



# Messaging

Are your Messaging Services delivered reliably and on time?

## Short Message Service (SMS)

Still the favored message service!

SMS is the world-wide killer application for network operators.

This simple network application results in large percentages of revenue for every mobile network operator. Therefore, this critical revenue stream would require constant active monitoring so as to achieve consistently high quality of service.

SMS often suffers from long delivery durations, modification of content or missing text with multiple SMS messages.

Due to roaming complexities, SMS messages may be "lost" resulting in non-delivery of the service paid for by the subscribers.



- SMS
- MMS
- Mobile IM

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### Sample Features

- Check functionality of SMSC
- Check SM Service functionality at peak times
- Check SMS transmission time

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### Sample KPIs

- SMS send duration
  - SMS deliver duration
  - SMS end-to-end duration
  - SMS Success ratio
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## Multimedia Messaging Service (MMS)

When words are not enough!

MMS are vital to the network operators' younger and higher ARPU (Average Revenue Per User) customers. With its complex functional combination of SMS and GPRS, it is easy for the service to become unavailable in a complex mobile network that is often being upgraded or optimized.

In order to gain acceptance as a reliable service frequently used by the subscribers, network errors must be avoided and uncovered by performing active continuous tests.

This will safeguard the reputational health of the operators and ensure high quality standards.

### Sample Features

- No MM storage limitations
- MM to legacy handset tests
- User definable test messages
- MO/MT transmission of multipart MMs
- Segmentation and reassembly supported
- Expandable library of MMS test messages
- Logging

### Sample KPIs

- MMS send duration
- MMS fetch duration
- MMS push arrival to receive MMS Duration
- MMS connection to send duration
- MMS send to push arrival duration
- MMS end-to-end duration
- MMS Success ratio



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## Mobile IM

Can your customers chat via Mobile Instant Messaging?

The real time text based communication between two or more participants is popular on PC devices, e.g. Skype, ICQ, MSN, Yahoo, Google... etc. This instant messaging platform has made the leap from the PC to the mobile device, connecting friends, peers and colleagues while they are on the go.

To get connected to either fixed or mobile IM users, Java applets are installed on mobile devices delivering branded IM user interfaces. A single device client may provide access to multiple IM systems which transmit and receive presence information.

The device clients have to be compliant to the Open Mobile Alliance (OMA) Instant Messaging and Presence Service (IMPS).

### Sample Features

- Registration at the IM server
- Successful login
- "Get presence"-information of other users and whether two parties can "see" each other
- Text message receipt from IM server
- Successful logout from the IM server

### Sample KPIs

- Time of OMA IM Login Request
- Session ID given from IM server
- Time when a party sends the message
- Time of OMA IM Logout Request