



Fact Sheet

Multimedia Messaging Service

Leading the messaging generation

Benefits:

- Performance and scalability
- Cost of ownership
 - Interoperability and Transcoding
 - Marketing and Customer Care Support
 - Real-time Prepaid and Charging
 - Optimised Mass Push

The Multimedia Messaging Service (MMS) is the multimedia evolution of SMS, the most profitable data service for mobile operators to date.

MMS fosters even further growth in mobile messaging by providing a more eclectic, versatile and advanced multimedia experience to the end user. Although the bulk of SMS traffic is person-to-person, premium services form a significant part of the SMS business case. In the MMS market, they will be even more significant, as MMS is extremely inviting for content providers and advertisers to present rich content to targeted end-user segments. Premium MMS services boost message size and volume and puts heavy demands on the MMS infrastructure in terms of functionality as well as throughput.

Only LogicaCMG has the proven ability to stay ahead of throughput demands in the highly successful SMS market and we are continuing that success with our High Performance MMSC.

The LogicaCMG Multimedia Messaging Service Solution

Building on our SMS experience, LogicaCMG continues to enable mobile operators' success in wireless data through our feature-rich, carrier-grade solution. The LogicaCMG MMSC, which has been deployed in over 50 networks around the world, offers all business-critical features operators need to successfully market MMS-based services.

“ ... Together with LogicaCMG, we intend to shape the future of mobile telecommunications.”

Charles Lim, GSM Business Head of Digital



The LogicaCMG Multimedia Messaging Solution offers many benefits

Performance and Scalability

LogicaCMG is well known for its market-leading High Performance SMSC. Our MMSC has been built on the same, proven architectural principles and provides unrivalled performance and stability. The massive scalability offered by the MMSC architecture allows operators to dimension their system to meet the cost and performance requirements in each phase of the market life cycle and to scale as dictated by market demand.

Cost of Ownership

The low cost of ownership of the LogicaCMG MMSC is achieved by the powerful Operation and Maintenance functionality. A minimum of human intervention is required, due to the highly centralised approach in network management, provisioning and operation. In addition features such as Virtual MMSC make it possible to share the costs of MMSC infrastructure among multiple network operators.

Interoperability and Transcoding

Being the wireless messaging specialist, not a player in the handset or networks business, LogicaCMG realises that interoperability is as critical to our success as a vendor, as it is to the commercial success of MMS services. LogicaCMG is following two paths to ensure maximum user experience, regardless of brand and capabilities of the user's handset. Firstly, our unique, independent position in the market has enabled a highly effective MMS Interoperability Testing Programme. Secondly, the LogicaCMG MMSC provides the state of the art in transcoding, through integration with the most powerful transcoding engines available on the market.

Marketing and Customer Care Support

The LogicaCMG MMSC can be enhanced with the Business Tools platform, supporting the operator's Customer Care and Marketing efforts. Marketing personnel can tailor the MMS offering to selected market segments, supported by queries, analysis and reporting of MMS usage data. A web-based interface enables customer care representatives to effectively deal with customer queries online and in a centralised, cost-effective manner.

Real-time Prepaid Rating and Charging

Differentiated charging and rating is key in MMS because of the wide spectrum of Premium Services and the broad content classification. Furthermore, the relatively high average transaction value leads to equally high revenue risks. The MMSC's Rating Engine offers a real-time rating and charging interface from the MMSC to the Prepaid Billing System. This facility allows the operators to control the charging of these services through to the existing prepaid voice account, thereby ensuring that only services that can be paid for are accepted for subsequent delivery.

Optimised Mass Push

The value of many premium MMS services relies on fast message delivery. The LogicaCMG MMSC optimises delivery of Value Added Service traffic. Messages destined for multiple recipients are processed once and subsequently notified to each individual recipient. Notification is optimised by bypassing the Push Proxy Gateway; message caching ensures efficient retrieval. alphanumeric short codes to simplify Value Added Services access.

In addition to the MMSC, LogicaCMG offers the Multimedia Store, an environment for rich multimedia content from various sources.

Time to market is reduced to a minimum by providing the following ready-to-go services:

- The **Public Library** allows a user to select multimedia content for their message from a collective store of popular images, animations, video and audio clips.
- Through the **Permanent Message Store**, the user stores complete MMS messages in the network, with an extension to the internal store on the mobile device.
- The **Private Album** provides each user with storage for their favourite multimedia content.
- Using the **Legacy Support Service**, an operator can simulate MMS penetration. The MMSC forwards all messages for users with pre-MMS devices to the Legacy Support Service, which in turn stores the message and sends an SMS notification to the legacy user.

To discuss the application of IT in your business, please contact LogicaCMG

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About LogicaCMG

LogicaCMG is a major international force in IT services and wireless telecoms. It provides management and IT consultancy, systems integration and outsourcing services to clients across diverse markets including public sector, telecoms, financial services, energy and utilities, industry, distribution and transport. Formed in December 2002, through the merger of Logica and CMG, the company employs around 20,000 staff in offices across 34 countries and has nearly 40 years of experience in IT services. Headquartered in Europe, LogicaCMG is listed on both the London and Amsterdam stock exchanges (LSE: LOG; Euronext: LOG).

More information is available from www.logiacmg.com