

ESKA[®] SMSC

Short Message Service Centre

With the popularity of SMS growing by the day, telecom operators seek to apply latest technologies to ensure messages are being handled in an efficient and productive manner. SMS can add up a lot to the business revenue; ensuring customer satisfaction in this arena is a necessary goal.

ESKA[®] SMSC has been especially designed to cater for current and future business requirements of SMS. The system is compatible with gradual operator growth, can be deployed in rapid time, and gives telecom operators the ability to introduce new and advanced services to their subscriber base.

ESKA[®] SMSC is accessed and maintained through an easy-to-navigate Web interface and it is compliant with the latest 3GPP, ETSI and ITU-T technical standards.

Key Features

- Modular architecture
- Compatibility with standardised systems
- High service reliability, availability and continuity
- Scalable performance
- Real-time charging support
- Failure recovery
- High level of security
- Multilingual support
- Advanced reports and statistics
- Advanced transaction logging
- CDR generation
- SNMP alarms and notifications

Main Functionalities

SMS Submission

ESKA[®] SMSC supports receiving text and binary SMS messages on mobile phones or software applications. It also sends notifications to the sender upon successful or failed message delivery to the centre.

SMS Delivery

ESKA[®] SMSC users can send text and binary SMS messages to mobile phones or software applications.



Delivery Reports

ESKA[®] SMSC sends delivery reports to the SMS message sender indicating the successful or failed delivery of the message to its destination.

Multiple Message Content

ESKA[®] SMSC provides Enhanced Message Services (EMS), enabling mobile subscribers to insert ringtones, pictures, animated pictures, formatted text, VCards and VCalendars into their messages.

ESKA[®] SMSC also enables subscribers to send messages in any language and to send/ receive long messages.

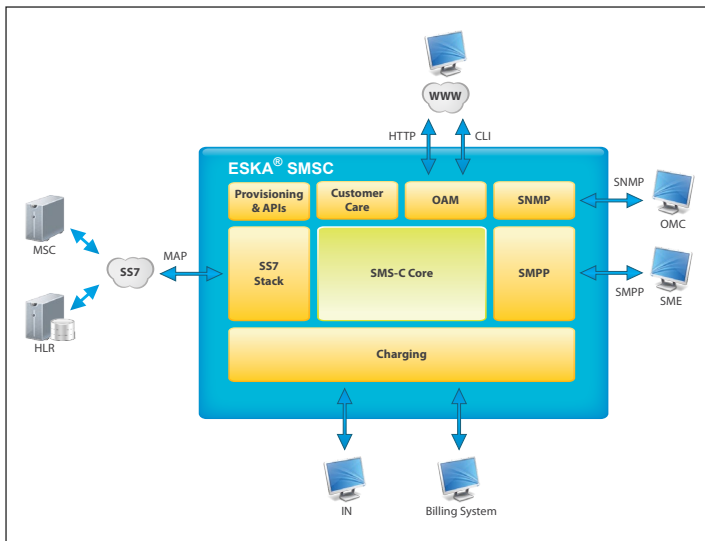
Flexible Charging

ESKA[®] SMSC supports the following charging methods:

- **Real-Time Charging:** **ESKA[®] SMSC** interfaces with the operator's real-time charging system through CAMEL or TCP/ IP and deducts the appropriate amounts from prepaid subscriber balances on spot.
- **Offline Charging:** **ESKA[®] SMSC** generates configurable Charging Detailed Records (CDRs) and sends them to the operator's billing system to be included in the post-paid subscriber's monthly invoice.

Delivery Mechanisms

To insure efficient utilisation of the network, **ESKA[®] SMSC** supports different types of delivery mechanisms, including:



- **HLR Triggering Delivery:** **ESKA® SMSC** stores the undelivered message in the database until a trigger message arrives from the HLR indicating that the destination mobile is available for resending.
- **Retry Management:** **ESKA® SMSC** provides advanced retry schemes to be utilised by service providers. When an SMS message is not delivered after the first attempt, the SMS message is stored and other delivery attempts are made according to the retry mechanism specified by the service provider.
- **Future Delivery:** **ESKA® SMSC** supports future delivery of SMS messages according to scheduling previously set by the External Short Messaging Entities (ESME).
- **Priority Delivery:** **ESKA® SMSC** allows senders to prioritise the delivery of SMS messages; this feature needs to be managed by the service provider.

Support for External Short Messaging Entities (ESME)

ESKA® SMSC provides an interface to manage ESME accounts. Following are the ESME management features supported by the system:

- **Account Group Management:** the service provider can use **ESKA® SMSC** to manage more than one ESME account in one account group.
- **Account Management:** **ESKA® SMSC** enables the service provider to manage ESME accounts in terms of adding, editing, and deleting, and to specify the throughput and ESME connection details.
- **ESME Transaction Management:** using **ESKA® SMSC**, the service provider can check all account transactions in terms of traffic and changes related to updating or editing the account.

Traffic Management

ESKA® SMSC supports the barring of message traffic from certain subscribers, operators, and other SMS-Cs.

Powerful Operation, Administration, and Maintenance (OAM)

ESKA® SMSC provides a comprehensive and powerful Web-based and multilingual OAM tool that supports the following functionalities:

- Administrator management and access control
- System control and monitoring
- System configuration management
- Operator management
- Message management
- VAS provider management
- Reports and statistics management
- Alarm management

Customer Care Web Access

The Customer Care Web Access (CCWA) of **ESKA® SMSC** allows the operator to manage subscriber profiles and information through an easy to use Web-based interface.