SMS Filtering

Key Operator Benefits

- Real time message traffic monitoring that releases bandwidth for network optimization and revenue generating SMS traffic

- Increases revenue by enabling operators to provide differentiated service offerings to subscribers

- Protects the network from spam SMS traffic and malicious virus attacks and makes it more secure

- Reduces churn and increases subscribers' satisfaction by eliminating spam messages and improving communications

- Prevents revenue leakage due to spoofing and spam

- Addresses regulatory requirements by enforcing bulk SMS business owners to cooperate with operator's bulk SMS business unit

- Easy-to-use platform interface for provisioning and configuring filtering rules

Market Dynamics

Short message service (SMS) has been a killer application since its introduction. Despite the threat from Over-the-Top (OTT) services, global SMS traffic is expected to grow to more than 16 trillion messages by 2015 from 6 trillion in 2010.

With this growth however, mobile operators also connect more and more new messaging application providers to their infrastructure thus exposing both their network and subscribers to a higher spamming risk. Spammers and fraudsters keep on finding new opportunities to deliver messages to mobile subscribers without any extensive control.

Due to spam messages, subscribers are less apt to responding quickly to informational and promotional SMS and the valuable instant effect of relevant SMS is also lost. These effects negatively impact operator revenues, customer experience and overall profitability. In addition, the potential for an attack on an operator's network infrastructure provides additional incentive to have a comprehensive Anti-Spam SMS solution in place.

Product Overview

Defne's **SMS Filtering** solution enables mobile operators to manage and eliminate spoofed, fake and spam SMS that is a growing threat to mobile networks, annoys subscribers and potentially leads to loss of revenue and high churn rates. SMS Filtering solution is a comprehensive and scalable carrier-grade anti-spam SMS system that provides sophisticated protection against unsolicited SMS, malicious attacks, and fraud.

Often spam SMS originates from foreign networks or applications and Defne's SMS Filtering solution blocks all types of unwanted and harmful traffic on the network making it more secure and safe. At the same time, the solution protects subscribers from receiving spoofed, unwanted/spam short messages originating from off-net networks by applying advanced filtering rules based on service center and originator center settings, as well as, SMS content.

Various filters can be combined to build up more complex rules. In order to apply the rules, the solution intercepts target SMS traffic before it reaches mobile terminals. The SMS Filtering solution provides mobile operators with a safe spam-free roaming and messaging environment that their subscribers can trust, while reducing complaints due to unsolicited messages.

Key Subscriber Benefits

- Protects from unwanted spam SMS
- Improves communications experience
- Offers convenience and added message control

The Spam SMS Filtering solution protects the mobile operator network through address and content analysis. Address analysis enables operators to identify and block messages from other operators using fake or spoofed addresses or sending large volumes of messages into the network. Content analysis allows operators to perform a complex evaluation of the short message content, looking for specific text or keywords.

Key Features

- Blocks all types of unwanted and harmful message traffic:
  - Anti-spamming: blocks unsolicited SMS messages to a subscriber
  - Anti-flooding: blocks large amounts of messages to one or more destinations
  - Anti-faking: stops messages where the addresses of the messages are manipulated
  - Anti-spoofing: stops messages that illegally use the operator's SMSC system
- Supports advanced monitoring and filtering of MO, MT and A2P SMS
  - Alphanumeric Originating Address Filtering
  - Mobile Originated SMS Spoofing Filtering
  - Mobile Terminated SMS Filtering
  - SMS Content Filtering
  - Frequency Filtering
- Whitelist/Blacklist support
- GUI for configuration, maintenance and reporting activities
- Comprehensive statistics, logging and CDR for each blocked message
- Web services API for external entities to query blocked message data
- Highly scalable, available, cost-effective, low OPEX solution
- Open architecture for third-party integration
- Flexible configuration options for filters and response actions
- Multilanguage support