TATA COMMUNICATIONS

Managed SMS Firewall

Increase subscriber satisfaction, protect your network, and reclaim revenue with Tata Communications Managed SMS Firewall, our comprehensive managed service to cost-effectively control SMS traffic and reduce subscriber threats, fraud, spam, and revenue leakage from unauthorized SMS messages.

SMS fraud and spam continue on the rise, with unauthorized parties bypassing standard interconnections and sending unwanted SMS traffic to mobile subscribers. Tata Communications Managed SMS Firewall empowers Mobile Network Operators (MNOs) to effectively reduce SMS threats with comprehensive monitoring and control, and focus critical resources on core competencies instead of heavily investing in keeping ahead of the latest fraud and spamming techniques.

Guard against Fraud and Spamming

Compliant to industry standards including GSMA IR.70 and IR.71, Managed SMS Firewall protects against spamming of unsolicited messaging to subscribers and flooding of unwanted SMS traffic. It also prevents faking, spoofing, and GT scanning for illegal subscriber address as well as MNO SMSC representation or usage. With always-on SMS threat monitoring and protection, based on MNO-set policies for spam traps and content filtering, Managed SMS Firewall detects, alarms, and removes threats to protect MNO networks and subscribers. By preventing spamming, scams, and performance degradation due to flooding, Managed SMS Firewall protects mobile subscribers from unpleasant experiences and fraudulent activity, and the MNO network from unwanted traffic and threats.

Reduce total cost of ownership

Building and maintaining MNO-based firewalls and spam detection software is an option that requires significant CAPEX and OPEX, especially as spam and fraud techniques continue to evolve and become more sophisticated. As a managed service, the Tata Communications SMS Firewall delivers an affordable and comprehensive solution that eliminates the overhead of deploying, monitoring, and maintaining in-house MNO systems. Costs are predictable, even as Tata Communications improves its service and security measures throughout its network.



"Nearly six trillion SMS messages were sent in 2011, and SMS traffic is projected to increase to 9.4 trillion messages by 2016."
(Informa - May 2012)

Benefits

- Improve customer satisfaction with reduced exposure to spam and fraud
- Protect network availability and performance
- Zero CAPEX by eliminating in-premises equipment deployment
- Reduce OPEX with completely managed and monitored solution
- 4-7 times cost savings from in-house implementation
- Predictable cost of ownership through service model pricing
- Regulatory compliance through elimination of unauthorized international content
- Protect against revenue leakage while blocking unauthorized A2P messages

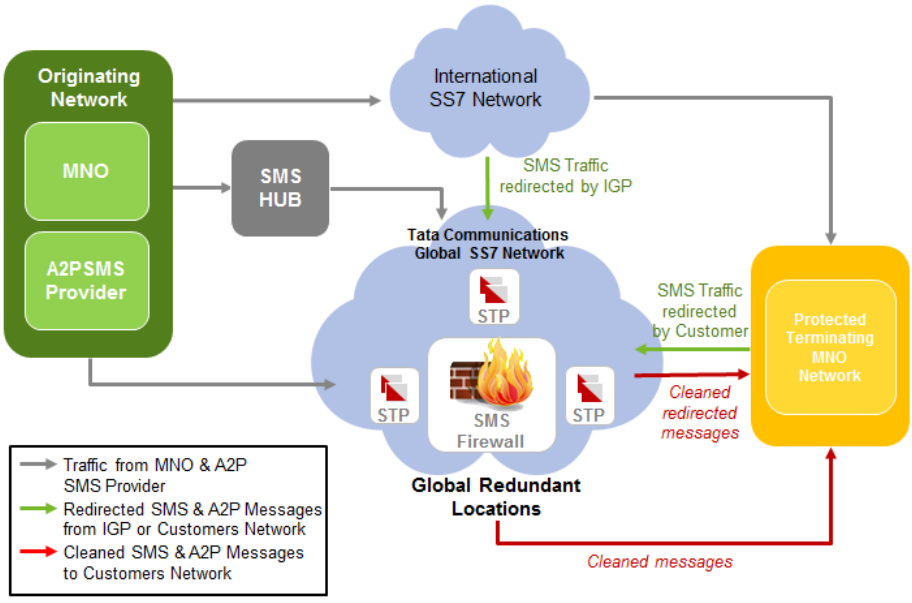
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Protect Revenue

Unauthorized A2P SMS messages dilute and destroy the effectiveness of legitimate offerings from MNOs and their messaging partners. Each unauthorized SMS represents lost revenue. By blocking fraudulent, potentially dangerous, and unwanted A2P messaging, MNOs protect their customers and preserve their brand reputation. This paves the way for legitimate SMS traffic to add to the MNO's bottom line.

Tata Communications Managed SMS Firewall

A centrally managed solution to protect against international SMS threats and reduce revenue leakage, the Managed SMS Firewall screens and monitors the SMS traffic received on Tata Communications' signalling network via SS7 or SIGTRAN as well as SMS traffic routed from other IGPs. Hosted in Tata Communications carrier-grade signalling and transport networks and managed 24x7 by its staff experienced in running the largest on-net mobile signalling network, Managed SMS Firewall provides MNOs access and control of filtering rules, parameters, and reporting via online portal. Managed SMS Firewall is a source-agnostic, stand-alone service that can monitor and screen international SMS traffic originating from other MNOs, A2P SMS providers or routed through SMS hubs.





"According to Transparency Market Research, A2P SMS is expected to overtake P2P (person to person) SMS in 2016."

Features

- Source agnostic - applicable to SMS traffic originating from multiple sources including from our own signalling network (on-net) or other IGPs (off-net origination)
- Monitor and control unwanted traffic from spam and flooding
- Screen and prevent frauds from spoofing, faking, and GT scanning of addresses
- Filter and block undesirable messages on sources and content
- Multiple responses to allow/block/ignore received SMS
- Rules-based SMS keyword multi-level filtering, threshold control, detection and blocking of spoofing and faking attempts
- Web-based user interface for dashboard, reporting monitoring, alerts, Blacklist/Whitelist and rule management
- Full compliance with GSMA IR.70/71
- Fully hosted and managed with high availability

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).

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