



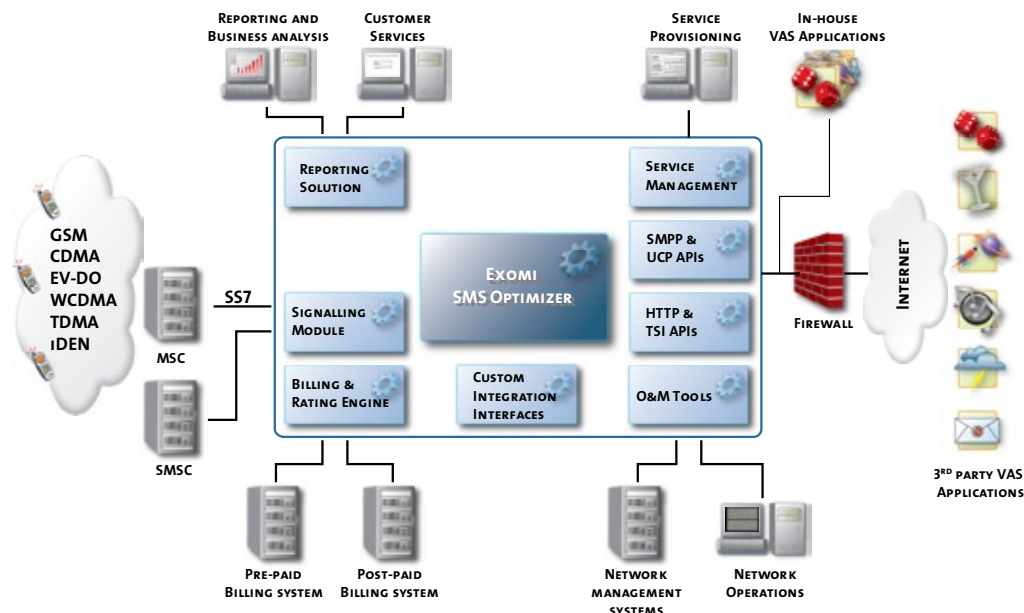
# EXOMI SMS OPTIMIZER

## OFF-LOAD PEAK TRAFFIC FROM SMSCS

Mobile marketing campaigns, festive events and other special occasions cause heavy surges in the sending of SMS messages, which often overload mobile network operators messaging infrastructure. The Exomi SMS Optimizer, ensures smooth and balanced value-added service and person to person messaging operation by off-loading application originated traffic from the SMSCs and transmitting mass deliveries directly to the mobile network through dedicated SS7 connections.

## DIRECT SS7 CONNECTION FOR APPLICATION-ORIGINATED SMS

Exomi SMS Optimizer combines the industry leading know-how and expertise from the messaging and signaling technologies. SMS Optimizer is embedded with MSP 1010 from Cantata (formerly known as Excel Switching Corp.) leveraging over 15 years of signaling expertise in creation of a compact, carrier-grade platform that simultaneously supports SS7 and SIGTRAN signaling protocols.



## IMPROVED SERVICE QUALITY AND SIGNIFICANT COST SAVINGS

While dramatically improving the service level of both P2P and A2P SMS the Exomi SMS Optimizer enables mobile network operator to gain significant cost savings, as there is no need to make changes for the existing messaging infrastructure capacity to maintain a flexible multi-vendor environment.

## EXTENSION TO EMG - EXOMI'S CARRIER-GRADE SERVICE DELIVERY PLATFORM

SMS Optimizer can also be deployed as an extension to the Exomi Messaging Gateway (EMG), a carrier grade service delivery platform for all SMS and MMS value-added services, that enables mobile network operators to maximize their mobile VAS revenues and dramatically reduce the time to market for new service applications. In addition it provides VAS providers real-time access to service statistics.



# IN BRIEF

## EMEA

### Exomi Headquarters

Linnoitustie 4 A  
02101 Espoo, Finland  
Tel: +358 9 8568 9200  
Fax: +358 9 412 2800  
Email: sales@exomi.com

## APAC

### Exomi India

L# 524 A, Swastik Chambers  
CST Road, Chembur  
Mumbai 400 071, India  
Tel: +91 22 5599 3752  
Fax: +91 22 5599 3753  
Email: sales@exomi.com

## LATIN AMERICA

### Exomi Mexico

Homero No. 203 10th floor  
Chapultepec Morales  
Mexico City 11570, Mexico  
Email: sales@exomi.com

### Exomi Brasil

Praia de Botafogo, 501, 2º andar  
Torre Corcovado  
Rio de Janeiro - RJ -  
CEP 22250-040, Brasil  
Tel: +55 21 2546 9840  
Fax: +55 21 2512 5938  
Email: sales@exomi.com

Exomi provides comprehensive solutions for the provisioning, management and delivery of mobile value-added services focusing on messaging and wireless data infrastructure.

For mobile network operators and service providers Exomi offers solutions for:

- **Messaging and WAP infrastructure**
- **SMS and MMS traffic off-loading (direct delivery)**
- **Data and VAS business management**
- **Intelligent value-added services rating and billing**
- **Network interconnectivity**

With selected partners, Exomi provides proven and integrated solutions for:

- **Digital Rights Management**
- **Content Management and Personalization**
- **Mobile Marketing**

With over 160 active installations in GSM, TDMA, CDMA, iDEN and 3G networks worldwide, Exomi middleware solutions have a proven track record of reliability, scalability and adaptability to any operational environment.

Exomi's rapidly expanding customer base include major carriers from wireless network operator groups such as América Móvil, Cable & Wireless, Telefónica Móviles Movistar and Vodafone. In addition Exomi solutions are widely utilized by a growing number of 2nd and 3rd tier operators as well as wireless service providers globally.