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VeriSign® Inter-Carrier Multimedia Messaging Service (ICMMS)

KEY BENEFITS

+ Extensive experience with multimedia/MMS content, SMTP based messaging connectivity, and MMSC integration
+ Proven track record in domestic and international implementations
+ Supports various business models (including MVNOs) using special tools and procedures
+ Wireless Number Portability support is integrated into the service, helping to assure accurate and timely message routing
+ Provided by a vendor with strong financials, an excellent track record with global carriers, and with the robust infrastructure necessary to support continuous operations, as the global inter-carrier messaging markets proliferate
+ Expert system integration and advanced multimedia communications technologies facilitate rapid deployment of new features to meet evolving carrier requirements

VeriSign® Inter-Carrier Multimedia Messaging Service is a fully managed, intelligent infrastructure service that enables interoperability between wireless carriers' multimedia messaging service centers (MMSCs). The complexities of heterogeneous networks (GSM, CDMA, iDEN, and others) are addressed transparently by the VeriSign ICMMS, removing the need for any single network operator to understand the limitations or differences of their peers. Industry standards integration points are used to ensure the widest compatibility possible.

As a leader in mobile messaging, VeriSign delivers 150 million mobile-originated inter-carrier SMS messages and over 1,000,000 multimedia messages every day with an annual MMS growth rate of over 100%. In fact, VeriSign has facilitated multimedia messaging interoperability for entire countries enabling the regional carriers to realize unprecedented growth. As the leading provider for MMS interoperability, VeriSign offers the global connectivity, network reliability, and scalability that are required to capitalize on this emerging area of mobile messaging.

+ ICMMS Key Features

Interoperability

The VeriSign ICMMS brings the following benefits to the wireless carriers:

+ **Seamless Routing**— The wireless subscribers are able to send a message to SMS and MMS enabled mobile devices and be confident that the message will reach the intended recipients.
+ **Seamless Delivery**— The message gets delivered to the recipient without the loss of authorized content.
+ **Graceful Scalability**— With the hosted solution, the VeriSign ICMMS has the capacity to support traffic demand and growth, eliminating the need for additional capital investment.
+ **Quick Deployment**—Single point of integration provides ready access to global carriers. The complexities of interfaces, transcoding, and connection management are reduced or eliminated.

Where it all comes together.™

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KEY DIFFERENTIATORS

+ Platform and network managed and supported by a VeriSign world-class, dedicated data center and network operations center that has been supporting inter-carrier service bureau services for over 12 years— no reliance on third-party hosting
+ In-House ENUM Directory and expertise for accurate, up-to-date carrier identification information for routing
+ International capability and presence
+ Ideal strategic provider for all future MMS service offerings

ICMMS handles the routing, protocol conversion, and reformatting necessary to facilitate message delivery between incompatible networks, and provides billing information, reporting statistics, and other services to the participating carriers, all using open standards recommended by 3rd Generation Partnership Project (3GPP), 3rd Generation Partnership Project 2 (3GPP2), Open Mobile Alliance (OMA), and GSM Association.

Customer Care

The VeriSign ICMMS has comprehensive real-time service management and trouble shooting capabilities that are supported via secured Web-based administration, monitoring, and reporting tools. These tools provide carrier customers with service status and utilization information.

Ensured Message Delivery

The VeriSign ICMMS is integrated with the ICSMS (VeriSign's inter-carrier short messaging service), to support non-MMS capable destinations, if required. For example, when the destination carrier does not support MMS, ICMMS can send a short messaging service (SMS) notification to the intended message recipient, which includes instructions on how to retrieve the messages using a Web browser.

Flexibility in Profiling

The ICMMS world-class, real-time transcoding technology is employed to intelligently adapt multimedia content for optimal delivery to external MMSCs. The system supports all 3GPP/3GPP2 and MMS Standard Conformance file formats. Prior to forwarding an MMS message to a network operator, the ICMMS platform is capable of adapting the multimedia message to meet the recipient network operator's MMSC input constraints.

+ Accommodates media format, resolution, or size restrictions imposed by the external MMSC
+ Permits content adaptation to be performed on a per carrier basis
+ As of the date of this writing, VeriSign is the only ICMMS provider with an in-house MMSC for additional transcoding services.

The transcoding engine supports endpoint profiling service which allows the ICMMS Administrator to define both input and output message profiles. The profiling service also permits ICMMS to filter out content based on configuration. Ongoing monitoring and maintenance of interoperability connections are managed via simple management tools.

Spam and Virus Control

The ICMMS platform provides advanced control of message flow to the carrier from external sources. This feature can be used to enforce content policies, reduce network congestion, or combat unwanted and unsolicited MMS messages (spam or virus).

Reliability, Availability, and Performance

VeriSign ICMMS service is built on a fully fault-tolerant, redundant platform offering geo-diversity to ensure service is uninterrupted in the event of catastrophic failure. Offering unrivaled uptime and availability, the ICMMS platform has been designed to support throughput levels of hundreds of messages per second. VeriSign has employed the domain knowledge of the largest media messaging communities in the world to build an interoperability gateway that is capable of handling the expected growth of MMS traffic.

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

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