

# Telecom Solutions

## Multimedia Messaging Services - MMS

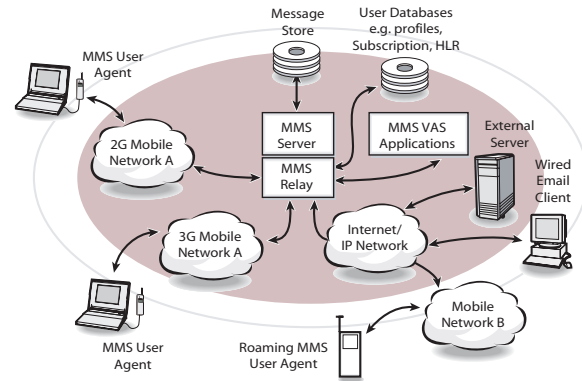
Increase Performance and reduce MMS platform cost in:

- MMS Relay/Server
- User Databases
- MMS VAS Applications

Solid Data file-caching systems are the leading choice worldwide for high-reliability, high transaction telecom networks. They are currently used globally by more than 40 mobile and wireline operators in 23 countries for core network and value added services (VAS).

Building file cache into MMS platforms allows the integrator to deliver higher-performing, more cost-effective platforms to the operator, and allows the operator to maximise profitability by reducing their cost per subscriber.

Within the MMS architecture, there are several key areas where Solid Data file cache can increase revenue generation by maximizing application performance and reducing the cost of service delivery.



### MMS Architectural elements

This figure shows the key elements of the MMS architecture

### MMS Relay/Server

The Relay is the engine which transcodes and delivers messages to mobile subscribers. The Server provides the store and store-and-forward architecture. File cache will provide increased performance, especially where there is convergence functionality between external servers and MMS user agents. Some key functions where file cache can be used to increase price performance include:

- generation of call data records (CDR)
- personalization based on user profile information
- receiving and sending multimedia messages
- persistent storage of messages

### **Message Store**

With MMS, the size of messages are much larger, due to audio and video capabilities. While file cache is not used for the actual storing of messages, the Message Store function will benefit from using file cache to store journaling file systems in a NAS environment or metadata in a SAN.

### **User Databases**

The User Databases that the MMS may have access to contain records such as subscription data and user profiles. Integrating file cache within the platform can provide access to and verification of these critical records, and will allow for scalability as the subscriber base increases.

### **MMS Valued Added Services (VAS) Applications**

File cache plays a particularly strong role in reducing cost in MMS VAS applications such as micro-payment, prepayment and ringtone download. Solid Data is currently deployed in value added services such as:

- Pre - Paid (node based)
- Voice Mail Alert
- Pre - Paid (IN based)
- Call Detail Record Mediation
- Mobile internet access
- Billing Systems (fixed line)
- Ringtone Download
- Billing Systems (mobile)
- Mobile anti-spam filtering
- Mobile EMail
- Over The Air Provisioning

Building on Solid Data's experience in Short Messaging Services (SMS) platforms, our file-caching systems can play an integral part in the overall cost performance of an operator's MMS platform and position the operator to command the complete value chain.

**For additional information,  
visit Solid Data at [www.soliddata.com/solutions/telecom](http://www.soliddata.com/solutions/telecom)  
or email Solid Data at [telecom@soliddata.com](mailto:telecom@soliddata.com)**

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