

# MMS Global eXchange

## Orange, a major player in the wholesale market

Take advantage of our in-depth knowledge of the industry resulting from our activities on both retail and wholesale markets. Our dedicated wholesale teams on four continents serve 1,000 mobile operators, international carriers, ISPs and content providers worldwide. You can rely on our seamless backbone network spanning 220 countries and benefit from 400,000 km of fibre optic cable under all oceans including dedicated IP routes. We offer direct interconnections with more than 385 operators in 150 countries for international voice traffic. With 19 research labs on four continents, we are at the forefront of technological advances.

**Choose reliability and quality, choose us.**



## in brief

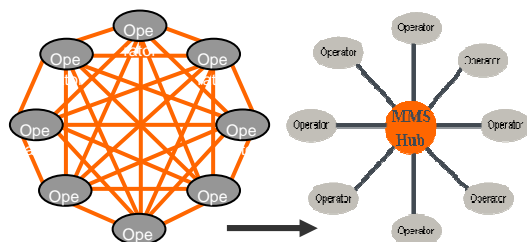
Multimedia Messaging Service (MMS) is a store-and-forward messaging service that allows mobile subscribers to exchange multimedia messages with other mobile subscribers. It can be seen as an evolution of SMS, with MMS supporting the transmission of additional media types such as images, audio and video.

MMS Interworking allows to send and receive MMS from a network A to a network B.

### Hubbing model:

Currently, lengthy and costly bilateral agreements are required to allow operators to exchange messages.

Our MMS-IW offer relies on the GSMA hubbing concept. A single connection to one hub enables you to reach all the other networks connected to that hub.



## our solution

Our MMS Global eXchange offer provides International MMS Interworking services.

The MMS Global eXchange platform enables Multimedia Messages exchanges amongst mobile operators, in a simple and flexible way.

Our offer consists in:

- offering MMS internationally, towards nearly 300 destinations, directly or indirectly via other MMS hubs
- interconnecting any new operator and running the necessary end-to-end testing
- forwarding each MMS towards the right destination
- providing a very high service availability with associated SLAs
- providing traffic reporting
- providing an advanced web tool for destination election (Hubconnect web tool)
- managing partnership agreements with a dedicated MMS coordination team

## MMS Virtual Delivery

Extend the MMS Gex coverage to the non MMS connected networks and so increases both the volumes and the revenues. Thanks to the **MMS Virtual Delivery** coverage, you can get access to the **whole world**.

# your benefits

## turnkey service

We offer you a turnkey service to exchange MMS. You can thus focus on delivering added value to your customers. A wide range of destinations provides worldwide connectivity.

## complete set of services

- **Value added** technical services: reporting, control, filtering and more
- **Hubconnect web tool.** An advanced user-friendly web tool for destination election to ensure fast and easy implementation of MMS partnerships. You can access our online destination catalogue, make requests to open new partnerships, respond to a new request for connection, negotiate billing policies, monitor and view the status of your transaction, contact Orange's MMS Global eXchange team.
- **MMS Virtual Delivery:** enlarge the existing MMS Global eXchange footprint by adding 480 Virtual Delivery destinations. Maximize your revenues with this free option and increase your customers satisfaction by granting the MMS successful delivery.

## security mechanisms

- **anti spoofing:** this mechanism aims at making sure that mobile operators do not use another operator's identity to send traffic on their behalf.
- **anti spamming:** the anti-spam functionality will prevent end users from receiving huge quantities of MMS from either authorized or unauthorized parties.
- **volume control:** incoming message flows can be tuned or blocked depending on content, number or origin of messages.

## customer care

Orange's Support Centre is available 24 hours a day, 7 days a week and provides you with a high quality network management.

## transparent billing

Orange's MMS Global eXchange pricing is based on the GSMA's Open Connectivity recommendations, which include transparency and cascade billing.

## MMS coordinators

With a dedicated team managing route opening, this interface enables a faster and easier opening process.



## Orange

Operating in 35 countries, Orange is one of the world's leading telecommunications operators. The Group has a total customer base exceeding 226 million customers including more than 167 million mobile customers worldwide. Covering Internet, television and mobile services, Orange is among the leaders in Europe for mobile and broadband internet and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

[www.orange.com/wholesalesolutions](http://www.orange.com/wholesalesolutions)

