

# SMS eXchange two-way (SMX).

International Carrier Sales & Solutions (ICSS)

Life is for sharing.



Mobile  
World

## Mobile connectivity on a global basis.

The success of SMS over the past 15 years is legendary. Seamless exchange of all kinds of messages is expected to be natural in today's global world of mobile communications. Subscribers expect to exchange messaging services with any other subscriber,

regardless of the network and destination country. In reality, unlimited connectivity and full international interoperability are still an issue for most MNOs and MVNOs due to the lack of sufficient roaming agreements between all operators on a global basis.

## Inspire your customers by offering seamless SMS services worldwide ...

With our SMX service, we enable you to increase your global SMS footprint immensely while dealing with one partner only – ICSS. With our one-stop-shopping solution, we empower you to increase customer satisfaction greatly and, in return, benefit from your customer's loyalty and retention.

## ... and profit from increased revenues while saving costs and expenditure!

Limited connectivity prevents you from exploiting additional considerable SMS revenue potential. ICSS's solution allows you to focus on raising your SMS revenues without having to cope with additional investment in your network. Our attractive pricing scheme lets you stretch costs related to the interconnection over the contract term period.

## Features and benefits.

- Seamless two-way messaging with all participating MNOs based on GSMA open connectivity requirements
- Reliable, secure SMS transmission through one single hub interface
- Extension of your international SMS footprint of MNOs and MVNOs without the need to conclude and maintain additional roaming agreements

- Access to carrier-grade SMS handling with minimum configuration changes, no additional investments and no unexpected operational complexity
- No interoperability constraints through GSMA rulings
- Bidirectional conversion between SS7 and SMPP protocols
- Easy administration via Web-based management tool
- Message delivery stays in control of mobile operators' own SMS-C
- Short time-to-market
- Cascade accounting

## Customer-oriented pricing structure.

We offer a customer-oriented, component-based pricing structure adaptable to your individual needs.

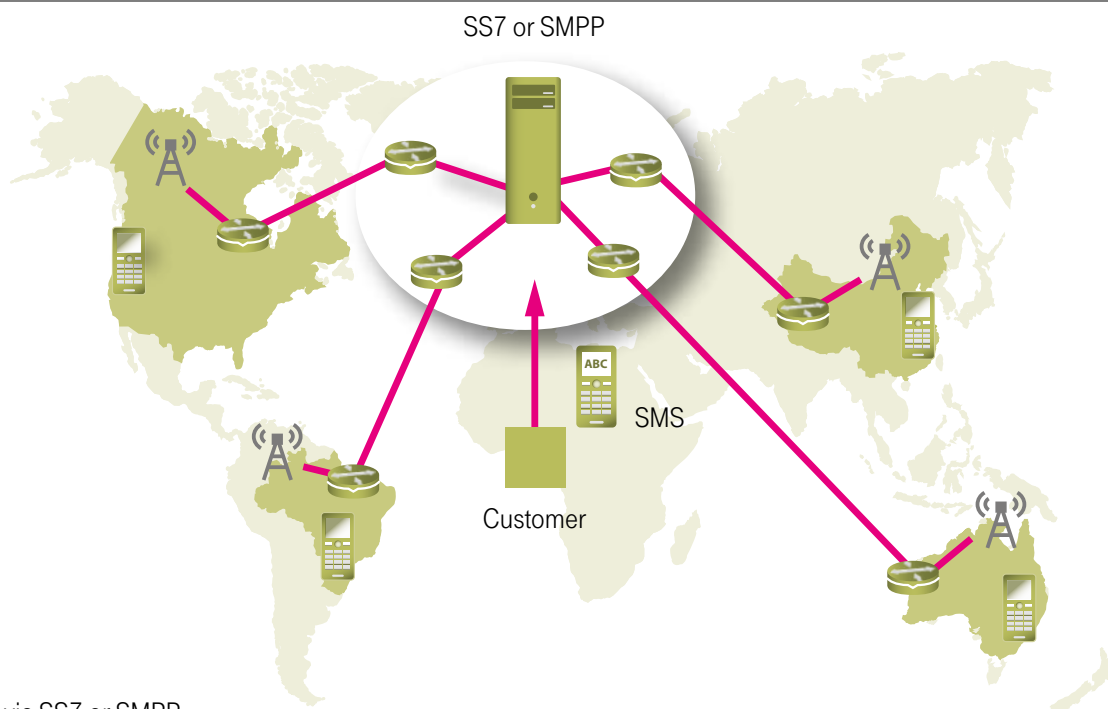
## How to access the service.

Our SMS hubbing service is fully compliant with GSMA open connectivity high level requirements. You can select your preferred access method through SS7 and/or SMPP connection protocols.

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## SMX overview

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- Simple access via SS7 or SMPP
- Worldwide SMS termination without investment in own infrastructure or further roaming agreements

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