

tyntec



Greater Return on Core Assets Operator Services



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Monetization and Coverage

Mobile at Global Scale

Mobile operators count on us to deliver greater return on their core telecom assets—to bring the speed, scalability, and flexibility of the digital ecosystem to their operations. With competition from Over-the-Top (OTT) services growing, we show them how to leverage business applications and OTT services, improve network security and efficiency, and expand messaging coverage without adding complexity.

tyntec's Operator Services

As P2P messaging revenue declines, network operators have to find alternative revenue sources—all the while facing a fundamentally disrupted telecom industry. It's time to take a fresh look at your core assets. Partner with tyntec, and improve cost efficiency and capture new revenue opportunities by integrating your networks and phone numbers into cloud communications—all without adding complexity to your existing infrastructure.



A2P
Messaging



SMS
Firewall



Enterprise
Messaging



Phone
Number
Virtualization



P2P
Messaging

A2P Messaging

The New Opportunity: Monetization + Transparency

Looking to grow messaging revenues from enterprise services and OTT services but afraid of uncontrolled spam? You can rely on tyntec's A2P Messaging. And best of all, our extensive customer base—including OTT providers, social networks, security companies and enterprises—generates massive, high quality, legitimate SMS traffic, which can be channeled to your network, providing you with a termination fee for each delivered message.

- ⓧ **High quality, spam-free A2P traffic:** Access tyntec's extensive customer base of OTT providers, enterprises and Internet brands.
- ⓧ **A2P traffic transparency:** Identify specific kinds of traffic by use case types, and customer names, made possible by tyntec's GT allocation.
- ⓧ **Plug & play A2P setup:** No software or hardware integration needed.
- ⓧ **Convenient connection options:** Provided by tyntec's operator status allowing standard interworking contracts based on the GSMA template.
- ⓧ **Direct accountability and liability:** Operating under clauses AA.60 and AA.63 agreements and contractual guarantee—no delivery of unsolicited messages.

SMS Firewall

Your clear path to A2P monetization

Fight illicit traffic, spamming, flooding, faking and spoofing to protect your network. Once secured, seize the full potential of the A2P SMS monetization by utilizing number portability and phone verification lookups. Take action with tyntec's tailored SMS Firewall which offers a customized scope of engagement depending on your business and operational needs—ranging from hardware and software only, firewall management to revenue sharing business models.

- ⓧ **Strong protection:** Complete network security solution, with trend analysis, real-time alerts, powerful rules engine and on-demand AVG integration.
- ⓧ **Holistic A2P monetization:** Efficient SMS delivery with portability and phone verification lookups.
- ⓧ **Customer experience:** Ensure subscriber data privacy and protect them against fraud.
- ⓧ **Tailored solution:** Solutions customized to your business—from policy creation consulting to complete firewall management.
- ⓧ **Customized traffic analytics:** Historical traffic analysis for spotting trends and threats, enabling timely preventive measures and monetization planning.
- ⓧ **Industry expertise:** Over 12 years' experience providing messaging, portability and phone verification services to global Internet brands.
- ⓧ **Best combination:** Industry-leading SMS firewall hardware from Cellusys backed by tyntec's firewall management and messaging prowess.

Enterprise Messaging Services

Quality at global scale. Ready?

We know it can be challenging. Few operators are set up to help multinational enterprise customers with mission critical messaging services such as 2-Way SMS, Web SMS, OTP SMS. tyntec brings the decade-long enterprise SMS expertise to transform your business offering, and the global coverage, quality and scalability that your corporate customers demand.

- ⌚ **High quality, global coverage:** 1000+ networks in over 200 countries.
- ⌚ **2-Way SMS:** Enterprise-class messaging with global coverage, high delivery rates, and APIs.
- ⌚ **Web SMS:** Online tools for managing SMS on request.
- ⌚ **OTP SMS:** Phone-based authentication and real-time phone number verification.
- ⌚ **Feature-rich:** Beyond the basics with Unicode, concatenation, dynamic sender ID, global number portability resolution, and more.
- ⌚ **Various interfaces:** Available in REST API, SMPP or HTTP, optionally with SSL or L2/L3 VPN.
- ⌚ **Delivery reports:** Live delivery reports and advanced error code statistics available in our Customer Lounge.

Phone Number Virtualization

Get virtual—the key to opening new revenue streams

As OTT services claim an increasing market share of communications, it's hard for mobile operators to find new sources of revenue. That's one reason why it's a great time to take a close look at core assets such as phone numbers. tyntec's expertise with virtualized numbers—and the massive scale of our customer base across OTT providers, social media companies and enterprises—can lay the foundation for monetizing a broad variety of OTT services and business applications including customer support, employee collaboration, and marketing campaigns, all of which are terminated onto the mobile network. Let us virtualize your phone numbers—a real solution for generating new revenues from SMS and voice traffic.

- ⌚ **Industry-leading expertise:** Virtualizes mobile and landline numbers for enterprise use cases—and even enables SMS for landline numbers.
- ⌚ **Development support:** Provides knowhow and support for operator-powered OTT apps, enabled with virtual numbers, and SMS and voice capabilities.
- ⌚ **SMS & voice traffic:** Generates additional revenue from tyntec's trusted traffic.

P2P Messaging

Cover the world—instantly, at one move

For most mobile operators, worldwide SMS messaging coverage means complications. The sheer number of bilateral interworking agreements required to provide global reach for SMS messaging is a resource-intensive process and tricky to execute. tyntec makes it easy. Our extensive coverage—1,000+ networks in over 200 countries—provides instant access for mobile operators that want to widen their international coverage without having to deal with destination-by-destination roaming agreements.

- ⤵ **Direct connections to carriers:** Reach more than 1000 networks in over 200 countries.
- ⤵ **True plug & play access:** Connects via SMPP, HTTP or REST API.
- ⤵ **Global Number Portability:** Identifies correct destination network and ensures speedy SMS delivery.
- ⤵ **Feature-rich:** Supports common message types and encodings, plus concatenation, dynamic sender ID and more features.
- ⤵ **Security:** Provides an encryption layer via SSL or VPN.

About tyntec

tyntec (www.tyntec.com) is a telecom-web convergence company that connects the immediacy and convenience of telecom with the power of the Internet. Partnering with telecom operators around the world, tyntec enables enterprises and Internet brands to power their applications, authentication, and mission-critical communications with universal mobile services such as SMS, voice and phone numbers in the cloud.

Founded in 2002, tyntec employs over 150 people in six offices around the globe, serving more than 500 global businesses, Internet brands and telecom operators.

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