PathFinder

GSMA's NUMBER TRANSLATION SERVICE

SMSTrade and GSMA PathFinder Number Portability Discovery Service

Founded in Germany in 2004, SMSTrade has helped shape the European Short Message Service (SMS) mobile market since the company's beginnings. Today, as one of Europe's largest mobile transactions networks, SMSTrade enables the delivery and billing of millions of SMS messages daily, and is establishing itself as the benchmark for its ethical standards, reliability, quality of service and support. The company has cultivated strong relationships with businesses and operators around the world. Reaching more than 800 operators in over 130 countries, SMSTrade processes over 100 million messages a month. Additionally, SMSTrade also provides a direct billing solution that allows operators to process mobile payments in over 60 countries.

SMSTRADE'S SERVICES

The mobile messaging market has been a strong contributor to operators' profits for years. Globally the market for SMS messages is set to increase to 8.7 trillion messages by 2015, up from 5 trillion in 2010 according to Informa[1]. Much of this increase can be attributed to the steady growth in subscribers, voting applications, and other marketing geared toward texting. In today's global marketplace, companies require international reach.

With SMSTrade, businesses are able to implement mobile marketing campaigns using SMS messaging to consumers in more 130 countries. SMSTrade manages the delivery of the messages and provides campaign analysis, which includes information on response rates and generated sales. In addition, SMSTrade offers operators the ability to track messaging results in real time. This allows operators the opportunity to optimise their customer contact through analysis of SMS transportation.

CUSTOMER CHALLENGE

Number portability has been implemented in 70+ countries with more than 3.4 billion telephone numbers having the potential to be ported. By the end of 2012, China and Russia are planning to adopt number portability, which means these numbers will grow by 1+ billion. While subscribers benefit from these regulatory changes, this significantly adds to the challenges of global message delivery.

SMSTrade is continuing to expand its business and as more countries adopt number portability, the ability to reliably and quickly connect businesses to their targeted end-user increases in complexity. SMSTrade needed a solution that would help them extend their global presence, maintain their cost-effective pricing, and continue their heritage of rapid service delivery. The solution was GSMA PathFinder Service.

"The decisive factor in choosing PathFinder was the GSMA's and Neustar's total commitment to the reliability, accuracy, and global breadth of the solution. Our clients depend on us to consistently deliver their communications across network borders in real time. PathFinder was the only service that offered us a proven solution to these market challenges."

-Benjamin Bak, CEO, SMSTrade

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[1] http://www.mobilecommercedaily.com/2011/02/03/global-sms-traffic-to-reach-8-7-trillion-by-2015

THE SOLUTION

The GSMA PathFinder Number Portability Discovery (NPD) Service provides access to a global database containing portability corrected destination information. The PathFinder platform allows SMSTrade to determine in real time the true destination of the message for all of the countries that SMSTrade operates.

PathFinder is a managed service that requires minimal investment and can improve the reliability and speed of message delivery. The data is continuously refreshed, scrubbed, and stored by a dedicated team to provide a high quality, low latency source of number portability data. In addition, new sources of data are continuously added as required, or when new countries come on line. With the PathFinder NPD service, SMSTrade can be assured they have a platform that will support their business today and into the future.

THE BENEFITS

As more of the world adopts number portability, the ability to route messages correctly grows in its complexity. SMSTrade provides services to major organisations throughout Europe including Deutsche Bank, Deutsche Telekom's T-Systems, and EON's Renewable Energy Division, which require access to the global markets and real time execution of transactions. SMSTrade needed to adopt a new approach to number routing to meet several critical requirements:

- Global Reach
- Future-proof technology solution
- Real time processing speed
- Cost-effective managed solution

Above all, SMSTrade required a managed service that they could trust. Neustar has amassed extensive experience helping major carriers around the world achieve technological and operational excellence. Today, Neustar manages the North American, Canadian, Taiwanese and Brazilian number portability services, supporting billions of transactions annually.

GSMA, in partnership with Neustar, launched the GSMA PathFinder service in November 2008. The solution has a proven track record for enabling operators to reduce the operational costs from routing messages to the wrong location, which can result in excess interconnect costs or revenue loss from traffic failing to reach its destination. With a global network of industry experts, GSMA and Neustar ensure PathFinder is the predominant global numbering and addressing service with continual updates and network monitoring.

In an increasingly competitive industry, SMSTrade knew it was critical to select a solution that would meet their needs today and have the global breadth for their future plans. GSMA and Neustar's global presence combined with its proven experience in number portability means that SMSTrade knew it could rely on PathFinder. The PathFinder service delivers the foundation to enable successful implementations of next generation operator enhanced IP-based services. Through PathFinder, Neustar offered SMSTrade the ability to guarantee the best message routing services to their customers.

PathFinder's global capabilities solved SMSTrade's transportation needs by facilitating messaging routing that could be implemented to reach the receiving operator's network almost anywhere on the planet. This means that as SMSTrade continues to grow they will have access to a high-performance registry of numbers which provides information on number ownership, destination network entry-points, and information on how to connect operators to other networks. As remaining relevant is very important to SMSTrade, they value PathFinder for its reputation for speed and accuracy as well as the competitive pricing that allows them to keep costs down for their customers.

For more information visit: www.gsma.com/pathfinder or email: pathfinder@gsm.org