

SMS usage continues to grow and be used in new applications. Service providers must ensure their SMSC platform is open and flexible to address applications that are currently in development. Operators must continually reduce time-to-market of new initiatives and lower operating costs while ensuring reliability, scalability and flexibility for an unknown future.

The primary purpose of the Short Message Service Center (SMSC) is to provide the means to transfer messages between Mobile Stations, Devices and to interconnect with Short Message Entities (SMEs). An SMSC provides mobile messaging via a store and forward paradigm. Messages between two mobile stations leave the handset and are sent to the SMSC. The SMSC then begins the process of locating the recipient and delivering the message when they become available (mobile-to-mobile) or relayed through an inter-carrier mechanism. The SMSC is also responsible for delivering messages to an operator's subscribers when they arrive via inter-carrier or content provider SMPP links.

As with all of Primal Technologies Services Solutions, the SMSC and IP-SM-GW Service and Strategy builds on a proven advanced Primal middleware framework which allows the Operator to easily and cost effectively scale as their messaging traffic grows. In addition, the solution can be further leveraged to support additional Primal Advanced Services and Features. Primal Technologies modular design secures a carriers' complete investment supporting a growth in subscribers and network traffic alike in-line with marketing success, while also being future-proof with an IP-SM-GW module to support LTE IMS networks and GSMA RCS handsets. Primal VNF SMSC Servers have a nodal SMS throughput of 100k to 10 Million+ messages per day based on hardware and SIGTRAN/SMPP link configuration.

SMSC Features

- Two-way SMS for interactive chat applications
- Rating and Accounting for Content Service Providers
- Web to SMS
- Broadcast management
- OTA support
- Origination / Destination Translation
- Multiple Network Support GSM/CDMA/IMS
- Roaming Support
- MIN/MDN WNP Enabled
- MNP/SRF Interworking Support
- SMTP Gateway / SMS-to-Email
- Do Not Disturb / Message Forwarding
- Group Messaging
- SMPP/Inter-carrier SMS
- SMPP Monitoring
- SMS Anti-spam (firewall)
- SMSC CDRs & Reports
- Prepaid and postpaid subscribers
- SMPP Hubbing
- Short Code Account Management
- SMS-MT Home Routing
- Primal Advance Pay/Prepaid interworking
- 3rd Party DIAMETER interworking
- Primal IMS IP-SM-GW or 3rd Party Interworking Available
- Real-time Monitoring

