

# MMX. Multimedia Messaging eXchange.

International Carrier Sales & Solutions (ICSS)

Life is for sharing.



Mobile  
World

## Unlimited connectivity worldwide.

Globalization and high-technology are two factors that have led to drastic changes in consumers' behavior over the last ten years. This is particularly true in the international mobile arena. In today's tech-savvy global environment, consumers travel more often and

do not want to be constrained in the use of their mobile phone or devices. With the advent of mobile data technology, their demand is simple: seamless mobile data connectivity, no matter where they are. This includes, of course, international MMS interoperability.

## Your solution: Multimedia Messaging eXchange of ICSS.

You can provide global MMS connectivity without heavy constraints thanks to the Multimedia Messaging eXchange solution of ICSS! The MMS interconnect solution of ICSS has been specifically designed for GSM/GPRS and UMTS operators to allow them to offer maximum MMS flexibility to their end users while considerably developing their business and limiting costs and resources.

This plug-and-play solution allows you to interconnect to a wealth of partners, thus providing your end users with a fast and seamless MMS service. Based on the transport of MMS via its existing IPX infrastructure, this intelligent platform handles data collection, mediation, rating, reporting, invoicing, and contract negotiation. Implementation is quick, safe, and easy.

## Transparent data collection, optimum reporting, and monitoring.

In line with AA.40 requirements, the MMX solution of ICSS allows the MMS traffic between operators to be identified clearly and accurately. Information can be compiled for further processing by the operator's existing financial clearing mechanism. The web reporting interface enables you as a mobile operator to monitor your customers' MMS traffic and access information as need be. All monitoring and reporting information is generated on CDRs for each destination.

## Our billing system increases your flexibility.

As a mediator, ICSS ensures that MMS "events" are processed to determine which ones are subject to invoicing. MMS rates are set according to the message size and billing is implemented according to the volume, size, and destination. Finally, the billing system of ICSS also handles MMX termination charging.

## MMS pricing complexity made easy.

ICSS's MMS pricing structure is very clear. Pricing is made up of three components: a one-time installation fee, a flat monthly charge, and a message charge based on a fixed amount per message per volume. Pricing options can also be fine-tuned to better fit the expected volume of MMS traffic.

## MMX and ICSS Mobile World: mobilize your subscribers' lives!

MMX is an integral part of our ICSS Mobile World offering, a flexible package that combines basic and innovative services of the ICSS mobile portfolio. Make your choice of mobile products based on your specific needs and benefit from our one-stop-shopping solution at special attractive conditions.

## ICSS MMS eXchange solution stands for dependable quality.

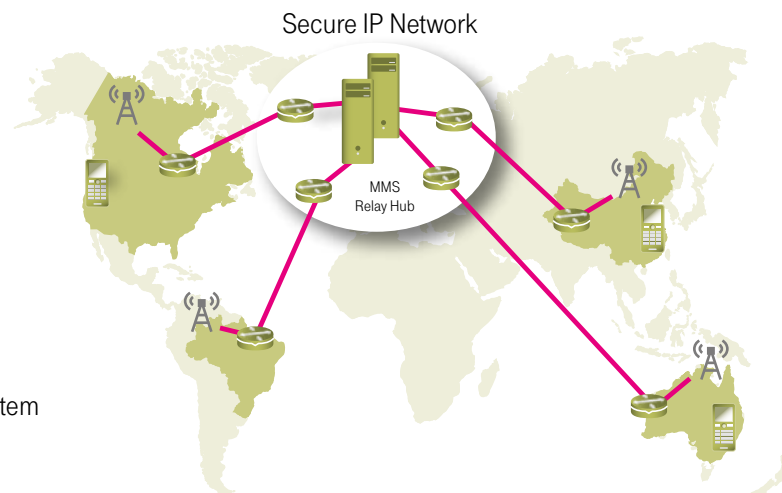
Our solution has been designed to provide you with a reliable and secure service. This solution incorporates best-of-class telco-grade hardware platforms with built-in full redundancy and fault tolerance to ensure high-performance and security. Furthermore, since the service uses the MPLS platform of Deutsche Telekom, high quality of service is also guaranteed.

## How can you access the service?

There are three ways of interconnecting with the MMX platform of ICSS:

- Using the existing access to the IPX of ICSS
- Via the IPX platform of your provider
- Through IPX IPsec tunneling

## MMX overview



### Functions of the Relay Hub:

- Mediation Rating & Reporting
- Financial Clearing
- Data feed to operators billing system
- Web based reporting

For further information, see  
[www.telekom-icss.com](http://www.telekom-icss.com)

### Publisher

Deutsche Telekom AG  
International Carrier Sales & Solutions (ICSS)  
P.O. Box 2000  
53105 Bonn  
Germany