

Certification of first SMS Hubbing Providers

The SMS Hubbing Team and the trial participants reached another key milestone at the end of 2007 with the launch of a self-certification scheme for SMS Hubbing Providers. Following detailed evaluation of applications received to date, there are currently seven vendors that have been successful in meeting the self-certification criteria required to offer SMS Hubbing Solutions as defined by the GSMA.

The following vendors have been approved for the SMS Hub Providers category:

Syniverse – approved 16 Nov 07

TynTec – approved 16 Nov 07

Aicent – approved 16 Nov 07

VeriSign – approved 28 Nov 07

TI Sparkle – approved 17 Dec 07

GMSU – approved 17 Dec 07

Belgacom ICS – approved 03 Jan 08

Please see 'SMS Hub Provider' on the Infocentre membership directory for the latest list of providers. Alongside the self-certification, we have been pleased to note good progress in the number of interconnections between hubs. These interconnections are essential to achieve the goal of covering all the world's destinations by the end of 2008.

During the Mobile Asia Congress in Macao, the Open Connectivity team held a series of one-to-one meetings with the SMS Hub providers to get their feedback on current status, concerns and the evolution of OC SMS Hubbing in general. The feedback sessions proved very useful in understanding the different issues that hubs face during implementation, especially in terms of hub interconnection. The OC Project Director also gave a short presentation at IWG#6 to thank members for their contribution to the SMS Hubbing solution – the thanks included those not attending the meeting.

The OC Steering Group continues to work with the hubs to solve these issues and will be meeting hub providers again for similar one-to-one meetings during the Mobile World Congress in Barcelona this year. In addition, a Hubbing Provider Interworking Group (HPIG) has been established under the IWG Working Group to provide a focal point for hubbing-related matters going forward. All hub providers are encouraged to join the HPIG who are co-locating their next meeting on 12 Feb with the Barcelona Congress.

Full details of the OC SMS Hubbing solution are available on the Infocentre: the technical solution is defined in PRD IR.75, the agreement template in PRD AA.71, and supporting information in PRD IN.08. Details of the SMS Hub Provider self-certification scheme can be found in PRD AD.13.

SMS
Hubbing
Newsletter

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SMS

Benefits of SMS Hubbing

In addition to being able to reach many destinations with a single agreement, Operators will enjoy other benefits with the new SMS Hubbing solution including:

- **Easy turnkey solution:** One connection will open up new markets and enable rapid implementation of SMS interworking with operators directly or indirectly connected to the SMS hubs.
- **Reduced Capital Expenditure:** Hubbing removes the need for duplicate investments across carriers.
- **Improved Revenue Assurance:** The hub will take responsibility for the settlement of all billable traffic flowing via the SMS hub.
- **Operational Support and Quality of Service:** Hubs will offer 24/7 operational support and interconnection Service Level Agreements to facilitate end-to-end quality of service for the end-users.
- **Reduced Testing:** Hubs will perform end-to-end testing with each destinations offered and operators only need to test when they connect with the hub, significantly reducing testing efforts.
- **Enhanced Customer Service:** Operators will be able to provide seamless services and a more consistent user experience to their subscribers.
- **Advanced Prevention of Spam and Spoofing:** Hubs will standardise fraud management controls and offer advanced utilities to fight spam and fraud.
- **Opportunities beyond GSM:** Hubs are well placed to offer conversion services for operators wanting to open inter-working relationships with non-GSM operators.

Mobile World Congress, Barcelona 2008

The Open Connectivity initiative will be represented at a range of different events during Mobile World Congress in Barcelona between the 12th and 14th February 2008. Below is a summary of the activities taking place:

- **Open Connectivity Seminar:** An Open Connectivity Seminar has been organised to promote the multiple activities of the Open Connectivity initiative. This will be held on the morning of Thursday 14th February. Interested parties can register to attend via the Mobile World Congress Web Site at <http://www.mobileworldcongress.com/open-connectivity.htm>
- **Conference Agenda:** A session entitled "Roaming and Interconnection for the Future" will take place at the main conference at 4:15pm on Tuesday 12th February. Speakers include Lori Gonnu from SFR, Bobby Srinivasan from Roamware, and Martin Lippert from Mach.
- **GSMA Members Stand:** Frequently Asked Questions (FAQ) documents covering both SMS Hubbing and Roaming Hubbing will be included on USB Memory Sticks distributed at the GSMA Stand.
- **Additional OC Related Meetings:** Whilst in Barcelona, a number of meetings have been organized for the OC Steering Group, the Roaming Hubbing Trials Steering Group (RHTSG) and the Hubbing Provider Interworking Group (HPIG). Please contact the meeting organizers for further details.

More information

Further information is available at www.gsmworld.com/oc, or on the Infocentre at https://infocentre.gsm.org/cgi-bin/grp_details.cgi?OC&group.

If you have any questions on the Open Connectivity programme, or require more information, please contact openconnectivity@gsm.org.

See you at the Mobile World Congress 2008!



For further information please go to:

<https://infocentre.gsm.org>