

Telsis Scoops Best In Show At Global Messaging

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The Telsis Intelligent SMS Routing System, emerging as the new standard in high performance messaging network technology with deployments at a growing number of mobile operators, has won a top industry award.

Attracting votes from a panel of industry experts, as well as delegates and visitors to the two-day Global Messaging 2004 exhibition and conference in London, the Telsis Intelligent SMS Routing System was named Best In Show for its innovation and commercial success.

A radical departure from legacy text messaging architecture, and at the centre of a global distribution agreement with Ericsson, the Telsis SMS Router delivers most messages instantly, protecting mobile networks from overload while speeding person-to-person messaging, reliably supporting high-volume events such as TV-driven voting and enabling the roll-out of a new generation of advanced SMS-based applications and services. Telsis revealed during the conference at Olympia that Vodafone Greece has become the latest Intelligent SMS Routing customer.

Mike Grenville of independent industry association 160 Characters and chairman of the judges, says the Telsis product is a good example of forward-thinking that is already changing the way network operators view text messaging.

“Many operators now reject the notion that SMS volumes are soon to peak. They have their eye on very substantial further growth through national-scale text voting and other high-volume applications. In addition, new text-based services will broaden the demographic groups using text. Telsis has seen the potential and has built the benchmark messaging infrastructure to support that growth. It is achieving deserved commercial success.”

Telsis chairman Jeff Wilson said of the award: “Text telephony has become a fundamental means of communication and the stage is now set for further significant growth as the industry recognises the requirement for a new architecture. As the pioneer of SMS routing we are proud to receive this important endorsement from the messaging industry.”

With its headquarters, research and production site in the UK, Telsis (www.telsis.com) has sales and support operations in France, Germany, Italy, The Netherlands, Spain, Singapore and Australia. The company offers a range of carrier-grade infrastructure platforms including intelligent SMS Routers, IN service control points, switches and advanced IVR solutions that support a wide variety of innovative value-added text and voice services. Telsis products are in use with major fixed and mobile network operators around the world.

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Technical note for editors

Telsis SMS Routers are typically deployed as a low-cost layer in the network. They are partnered by centralised intelligence in the form of a Telsis SMS Service Control Point (SMS SCP). The SMS SCP builds a complete picture of traffic loading, enabling each SMS message to be routed with maximum efficiency. An SMS Interface Gateway provides a high performance, resilient single point of connection for service providers.