experience for end users.



A2P SMS ecosystem built on technology, trust and transparency benefiting OTTs, SMS aggregators and MNOs.

Features

- Cloud-based centralized messaging exchange between MNOs and OTTs/SMS aggregators
- Managed SMS Firewall filters traffic according to a MNO's specific requirements
- ~300 on-net destinations for direct SMS termination
- 15+ SMS aggregators connected to us, enables demand aggregation for the MNOs
- Standards based integration with the platform
- Monthly reports for terminated SMS available to both MNOs and OTTs/SMS aggregators
- Payable MT fee per A2P SMS terminated to MNO network

About Tata Communications

Tata Communications is a leading global provider of a new world of communications. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers. The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries and territories across 400 PoPs, and nearly 1 million square feet of data center and colocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services, leadership in global international voice, and strategic investments in operators in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)