

# International Messaging Service



## High quality messaging service as standard

Arelion, an acknowledged leader in global networking and connectivity, offers messaging solutions with superior quality and customer care.

### SMS messaging solution

A2P SMS - one-way messaging for notifications, alarms, 2FA and critical alerts is a significantly growing market in almost all business segments. Our messaging platform is tailor-made for SMS business requirements, with a single connection to our centralized SMS hub providing customers with A2P delivery across multiple Mobile Network Operators (MNO).

### One stop shop

Arelion provides a centralized A2P messaging hub for all Telia Company home and partner markets. The strategic partnership between the companies positions the hub as the primary aggregation point for international messaging termination to all Telia Company affiliate networks, giving a seamless customer experience from start to finish.

### Trusted official partner

Our close collaboration with Telia Company and its affiliate networks ensures a coherent policy in terms of customer engagement and pricing while allowing us to continuously improve both security and traffic volumes.

### Security and control

Conditional routing gives us full control of every single SMS, with routing based on sender ID, CLI, content, destination and quality. Through our best in class testing and analytical systems to detect illegal termination and with the application of SMS firewalls to bolster security, we are raising the bar in message service quality to better suit the requirements of the enterprise market. Additionally, our status as an SS7 carrier provides superior visibility and protection to MNOs.

## Benefits in brief

### Direct access

Direct, high quality and secure access to Mobile Network Operators for terminating alerts, marketing messages, notifications and OTP codes

### Seamless customer experience

Through our partnership with Telia Company, we reach over 20 million subscribers via direct routes with the highest quality for a seamless customer experience

### High availability

Our International Messaging Hub is based on a reliable and robust cloud-based platform. The system is fully redundant with auto-rebinding, if a connection is down. Our internal watchdog monitors and repairs any system issues allowing us to offer high throughput capacity and extremely low delivery latency

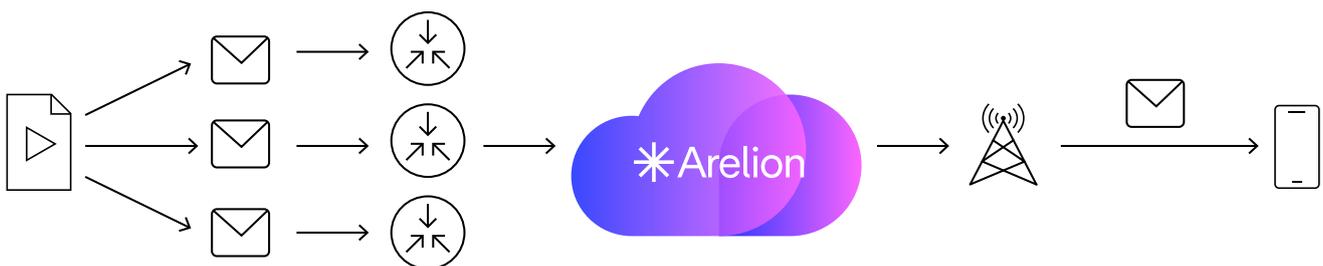


Figure 1: Arelion's International Messaging Services

# International Messaging Service



## Technical highlights

### Features

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Support for multiple charsets

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Binary and concatenated messages

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Active Mobile Number Portability ensures delivery to the correct MNO

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SMPP 3.3, 3.4 and 5.0, SS7, SSL and HTTP

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Proactive performance monitoring and 24/7/365 customer support

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High Speed messaging

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Direct GUI access for suppliers and customers for statistical and financial reports

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### Security highlights

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Real-time delivery receipts (DLR) 100% based on MNO's response

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Message obfuscation for high content protection

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Interconnection over secure VPN or SSL

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Fully compliant with GDPR and EU policies

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### Use cases

#### **Direct connection for enterprise customers**

The Arelion Messaging Hub provides official direct traffic termination for Telia Company MNOs, eliminating the need for multiple providers in order to terminate traffic into Arelion networks. 100% of the traffic is sent directly to the Telia Company MNOs, preventing any traffic manipulation and the associated poor quality performance. This positions Arelion as the best solution provider for A2P termination for major enterprise customers

#### **Mobile number portability with high precision**

Number portability can very often give rise to termination issues. Arelion avoids these issues by querying official databases to identify ported numbers to ensure accurate termination to the correct MNO. Our number portability database refreshes on a daily basis to minimize the risk of termination failure to ported numbers