

ADVANCED
SMSC



**Advanced
Short Message Service Center**

Overview

Short Message Service has become a significant feature of mobile communication all around the world. It has become a colossal marketing tool and is being extensively used for advertisements and bulk mail purposes.

Advanced SMSC is an outstanding cost effective Product that deals with receiving, processing, storing and sending virtually all types of SMSC Messages. Its realm covers SMSC messaging between Mobile networks and SMSC messages to external applications (ESME).

Advanced SMSC has a strong architecture that is primarily based on the vital fact that keeping in pace with the ever increasing and competitive communications industry, it is imperative for operators to elicit as much value and service out of their networks as possible.

Advanced SMSC provides big mobile networks routing facilities. It also provides a strong platform for resolving interconnect charges and reporting. Testing and support facilities are much improved in this version than the previous ones.



Performance

Achieving high performance is the primary aim of Advanced SMSC and that is why selection of appropriate database and strong architecture was of utmost importance.

Advanced SMSC is a cost effective high performance system that accommodates multiple operator connections and handles traffic rush adeptly.

Strong Architecture

Advanced SMSC has a very strong C based architecture that aids in achieving high processing speed. Its very strong modular based architecture assists in fault tolerance of the system as independent modules share the burden of the system. Recovering from system crashes/failures is easy as failure of one component does not bring the whole system down.

Low Resource Consumption

Previous versions of Advanced SMSC use to consume more than 90% of CPU resources. Advanced SMSC is much more proficient in this respect as it is capable of delivering optimum performance while consuming at maximum 35% of CPU resources.

Scalability

It is always one the greatest strengths of any software system to be scalable so that ever growing and changing requirements of the market can be easily met.

A modular approach ensures horizontal scalability of Advanced SMSC. Increasing work load can be handled efficiently as different modules of the system can be upgraded with minimum of disruption.

The application is designed in a way that communication can be outsourced to multiple clients. These clients could run simultaneously with the main management module of SMSC for the purpose of debugging, testing or development.

A proficient way of communication among any data processor and database is introduced so that in the future, other processor/applications can communicate with the main database in similar fashion without much difficulty.

Reliability

Independent modular approach of the system aids in fault tolerance of the system. Modular design and independent processors for different kind of activities on messages ensure robustness and therefore recovering from disaster/error is exceedingly easy.

A basic model of CMM (Central Main Management) provides enabling/disabling, debugging, restart and stop facility of any module of the live system.

Event base logging of database helps in sorting out the exact reason of abnormal behavior.





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299, St 67, F-11/1, Islamabad - 44000, Pakistan.

Tel: +92 51 211 3594

eFax: +1 213 330 0292

Fax: +92 51 221 2774

eMail: sales@advancedvoip.com

URL: www.AdvancedVoIP.com