



DATA SHEET



KEY BENEFITS

Increase revenues

Extend SMS usage to roamers, serve foreign SMS roamers, stimulate home usage of both SMS and voice traffic, and offer advanced services that use SMS bearer for transport.

Increase the value of your wireless network

The ability to provide seamless services to roamers makes you more attractive to potential roaming partners.

Improve competitive positioning

Gain favorable competitive positioning relative to GSM service providers.

Reduce churn

Deliver on subscriber demands for seamless SMS service while roaming.

VeriSign SMS Roaming Services

Use of SMS service has become ubiquitous and an essential part of wireless subscriber's usage pattern. Subscribers now expect SMS to work seamlessly regardless if they are at home or roaming internationally. International SMS over the ANSI-41 network, however, still presents a problem to both the home and serving networks.

The problem is rooted in the fact that ANSI-41 was not designed for international roaming and the use of ANSI-41 to deliver SMS does not provide operators with the ability to properly bill for international SMS. In many cases, even the delivery of SMS is not possible due to incompatibility in routing.

VeriSign SMS Roaming services have been designed to solve these problems and allows carriers to enter roaming relationships which require:

- Enablement of international SMS via SS7
- Carrier-to-carrier wholesale reporting and billing for SMS services
- Ability to retail rate the SMS Message Detail Record (MDR) based on Serving Carrier

+ VeriSign SMS Roaming Services

Signaling/Routing

The VeriSign Intelligent Message Processor resolves SS7 routing and protocol incompatibilities between various international standards that prevent international SMS roaming from occurring seamlessly and alleviates the home carrier from having to maintain point code or translation tables for each of their roaming partners.

SMS Roamer Greeting

Delivered by VeriSign, an automatic SMS Roamer Greeting is drafted by the home carrier and can include helpful roaming/travel information such as dialing patterns or customer support contact info. A new SMS Roamer Greeting is delivered each time a subscriber switches serving carriers, or enters a new country.

SMS Rating and Reporting

Wholesale Rating

Access to a web-based SMS rating screen is provided to enter, view or edit rate information for each roaming partner served. Rates may be entered by mobile-originated (MO) and/or mobile-terminated (MT) traffic between roaming partners.



**Financial Reporting and Wholesale Billing Capability**

Daily financial reports show SMS roaming payable/receivables between roaming partners and provide the wholesale billing capability for MO and MT SMS usage. Monthly financial reporting shows the SMS roaming financial net position between roaming partners.

Financial Net Settlement

Each month, a direct data feed to your selected financial settlement provider can be provided if required, enabling the use of pre-existing processes to settle net payables/receivables among your participating roaming partners.

Creation of Billable SMS Message Detail Records (MDR)

With the VeriSign SMS Roaming Services, you can receive daily and monthly MDR reports providing unrated SMS MDR data showing successful SMS counts by roaming partner, by MO, and MT.

+ Why Implement SMS Roaming?

The value of the wireless operator's network significantly increases with the ability to provide seamless services to subscribers wherever they are, helps drive usage of advanced services, and increases revenues.

SMS Roaming creates multiple opportunities for increased service revenue:

- SMS revenue from sending and delivering SMS for roaming subscribers.
- Enabling and charging the roaming partner for roaming SMS use (origination and/or termination).
- SMS revenue from increased overall usage of SMS by home subscribers.
- Revenue from services that use an SMS bearer for transport (e.g. premium SMS content, Instant Messaging, mobile commerce, etc).
- Stimulation of voice revenue from roaming subscribers returning messages.

+ Why VeriSign?

With a unique heritage of deep Internet, telecommunications, and security experience, VeriSign has the expertise and technology necessary to help your company thrive in this increasingly digital era. Our digital infrastructure enables delivery of SMS messages to more than to more than 450 mobile operators worldwide and processes more than 150 million mobile-originated inter-carrier messages each day.

Visit us at www.Verisign.com for more information.