PRODUCT SHEET

SAP

MMS 365

International reach via standard MM7 interface

Advanced capability via SAP MMS 365 in the US market

Premium billing for US operators

Rich media – pictures, videos, and even advertisements – is more and more a part of the Internet experience every day. MMS – Multimedia Messaging Service – brings two-way, interactive rich media capability to a mass-market mobile audience.

MMS messages may contain images, video, audio, or text packed individually or as a slideshow. This presents a unique opportunity for marketers to reach a mass audience with a contemporary visual message, for platforms to connect mobile users to their favorite Internet sites, and for media companies to extend their properties and create additional revenue streams.

Sybase 365 offers global MMS for Enterprises through our SAP MMS 365 platform. This platform supports a rich feature set including text, audio, still images, and in most cases video and SMIL slideshows.

In addition, SAP MMS 365 supports device discovery, digital rights management encoding, and premium MMS for select operators. Enterprise customers may use our Java SDK or a standard MM7 API to interface with SAP MMS 365.

Features

Media Formats	MMS messages can carry text, audio, still images, video, and SMIL slideshows. Most mobile operators accept messages up to 300kb.
Premium Billing	Mobile operator billing for premium content or programs is supported in the United States.
Device Discovery	For select operators, the platform will forward a standard User Agent Profile to support content adaptation for specific handsets.
Digital Rights Management	For select operators the platform can ensure content carries digital rights management protection.
Delivery Reports	Delivery reports provide positive confirmation that a message has been delivered to the intended user. All operators in the US support delivery reports as do most International destinations.
Mobile Originated (MO) support	MO capability is required for situations in which users send pictures or videos to an application.

All destinations support standard MM7 feature set: text, audio, still images, video, and SMIL. Premium MMS is not available for non-US networks. Please enquire abount international pricing and availability of additional destinations.

Customer support

Sybase 365 operates multiple hubs for redundancy and regional optimization purposes. The hubs are monitored and maintained by staffed, fully redundant, battery backed-up Network Operating Centers (NOCs), and incorporate the highest level of security features including full fire protection.

- Three operational NOCs in Ireland, Singapore, United States.
- Customer support available 24x7.
- Several added value services such as an extranet service where customers can monitor their services and access statistics directly.
- Support for multiple customer interfaces: SMTP, HTTP(s), SMPP.
- Routing service supports all GSM, TDMA and CDMA on SMS compatible handsets fully compliant with TSI and ANSI standards.

For more information:

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