

Telsis Wins Major UK Network SMS Infrastructure Deal

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One of the UK's largest mobile operators has deployed the latest generation intelligent SMS Routing system from services and infrastructure vendor Telsis.

The move gives the operator the ability to double throughput, to deploy SMS Smart Services, and to benefit from reduced footprint and operational costs.

Telsis' invention of SMS routing broke the financial stranglehold that SMSC vendors had over mobile operators, bringing down the cost to networks of high performance messaging and making it more profitable for them.

Telsis' latest generation SMS platform is a Linux-based solution that runs on commercial servers, enabling operators to make even further substantial cuts in operating costs while deploying SMS Smart Services that boost recruitment, reduce churn, grow the brand and develop new messaging revenues. It is horizontally scalable, suitable for major Tier 1 deployments as well as smaller networks.

Telsis is also the pioneer of SMS Home Routing, a ratified amendment to the 3GPP specifications that makes inbound messages transit a service platform where value can be added, rather than go straight to target handsets. SMS Home Routing gives operators an enabler through which they can offer customers a rich menu of differentiating smart messaging services.

Telsis has delivered service innovations to Tier 1 telecoms networks globally for almost a quarter of a century. The company's solutions enable operators to generate more revenue, strengthen their brands, recruit and retain more customers, drive up Net Promoter Scores and increase profitability.

Telsis' portfolio of services is backed by proven engineering skills, system integration expertise, and a deep understanding of human factors, all of which combine in solutions that enable operators to offer customers exciting and practical services with compelling real-world appeal. www.telsis.com

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