

product brochure

defender shield

protect your messaging profits—
and your subscribers



the problems with grey routes

In a world with ever-increasing Application-to-Person (A2P) messaging needs and competition, improving customer satisfaction and eliminating revenue leakage is key for protecting SMS profits.

The growing A2P SMS market represents an opportunity for service providers all over the world, but ongoing losses caused by so-called grey routes must be addressed to maintain healthy SMS profit margins.

Grey routes exploit common interworking agreements where mobile operators do not charge each other for Person-to-Person (P2P) SMS traffic. By illegally sending A2P SMS traffic via P2P routes, unscrupulous SMS aggregators can avoid paying termination fees. This results in billions of dollars in annual losses to the industry—as well as SMS spam and fraudulent messages.

Defender Shield is one of iconectiv's Fraud and Identity Solutions that protects against revenue leakage and interconnection-related fraud.

fraud and identity solutions

asset protect

defender shield

mobileID

turning grey routes into revenue

iconectiv Defender Shield is a managed service that allows service providers to properly identify and monetize inbound A2P message traffic. The iconectiv service also guards against a variety of unsolicited SMS that impact subscriber experience and the integrity of service provider networks so that you can:

- Monetize your A2P message traffic and prevent revenue leakage
- Protect your subscribers from spam and fraud
- Simplify operations with a managed service



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detect unauthorized messages, monetize your A2P SMS traffic

Defender Shield monitors and detects unauthorized A2P messages coming in from grey routes.

The iconectiv service allows you to stop the revenue leakage and properly monetize your inbound A2P traffic by determining whether each message is an A2P or a P2P SMS and whether it is being terminated into a service provider's network in a legitimate manner.

Defender Shield provides a complete, powerful and robust solution that in real-time analyzes, classifies and filters every single incoming and outgoing message from domestic as well as international routes.

Highly scalable and reliable, the Defender Shield service is installed in your local data center as a single tenant active element in the core network.

stop spam and fraud, protect your subscribers

Defender Shield also protects your subscribers from spam and fraud by identifying, filtering and blocking unauthorized traffic and unwanted messages. In our A2P filter model, only legitimate traffic that conforms to service provider-defined rules is granted access to your network.

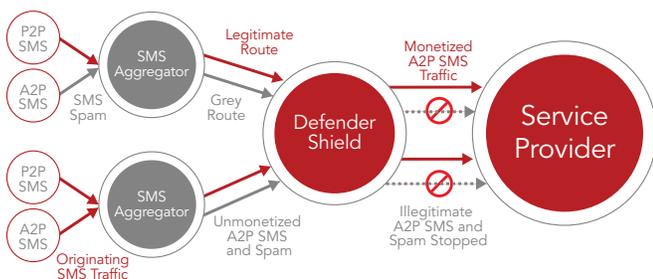


Figure 1: Defender Shield detects and blocks illegitimate A2P SMS and spam and enables the MNO to monetize its A2P SMS traffic

key features

- Sophisticated real-time analysis and selective filtering of all messages from multiple interconnect links
- Addressing of GSMA fraud cases such as spoofing, GT faking, alphanumeric senders, GT scanning and HLR dipping
- Full screening control, so you know exactly what is being sent to your subscribers and when
- Grey route detection including GT, Sender ID, SMSC and SMS content monitoring
- Subscriber origination blocking, which lets your subscribers decide which messages to receive or block
- Extensive drill-down reports on all incoming and outgoing SMS traffic
- Flexible business models

let's talk about your revenue leakage and spam prevention needs

Please contact us to learn more about how we can help you minimize revenue leakage, prevent interconnection-related fraud, and protect your subscribers against spam.

about iconectiv

At iconectiv, we envision a world without boundaries, where the ability to access and exchange information is simple, secure and seamless. Our network and operations management, numbering, registry, fraud and revenue assurance, and messaging solutions enable the interconnection of networks, devices and applications for more than 1,000 customers globally and one billion people every day.

make the connection.

For more information about iconectiv, contact your local account executive, or you can reach us at:

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iCOL-BR-DS-E-LT-001, Feb2017