

PRODUCT SHEET

Intelligent Hubbing 365



Selecting the Most Cost
Effective and High Quality
Routes to Increase Revenues.

efficiencies. Couple this with managing 300 to 500 bilateral SMS interworking GSMA AA.19 contracts or GSM roaming agreements with other mobile operators. However, because of a variety of factors, many mobile operators have been reluctant to move their global SMS interoperability to hub-based solutions.

Today more than ever, mobile operators are faced with controlling costs and improving business

How it Works:

- **1.** Mobile operators specify specific partner operators that should be delivered via SAP Intelligent Hubbing 365
- **2.** The mobile operator routes all international SMS traffic to the hub.
- **3.** The messaging hub will then return the traffic back to the mobile operator that is on Intelligent Hubbing list.
- **4.** The mobile operator can then deliver these messages, bilaterally.

Sybase 365 with the experience of processing more than 1.8 billion messages per day and serving over 5.5 billion subscribers and with connections to almost 900 operators around the world is the perfect partner to meet the challenge of optimising costs and efficiency. SAP Intelligent Hubbing 365 service is built to provide unprecedented flexibility to the operators. It picks, on the fly, the most cost effective and high quality SMS route, anywhere in the world. Intelligent Hubbing 365 enables mobile operators to have the best of both worlds – bilateral connectivity with valued partners and the convenience of a completely outsourced, hub-based SMS interworking solution to complete the coverage across the globe.

Intelligent Hubbing 365 leverages advanced origin based routing features, allowing the hub to act as a centralized point of aggregation for SMS connectivity, enabling traffic to be screened and delivered to the correct destination, using either a bilateral or hub-based delivery model. The solution is fully transparent to mobile operator's routing network configuration, removes the need for cumbersome and complex modification of the mobile operator's routing tables by operational teams and allows them to focus on strategic activities.

Key Benefits of Intelligent Hubbing 365:

- Full outsourcing of complex routing to the hub, enabling significant cost savings while maintaining full control of route selection
- Seamless connectivity to either hub or bilateral routes on a per destination basis
- Delivering international reach and significant quality improvements by delivering messages to destinations that are not available via a mobile operator's bilateral agreements
- Generating cost savings by choosing the most effective route between hubs and bilateral destinations
- Leverages SAP's globally distributed number resolution system (NRS) that supports number portability in many key regions around the world
- Agnostic to SMSC type and includes additional support for Telepath SMSCs
- Uses SS7 or SMPP connectivity and includes an option to evolve to SIGTRAN via SAP IPX 365
 which reduces signalling cost, ensures QoS and enables evolution to an all IP service portfolio

For more information: