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Canvas[®] MMSC[™]
Multimedia Messaging Service Center

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Canvas® MMSC™, Multimedia Messaging Service Center

With the ever increasing enhanced-messaging demand on mobile marketing and advertisement, multimedia messaging is becoming a more potent channel for mobile operators and enterprises.

Being an integral part of the Canvas Messaging portfolio, Canvas® MMSC™, Multimedia Messaging Service Center, Multimedia Messaging and Multimodality, as well as, next generation Content Management and Delivery features on a single platform.

Together with Canvas Bulk Messaging Platform, MMSC, a new revenue stream for Operators while utilizing the multimedia capability.

Canvas® MMSC™ provides all scenarios of multimedia messaging with multimedia message store, terminal capability negotiation, and content adaptation. It supports standard interfaces against other messaging systems, such as email, SMSC, third party MMSC, Unified Messaging Systems and Value-Added Services platforms.

Canvas® MMSC™ is the right solution for enabling wireless operators to increase revenue and raise ARPU while providing a bulk messaging platform to enterprises and third-party content providers. Built on open-standards, Canvas® MMSC™ is flexible and scalable, and it ensures that subscribers can send and receive multimedia messages across different networks seamlessly.



Benefits

Increased Third-Party Engagement through opening standard interfaces for bulk messaging to enable mobile marketing and advertisement.

Integrated Content and Service Delivery combined with multimedia and location-based services gives wireless operators and third-party developers a vast new freedom to rapidly create and deploy new data services.

Improved performance while **bypassing the WAP infrastructure** and eliminating its performance bottleneck through unique capability with built-in direct SMS notification and direct HTTP connection with the handset.

Increased Service Penetration through capturing and delivering of all MMS messages even in cases where the MMS settings of the destination mobile device is not adjusted correctly.

Proven Interoperability with third party networks, devices and service components such as VAS applications, WAP gateways, other MMSC and SMSC applications is ensured through the support of open interfaces.

Revenue-generating Applications from Day One, such as the Multimedia Album, are offered together with an open interface to minimize the integration effort with content and other applications.

Various business models including CAPEX, monthly-installments CAPEX, Revenue Share, and Managed Services.



Product Overview

Built upon years of experience in architecting high-performance, carrier-grade computer-centric signaling and messaging platforms, Canvas® MMSC™ is designed with unlimited performance and scalability in mind. On-demand scalability as the business grows is achieved by simply adding new servers. In addition, features such as built-in direct SMS notification and direct HTTP connection with the handset improve performance by bypassing the WAP infrastructure and eliminating its performance bottleneck.

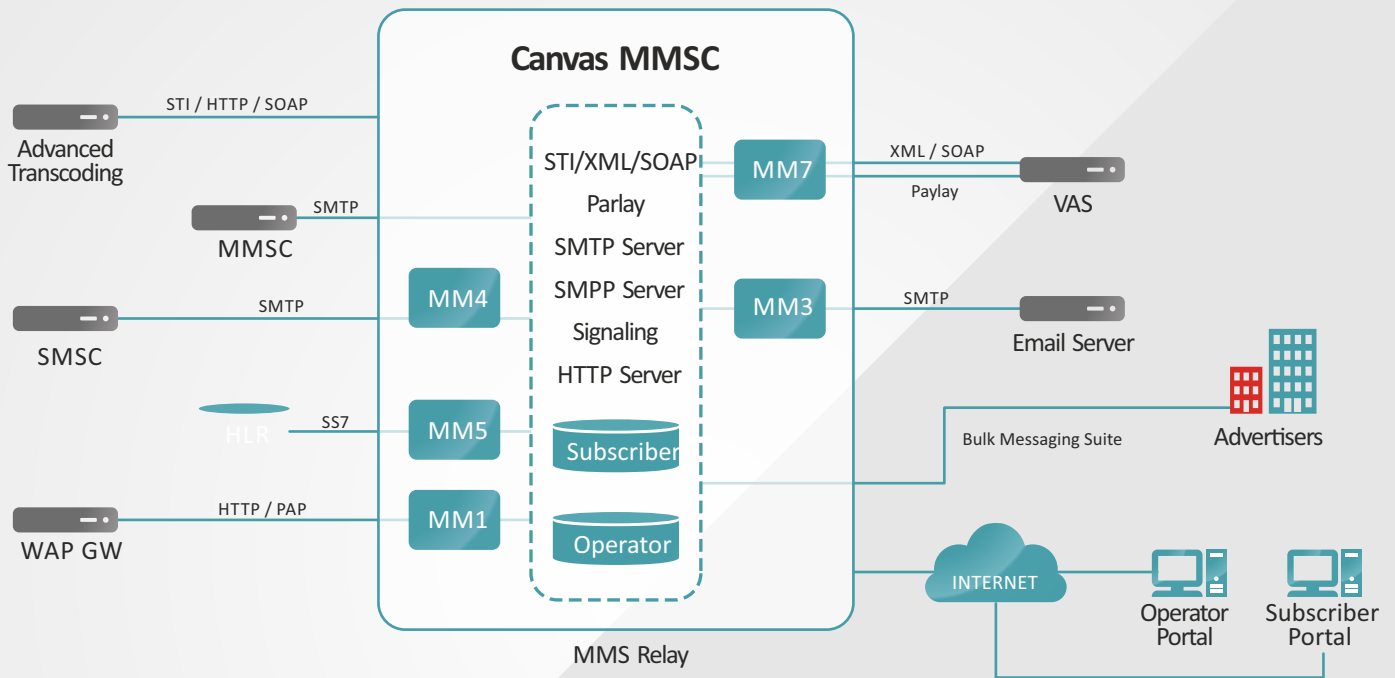
Canvas® MMSC™ been developed with extensive interoperability features since this is a critical success factor for wireless operators. Canvas® MMSC™ uses the advantage of partnering with best-of-breed companies to integrate their transcoding and streaming technologies, supporting open interfaces and APIs to ensure interoperability.

On-demand scalability as the business grows is achieved by simply adding new servers. In addition, features such as built-in direct SMS notification and direct HTTP connection with the handset improve performance by bypassing the WAP infrastructure and eliminating its performance bottleneck.

Feature Summary

- Full-compliance with 3GPP, 3GPP2 and OMA standards
- Standard (embedded) transcoding for most popular image, audio and video formats
- Advanced transcoding support for additional audio, video and streaming media via Standard Transcoding Interface (STI)
- Web and WAP-accessible Inbox Management, Multimedia Album and message composition applications
- Ad Injection into peer-to-peer MMS
- Bulk MMS and Viral Tracking
- Virus and Spam protection
- Terminal capability negotiation; legacy terminal support
- Auto-settings adapter to capture messages from handsets with incorrect MMS settings
- Advanced SLA and QoS configuration support
- Screening list management
- Prepaid and postpaid charging
- Centralized Virus and Spam protection
- Automatic settings adapter to capture MO messages coming from handsets with incorrect MMS settings
- OA&M features, out-of-the-box reports; troubleshooting
- Modular and scalable architecture with built-in redundancy/high-availability
- Fully virtualized and NFV enabled deployment options
- Support for different deployment models (on-premises, cloud-based, hybrid)

Architecture



Interfaces

- MM1, MM3, MM4, MM5 (optional), MM7 support
- STI for advanced transcoding support
- SNMP

Core Technologies

- Java SE/EE, JDBC, JMX
- Web Services, REST, XML

Operating Environment

- Red Hat Enterprise Linux, CentOS, Oracle Solaris
- Vmware, KVM, XenServer



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