



## **Manx Outsources SMS to TynTec**

*Dedicated SMS operator to manage Isle of Man's large account SMS activity*

**June 01<sup>st</sup>, 2006 – London, UK** - Enterprise quality SMS provider TynTec ([www.tyntec.com](http://www.tyntec.com)) today announces a deal with O2 subsidiary Manx Telecom ([www.manx-telecom.com](http://www.manx-telecom.com)) to provide the Isle of Man operator with an outsourced SMS solution. Under the deal TynTec will provide an outsourced SMS-centre to manage all of Manx's incoming and outgoing large account SMS activity, such as, high volume international SMS reception and SMS routing.

Manx Telecom has had in the past no large account SMS capability, instead offering only basic person to person SMS functionality. To expand their system to manage issues such as high traffic loads and long number reception would have required a costly and time consuming upgrade to the existing SMS-C. Instead, by outsourcing the role as a managed service on TynTec's established proprietary SMS-C infrastructure, Manx is able to offer full, large account SMS functionality with a fraction of the upfront investment.

TynTec's Managed Service was trialled in the past during the Isle of Man TT races to deal with the extra capacity requirements created by thousands of race fans visiting the Isle of Man. Because the system uses long numbers, visiting users from other countries can text in for information – an important factor in a globally famous event such as the TT races.

Tom Meageen, Business Development, Manx Telecom, said: "In the past we haven't been able to offer large account functionality or long numbers and the cost of upgrading the whole SMS-C simply didn't make commercial sense. By bringing in TynTec to offer this functionality as a managed service we can have the cutting edge features we need at a price that makes sense to us.

"TynTec offers unparalleled reliability, throughput and rich information on sending – something we wouldn't have got with the most advanced off-the-shelf SMS-C. The TT races implementation shows the power of the TynTec managed services and it promises to be just the first of a series of such projects."

Michael Kowalzik, CEO, TynTec, said: "We have been using our proprietary SMS-C technology to offer enterprise quality SMS to businesses for some time and this deal takes that to the next logical step – running other operator's SMS implementations as a managed service.

"SMS infrastructure isn't core to the modern operator. By outsourcing their SMS back-end to TynTec operators can remove cost and hassle from their operations whilst also offering an unparalleled quality of service."

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### **For more information please contact:**

Patrick Herridge  
Parys Communications  
020 7819 2488  
[pherridge@parys.com](mailto:pherridge@parys.com)

### **About TynTec**

TynTec ([www.tyntec.biz](http://www.tyntec.biz)) is an enterprise quality SMS operator for corporates. Through partnerships with network operators Manx Telecom, Digicel Jamaica and



Alands Mobiltelefon, TynTec has multiple access points into the deep level mobile telecoms infrastructure (SS7). This, combined with a proprietary SMS-C platform, allows TynTec to offer a new level of quality in SMS.

TynTec's enterprise quality SMS service offers a range of advantages over traditional 'consumer' SMS, making it suitable for mission critical corporate applications. The service offers a highly secure, rapid and reliable communication channel into more than 340 networks in 140 countries, with a single, direct path between sender and recipient. Additionally, companies can extract rich data from their SMS communications, such as delivery receipts and information on the status and location of the receiving phone.

TynTec's access to the deep level mobile network infrastructure (SS7) also enables TynTec to act as an outsourced mobile data operator, providing managed services to MVNO's, MNO's and wireless service providers.

TynTec works with some of the world's leading companies such as British Airways, Accenture, Unilever and TNT who use TynTec's enterprise quality SMS products to facilitate internal and external corporate communications. Additionally, TynTec works with a wide range of SMS aggregators, resellers and mobile transaction networks such as mBlox, Netsize, and Mobile365.