NewNet Mobile Messaging (NMM) Communication Technologies

Foundations for Network Innovation

Overview

NewNet Mobile Communications provides messaging platforms for Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs), Inter-Carriers, telecommunication providers and enterprises throughout the world.

NMM Solution

- **Multimedia Messaging Systems (MMS),** allows users to exchange multimedia communication including graphics, video, sound files and SMS messages between capable mobile phones, tablets, and other devices. This store and forward technology provides subscribers with enhanced features and businesses with the opportunity to deliver campaigns with multimedia resources.
- **Short Message Service (SMS),** allows mobile device users and others to exchange messages containing up to 160 alpha-numeric characters. Application-to Person (alerts, promotional messages), Person-to Application (check balance, opt-in, voting), and Machine-to-Machine (monitoring, system updates) are driving growth in SMS usage and revenue.

Products Description

- **Mercury,** provides mobile operators with robust MMS delivery along with value added components that can enable new services and work to retain subscribers. Components such as Composer and Campaign Manager offer MMS templates and a content catalogue to quickly create MMS messages, schedule and control campaigns, and derive statistical information with reports at very low operational costs.
- **Lithium,** is a modular SMS software platform for Mobile Operators, carriers and enterprises. Lithium is designed to efficiently replace end-of-life SMSCs or Application Gateways with First Delivery Attempt (FDA) routing, IP-SM Gateway to bridge from circuit to packet switched networks, and enhanced security with an SMS Firewall for screening, detection and filtering.
- **Cobalt,** is a Short Message System Center (SMSC) software solution for 2G CDMA and iDEN networks. Cobalt offers performance monitoring and complete billing capabilities for operators supporting a 2G subscriber base. The open Short Message Client and Short Message Peer-to-Peer Interface facilitate timely deployment of value-added services.

Benefits

- **Value Added Services (VAS Consolidation).** Provides the ability to consolidate SMS, MMS, and Security that have evolved over time from various sources within an efficient single vendor environment.
- **Scalability and Reliability.** Software performance and redundancy designed to scale for massive volumes of subscribers, with the ability to handle voice, video and messaging surges.

- **Deployment Flexibility.** Support for Network Functions Virtualization (NFV) makes it easy and cost effective to deploy new services without hardware constraints.

- **Proven Performance.** Systems that currently support more than 1 billion subscribers throughout the world provides confidence.