



For Immediate Release

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SMS Firewall Market to Reach 2.82 Billion USD by 2022

MarketsandMarkets forecasts global SMS firewall market size to grow at a compound annual growth rate (CAGR) of 10.4% until 2022

Istanbul, Turkey – June 23, 2017 – MarketsandMarkets, a leading global research firm providing quantified B2B research on 30,000 high growth emerging opportunities/threats that impact close to 80% of worldwide companies' revenues, released its global SMS Firewall market forecast by SMS type in June 2017. Per the comprehensive report that covers major global vendors in the SMS firewall market including Defne, the global SMS firewall and filtering market size is expected to reach USD 2.82 Billion by 2022.

Growing security and privacy concerns across the globe, increasing focus on preventing revenue loss due to grey routes, stringent government regulations, and increased adoption of Application-to-Person (A2P) messaging are covered in the report as the driving forces in the growth of the SMS firewall market.

“A2P (Application-to-Person) messaging segment is expected to play a key role in the SMS firewall market growth.”

Demand for A2P messaging is growing across all industry verticals, including, banking, finance, healthcare, travel, and eCommerce with increasing message traffic of alerts, notifications, and marketing campaigns, such as banking updates, flight alerts, One Time Password (OTP) verifications, and promotional messages. The A2P messaging segment is expected to have a larger market share in the SMS firewall market during the forecast period.

According to the research report, the global SMS firewall market size is expected to grow from USD 1.73 Billion in 2017 to USD 2.82 Billion by 2022, at a compound annual growth rate (CAGR) of 10.4%. SMS firewall solutions help Mobile Network Operators (MNOs) and SMS aggregators to protect and block illegal SMS traffic. Nowadays, telecom operators are receiving large volumes of spam messages that negatively impact the quality of service and block the

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network bandwidth. SMS firewall and filtering solutions help telecom operators to regain their revenues which have declined due to Over-the-top (OTT) players. These solutions also provide benefits in terms of reduced operational costs and enhanced customer experience.

“Operators have been witnessing the SMS Firewall solutions as an alternative to prevent the revenue leakages caused by grey route messaging and to increase the visibility and control of SMS traffic on their network,” said Shashank Kaipa, Market Research Analyst in telecom operations domain at MarketsandMarkets.

Oğuz Haliloglu, CEO at Defne stated, “Increase in A2P messaging and government regulations that strictly control unauthorized marketing and promotional SMS messages are forcing GSM operators to accelerate their investment in the SMS firewall and filtering solutions. Thus, the growth in the market is also increasing. With the infrastructure improvements addressing regulations, network operators are also eliminating unwanted messages and increasing customer satisfaction. We are glad to have contributed to the SMS Firewall and Filtering report by MarketsandMarkets with our experience in the global market and deployment examples of Defne’s SMS Filtering and Blacklist/Whitelist solutions.”

For more information on Defne’s Filtering solutions please visit:
<https://www.defne.com.tr/filtering>

For more information on the SMS Firewall Market 2017-2022 report please visit:
<http://www.marketsandmarkets.com/Market-Reports/sms-firewall-market-19536392.html>

About Defne

Defne, established in 1996, is a leading global provider of telecom solutions, software products and services for communications networks. Defne’s solutions enable network operators and service providers to monetize every potential connection beyond limits while enhancing subscriber experience. Backed up with professional and managed services, Defne offers a differentiated portfolio of innovative call management, messaging, mobile marketing, roaming, filtering, OSS/BSS and enterprise solutions. Today, more than 25 service providers across 20 countries serving over 500 million subscribers are driving revenue growth and increasing customer loyalty with Defne’s solutions and services. Expertise on IN, IVR, and messaging combined with a wealth of skilled resources, allows Defne to provide reliable and scalable solutions that seamlessly integrate with existing customer infrastructure.

Headquartered in Istanbul, Turkey, Defne has offices in Dubai, UAE and Noida, India. Defne ranked in the Deloitte Technology Fast 500 EMEA and the Deloitte Technology Fast 50 Turkey programs in multiple years. Defne is an associate member of the GSM Association. For more information about Defne and its solutions, please visit www.defne.com.tr.