

# PLATFORM OVERVIEW

The mBlox platform handles the technical complexities of working with multiple and disparate mobile operators and technologies.



## Connecting Businesses with Customers

mBlox owns and operates the world's largest mobile transaction network. As pioneers of the text messaging industry, we simplify the complexities of SMS message transmission and billing services for the application-to-person market, connecting businesses with customers. We do not sell content or develop ancillary applications and thus do not compete with our customers.

mBlox technology is architected, designed and deployed on a global scale, with global reach, and is backed by superior service and technical support teams. Integrating with the mBlox platform means gaining connectivity to more than 180 countries and over two billion mobile subscribers worldwide.

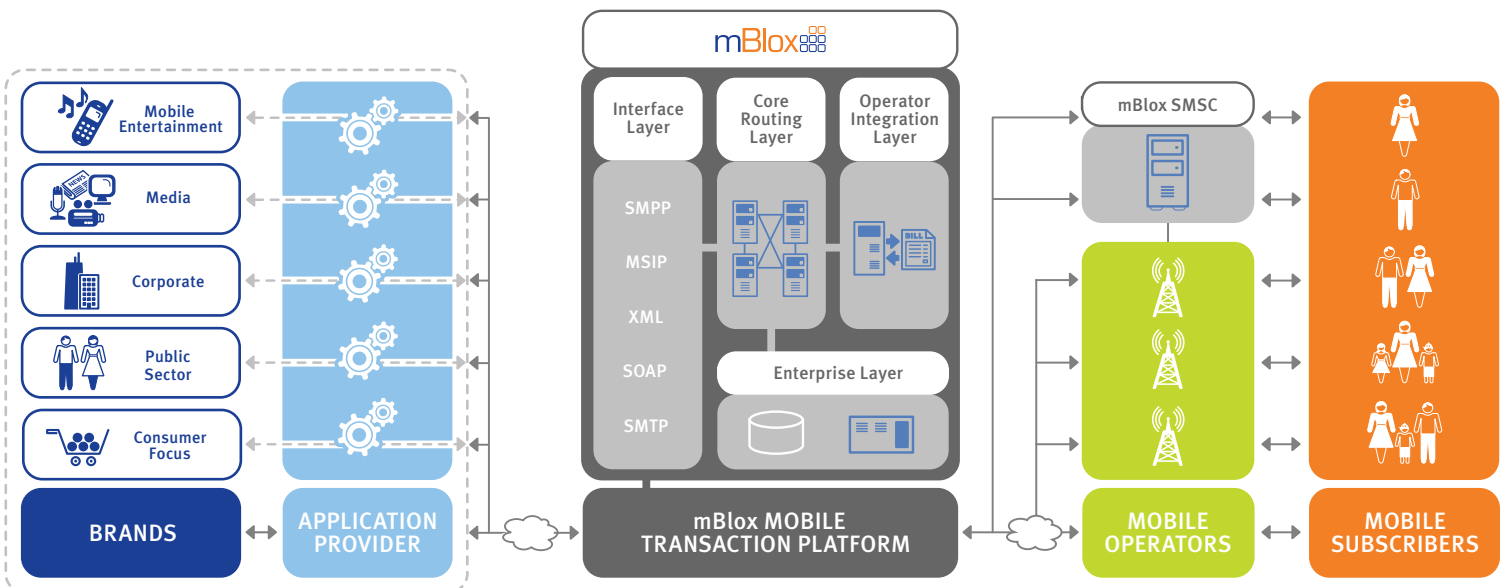
Businesses using the mBlox platform can stay focused on what they do best. Why worry about the complexities of multiple operator relationships and the associated technical, commercial, contractual and regulatory requirements? That's mBlox's business — and our focus and expertise make us the ideal partner to process your business-critical transactions.

## The mBlox Mobile Transaction Platform

The mBlox Mobile Transaction Platform simplifies integrating with global carriers' dynamic, complex networks. Designed to meet the demanding performance, reliability and scalability needs of today's content providers, this intelligent platform is also built to deliver on the promise of tomorrow's mobile innovations.

The mBlox MTP routes and manages premium SMS (PSMS), mobile terminated (MT) and mobile originated (MO) services worldwide. Providing advanced client control and visibility, it tracks all message transmissions for reconciliation, reporting and rating. It also transmits SMS/PSMS messages through least-cost or premium-cost routes in real time, based on our clients' business needs.

## Message Routing with the mBlox Mobile Transaction Platform



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## Integration

The mBlox MTP supports a range of easy-to-use and standards-based interfaces that simplify the communication between client applications and the mBlox interface layer. These interfaces — which include Java API/MSIP, XML/HTTP and SMPP — can usually be integrated and adapted with minimal client resources to support the varied needs of today's businesses.

## Java API/MSIP

The mBlox-provided Java API is an easy-to-use software development kit (SDK). The SDK allows the client application to connect to the mBlox platform using our proprietary Simple Interface Protocol, MSIP. Feature rich, mature and designed to work with mBlox systems, MSIP supports messaging, billing, high volumes and all the latest features that the mBlox platform offers.

## XML/HTTP

Programming language-agnostic, the XML-over-HTTP interface makes it easy for clients to use in-house programmers who are non-SMS specialists. This interface is ideal for firms sending less than 500,000 messages a month.

## SMPP

The Short Message Peer-to-Peer (SMPP) protocol is an industry-standard protocol designed for SMS messaging transactions that is widely used in the mobile telecom industry. Libraries are available for .NET, PHP, Perl and most other major programming languages. mBlox also offers secure SMPP (SMPP over SSL), encrypting the transmitted data.

## SOAP

An easy-to-integrate mechanism that will allow clients using "PayFort" WAP billing services in the UK, to quickly integrate with our WAP billing and payment platform.

## Main MTP Features and Benefits

With more than eight years of industry leadership, the mBlox Mobile Transaction Network is built to deliver impressive results over a broad spectrum of needs. Processing more than 150 million transactions per month, the mBlox MTP delivers more application-to-person (A2P) messages than any other company.

**Global Reach** Connectivity to more than 180 countries means that your traffic can reach virtually any country worldwide — and with Unicode, messages can be sent in multiple languages.

**Pure Focus** The mBlox MTP is designed to transmit and receive application-to-person (A2P) traffic only. We do not compete with customers by creating applications.

**Easy Scalability** Our MTP combined with our carrier-grade SS7 infrastructure can handle your volume, throughput, and latency demands — providing a truly scalable network to fit any customer's needs.

**High Reliability** Messaging and billing system nodes operate in a distributed manner at several physical locations — so in the case of unlikely network failures or natural catastrophic events, independent machines keep running.

- Three Network Operating Centers (NOCs) cover EMEA, APAC and US business regions, monitoring and reacting to any network faults or issues.
- Six major (global) and two minor (EMEA) data centers increase redundancy and reliability.

**Superior Support** mBlox delivers complete 24/7/365 regional support, servicing our global business from three regional centers in the US, EMEA and APAC.

**Extensive Security** mBlox provides encrypted interfaces into the MTP platform for client use, while operator connectivity uses a combination of secure technologies including VPNs, HTTPS and fixed lines.

**Intelligent Routing** Built-in optimization provides real-time message analysis and the most efficient and cost-effective routing.

- Routing based on product (message type, message features, service level features)
- Routing based on network (network status, remote network status, connectivity status, queues/congestion)

**Advanced Features** mBlox simplifies complexity with easy-to-use interfaces, unified delivery receipt, billing notification handling (with global response/error codes) and powerful client-exposed retry management via mBlox Premium Transaction Tracking.

**Messaging Control** By deploying a carrier-grade SMSC and using an mBlox-managed, high-volume VMR with SS7 layer direct access, we can easily and effectively manage and report on message transmissions.

**Data Integrity** Messages are highly persisted and recoverable when traversing our MTP platform. We prepare for the worst so you can expect the best from us.

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