

Empowering the Messaging Evolution

Tango Telecom—iAX™ SMS

Empowering the messaging evolution

iAX™ SMS is a market leading, carrier-grade solution for SMS delivery, charging and other services from Tango Telecom for both GSM and CDMA networks. It offers unparalleled performance exceeding 30,000 messages per second from a single clustered deployment and offering load-sharing, high-availability and geographic redundancy benefits.

iAX™ SMS enables a range of profitable Value Added Services on the same platform such as Auto-Reply / Copy & Forwarding, Parental Control, SMS Anti-Spam, SMS Advertising and SMS Broadcast. iAX™ SMS also fully supports the provision of Mobile Instant Messaging (IM) and the interworking with legacy SMS services via the standards based IP-SM-GW function.

Tango Telecom allows operators to offer revenue generating VAS to their subscribers to enhance their messaging experience while ensuring the highest quality of service.

Promote Key Value-Added Services

Personalisation — offer a more enhanced messaging experience with email style functionality proven to attract and retain subscribers such as Auto-Reply, Copy, Forward and Divert

Parental Control — enable parents to monitor and control the sending and receiving of text messages by minors including the ability to blacklist and white-list contacts.

Anti-Spam — protect the network and subscribers from malicious and unwanted SMS

Sponsored SMS/SMS Advertising — enable subscribers to reduce the cost of their SMS usage by opting in to receive personalised and contextual advertising and content

Key Benefits of Tango Telecom's Messaging Solutions

- ◆ Increased revenues from SMS
- ◆ Reduced SMS delivery costs and protected margins
- ◆ Extensible modular solution maximising the initial CAPEX investment and enabling future SMS VAS service offerings
- ◆ Charge for all SMS services - fraud free and without revenue leakage
- ◆ Enable attractive and creative Value Added Services
- ◆ Unparalleled performance, availability and reliability
- ◆ Future proofed solution allowing operators to evolve towards all IP cores.



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Tango Telecom's Full Messaging Product Suite

iAX™ SMS can be deployed in a range of configurations providing SMS Direct Delivery (First Delivery Attempt), real-time charging for SMS and full SMSC capabilities.

Direct delivery / First delivery Attempt—iAX™ SMS offers a high volume SMS Direct Delivery feature fully interoperable with existing messaging infrastructures, delivering SMS traffic directly to subscribers bypassing and offloading the SMSC, and consequently reduce SMSC licensing and upgrade costs.

Prepaid Charging—Tango Telecom's charging solution for SMS adds real-time charging to an existing SMSC enabling charging based on service type, origin, Premium SMS and roaming locations.

iAX™ SMS MAX—iAX™ SMS MAX provides a mechanism for deploying Value Added Services for SMS based on 3GPP/IMS standards, services such as Auto Reply, Copy, Forward and Divert.

iAX™ SMS Guardian—iAX™ SMS Guardian offers the ability to monitor and control mobile phone usage by minors.

iAX™ SMS Anti-Spam iAX™ SMS Anti-Spam enables operators to protect their network and subscribers from fraud, spam and malware threats.

iAX™ SMS Advertising—iAX™ SMS Advertising enables subscribers to reduce the cost of their SMS usage by opting in to personalised and contextual advertising and content.

IP-SM-Gateway—providing interworking of messaging services between SMS based cellular networks and IM based IP carrier access networks IP-CAN

iAX™ SMS Broadcast—iAX™ SMS Broadcast enables subscribers to send one-off or scheduled SMS messages to pre-defined distribution lists.

iAX™ MAG (Messaging Application Gateway)—iAX™ MAG is a high capacity Application SMS Delivery, Router and Broadcast platform.

