Two decades of SMSC and still going strong!

What is SMSC?
A Short Message Service Center (SMSC) is a network element in the mobile network that is responsible for handling SMS operations (store/forward/convert/deliver). Since SMS uses the signaling channel, these messages can be sent and received simultaneously with the voice/data service over a GSM network.

Some of the more common applications of SMS are:
- Exchanging small messages as it cheaper and quicker than a phone call.
- Send e-mail messages (<160 characters) from a handset to e-mail via SMS.
- Services like news, weather, balance enquiry etc. can be provided.

SMS revenues will continue to increase as SMS produces more user engagement than any other access method. Although unchanged, the ubiquitous nature of SMS as well as its reach, reliability, speed and ease of use has contributed to its success.

The Challenge
The nature of SMS traffic and the way that SMSC’s deliver that traffic can cause problems for operators. Following are the major challenges operators face:
- M-commerce like SMS contest voting causes significant spikes. Operators must either expand or not be able to meet the needs and gain the revenue from increased usage.
- Protection from hostile spam attacks is increasingly difficult.
- CDR’s do not allow easy correlation with SS7 errors and quality of service details. Operators don’t know how to improve network quality and customer satisfaction.
- Architectural design and lack of modularity limits scalability, complicates redundancy efforts and negatively impacts the upgrade process.
- End-of-life legacy SMSC’s, provides flexible options to offload SMS traffic at lower TCO without disrupting or requiring changes to the legacy platforms.
- Operators must combine the reach, reliability and...
simplicity of SMS with a rich user experience offered by new OTT applications.

- Operators must get next generation SMSC's that don't require an expensive purchase, upgrade, integration of a 'bolt-on' system every time they want to launch a new service. It takes all of the SMS routing decisions, offloads traffic, cuts costs because they handle more traffic without additional equipment, solves problems like spam and phishing, improves network routing, enhances network performance etc.
- Alternative, cheaper and feature rich messaging services such as exchanging of content (e.g. photos, videos or audio notes) is challenging traditional SMS.

The Solution

Messaging is part of life and is a preferred means of communication. Operators must look ahead to open IP based architecture to improve performance without limits, enable converged services and leverage SMS track record.

Conor's Next Generation SMSC Solution is reliable, highly scalable and flexible. It enables operators to share components, centralise functions and reduce complexity and costs. It facilitates the launch of new services. Its modular architecture, flexible service enablement and deployment options allow operators to replace existing SMSC's or components while seamlessly building a modern messaging core. It functions with or without an IMS core, allowing accelerated deployment options or deployment with minimum CAPEX. It provides seamless legacy parity while enabling IP interconnect for future-proof replacement of legacy SMSC's. In addition, Conor's SMSC contains the following capabilities:

- Supports traditional and IP-based signaling and provide multi-protocol support.
- Increases traffic efficiency and reduces traffic load by performing immediate message delivery and not using Store & Forward.
- Requires less power, space and maintenance.
- Protects the user from messaging fraud and abusive usage by ensuring privacy, security and freedom from unwanted messages.
- Includes an advanced throttling function to control load and prioritize traffic.
- Open database provides API's to configure SMS routing to match their business logic.
- Fully virtualized software based solution.

You can have the competitive advantage

Conor's SMSC Solution provides operators with proven, best of breed, next generation, IP-based technology. The platform will grow as your business grows without the need for expensive investment. It will enable you to maximize the messaging opportunity and create competitive advantage in this complex messaging environment.