PRODUCT SHEET

SAP MMX 365

SAP MMX 365 creates a geographically diverse, multi-nodal MMS ecosystem that offers connectivity to almost 300 operators around the world. It provides both National and cross-border MMS interoperability with a wide variety of features and capabilities, not found in other hub provider's services.

Global MMS delivery requires the coordination of a variety of moving elements in order to be successful. Capabilities such as a reliable, secure, underlying IP network, flexible protocol support, and support for a wide variety of networks, operators, and handsets must all interact in harmony to enable various types of rich media messages to traverse operator and country borders.

Key Features + Benefits

SAP MMX 365 provides the best of national high volume domain and complies with the GSM Association's recommended MMS hubbing standards for cross-border MMS exchange:

- **One Point of Access to Deliver to Multiple Destinations:** SAP MMX 365 frees operators from having to individually connect to and negotiate with hundreds of other operators. SAP MMX 365 is a single-source clearinghouse for inter-operator MMS interconnections for national as well as international MMS interoperability.

- **Flexible Connectivity Options – Secure IP + GRX:** SAP MMX 365 offers two types of connectivity for operators to connect to SAP MMX 365 – a direct, secure IP connection and via the global GRX network.

  -Direct IP Connectivity: SAP does not allow public accessible traffic, as our MMS model is secured via VPN or direct private connections (or via a GRX). SAP 365 has the largest VPN operator base for SMS interoperability and it has successfully configured hundreds of VPN tunnels on a wide variety of devices. In the SAP MMS model, routing over private connections or VPN does allow for ingress/egress filtering and access lists on both ends.

  -GRX Connectivity: The second method of connectivity supported is a GRX. A GRX is a community of mobile operators, connecting their IP networks in a private, secure network. Mobile operators use the GRX to deliver data roaming services for their subscribers who are traveling outside of their home network. The GSM Association recommends the GRX as the underlying IP network for secure MMS interworking. For the GSM operators, utilizing a GRX for MMS interworking offers a number of conveniences as well as strict security around a completely private mobile data network.

SAP's GRX network is built on Cable&Wireless's high quality, global MPLS network, so all MMS Inter-working is transported on a high QoS network.

- **Future-Proof Number Resolution Infrastructure:** SAP maintains one of the most comprehensive phone number resolution databases deployed today – number resolution system (NRS) for SAP MMX 365. The solution uses feeds from authoritative sources as well as lookup capabilities to maintain a comprehensive, cross-platform database to support numbering plans a mobile number portability across the globe.

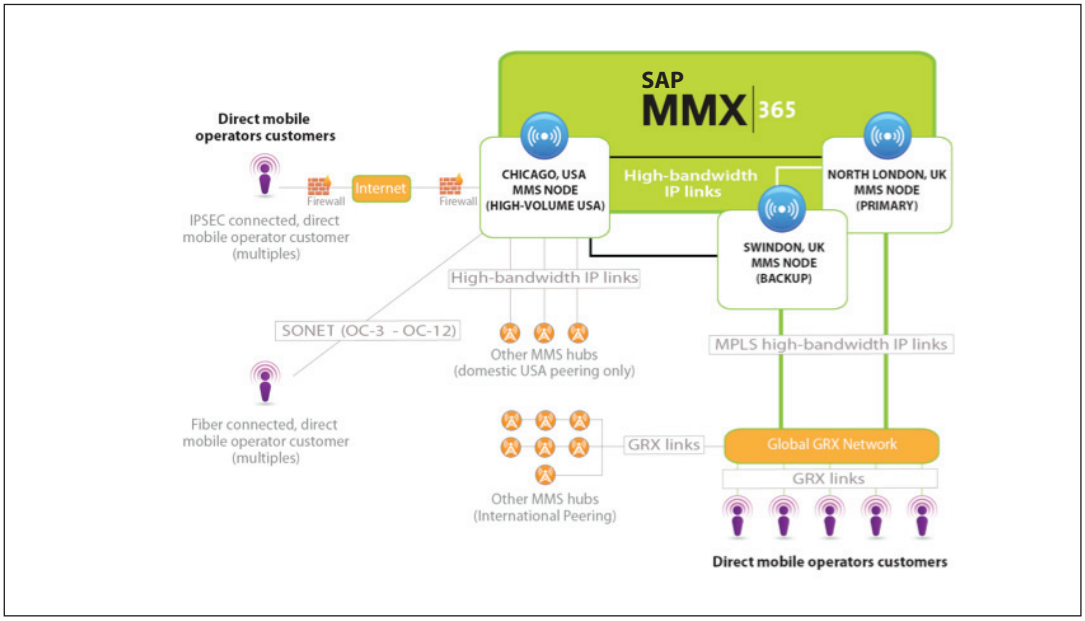
- **Value-Added Capabilities:** SAP offers some unique solutions to resolve industry-wide problems. With multiple network types and MMSCs now deployed, the risk of the recipient not properly receiving and rendering the media or content on the handset is not negligible. SAP MMX 365 network transcoding addresses this issue by tailoring the messages to correspond to the destination network in order to provide a much better experience for the subscribers. SAP MMX 365 automatically scans all inbound MMS messages for known mobile viruses.

- **Integrated, Web-based Route Elections Portal:** SAP MMX 365 now includes our web-based Route Elections Portal to help operators select the MMS routes to other operators. As global MMS typically requires both A and B parties to agree, this portal provides visibility to routes currently open and live, requested by another operator or requested by the viewing operator. Additional key information such as billing models and termination fees for each operator in the international MMS "universe" is provided.

- **Integrated Traffic Reporting:** SAP MMX 365 includes access to MMX reporting to enable customers to view traffic statistics, perform message analysis and report, review individual messages. MMX reporting for SAP MMX 365 is a secure, web-based portal for MMS traffic visualization.

- **No Additional Capital Investment Required:** SAP MMX 365 is a turnkey solution that requires minimal start-up by operators. The MMS gateway platform is hosted and operated on an operator grade network with secure, dedicated links into the operator MMSCs via private IP, VPN, or GRX. The solution also includes our world-class customer service, including our 24x7 Network Operations team.

- **Enhanced Customer Retention + Loyalty:** According to industry analysis, multi-media messaging customers will generate substantial contributions to ARPU and are more "tech-savvy" and these same customers will expect inter-operator MMS. MMX 365 makes inter-operator MMS possible for all subscribers, leading to the same type of ubiquitous network that users of SMS now enjoy.



Sybase 365 provides a value-added inter-operator MMS solution that offers more than just connectivity and routing:

- Proven experience with billions of commercial messages delivered to date (we are the world's largest volume MMS Hub provider)
- Proven experience in cross-operator transcoding for the best user experience (currently US Node)
- Proven experience in multiple MMSC connectivity
- Integrated MMX Reporting for real-time traffic reports and message details
- Connectivity in/out of the Americas; domestic interoperability for any national market; international connectivity
- Low startup costs
- Flexible pricing structure
- 24x7x365 NOC and support
- Multiple connectivity options (VPN, Frame, Dedicated IP, and GRX)

For more information:

Visit: www.sybase.com/365 **Read:** http://blogs.sybase.com **Email:** info365@sybase.com

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