



MMX. Multimedia Messaging eXchange.

Services International Carrier Sales & Solutions (ICSS)

Life is for sharing.



MMX. Multimedia Messaging eXchange.

Unlimited connectivity worldwide.

Globalization and high-technology are two factors that have led to drastic changes in consumers' behavior over the last ten years. This is particularly true in the international mobile arena. In today's tech-savvy global environment, consumers travel more often and do not want to be constrained in the use of their mobile phone or devices. With the advent of mobile data technology, their demand is simple: seamless mobile data connectivity, no matter where they are. This includes, of course, international MMS interoperability.

Hassle-free international connectivity: a challenge for mobile operators.

"Getting it to work internationally" is not as easy as it seems for mobile operators because they are faced with technical, billing and costs-related issues to provide the customer with the service they require. The incompatibility of Multimedia Messaging Service Centers (MMSCs), the use of Global Roaming Exchange (GRX) versus other modes of transport, the complexity of billing and data volume charges, and the implementation of new systems and processes leading to additional expenditure are considerable barriers hindering the expansion of international MMS connectivity.

Your solution: Multimedia Messaging eXchange of ICSS.

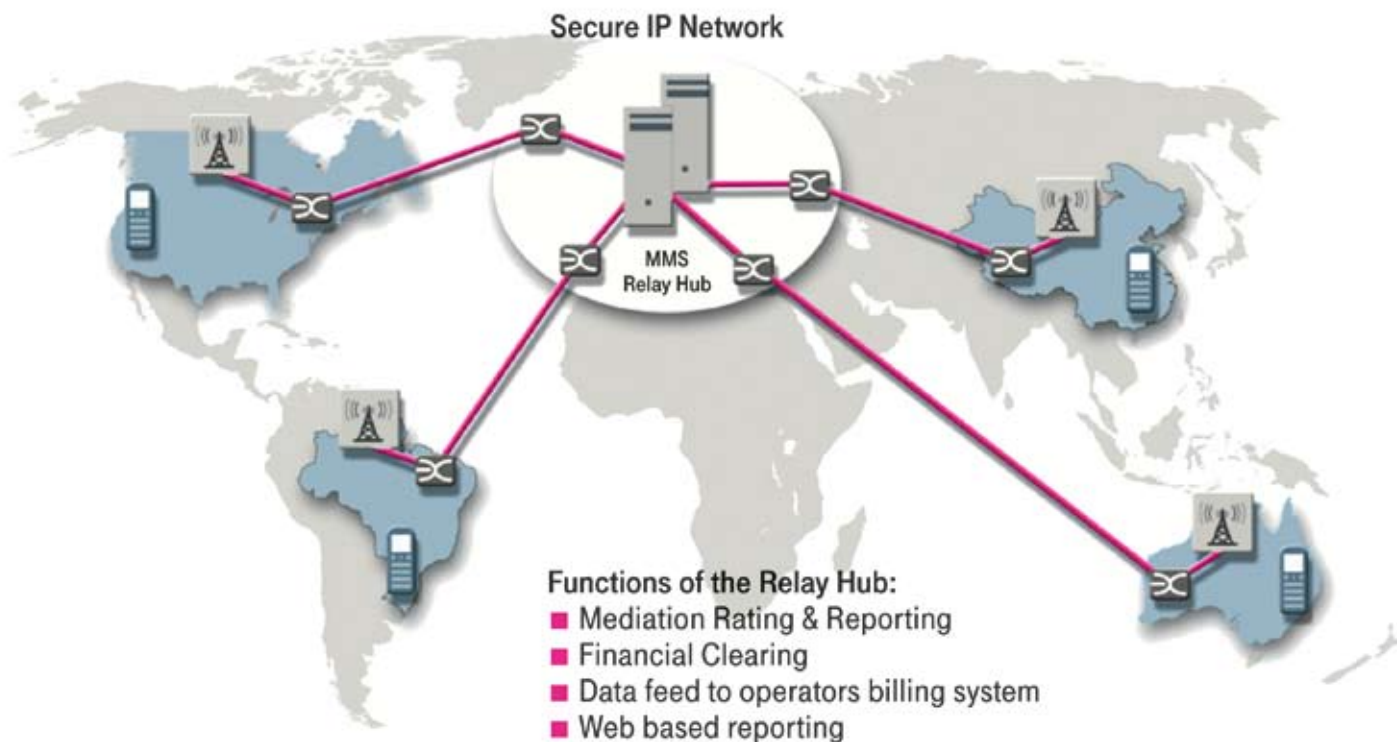
You can provide global MMS connectivity without heavy constraints thanks to the Multimedia Messaging eXchange solution of ICSS! The MMS interconnect solution of ICSS has been specifically designed for GSM/GPRS and UMTS operators to allow them to offer maximum MMS flexibility to their end users while considerably developing their business and limiting costs and resources.

This plug-and-play solution allows you to interconnect to a wealth of partners, thus providing your end users with a fast and seamless MMS service. Based on the transport of MMS via its existing GRX infrastructure, this intelligent platform handles data collection, mediation, rating, reporting, invoicing, and contract negotiation, thus freeing up valuable resources. Implementation is quick, safe, and easy.

Transparent data collection, optimum reporting, and monitoring.

In line with AA.40 requirements and agreements, the MMX solution of ICSS allows the MMS traffic between operators to be identified clearly and accurately. Information can be compiled for further processing by the operator's existing financial clearing mechanism. In addition, the web reporting interface enables you as a mobile operator to monitor your customers' MMS traffic and access information as need be. All monitoring and reporting information is generated on CDRs for each destination.

MMX overview



Our billing system increases your flexibility.

The billing options available in the ICSS's MMS eXchange solution have been developed to better suit your requirements.

- As a mediator, ICSS ensures that MMS "events" are processed to determine which ones are subject to invoicing
 - MMS rates are set according to the message size
 - Billing is implemented according to the volume, size, and destination
- Finally, the billing system of ICSS also handles MMX termination charging.

MMS pricing complexity made easy.

ICSS's MMS pricing structure is very clear. Pricing is made up of three components: a one-time installation fee, a flat monthly charge, and a message charge based on a fixed amount per message per volume. Pricing options can also be fine-tuned to better fit the expected volume of MMS traffic.

Increase your revenues with our one-stop-shopping solution ...

The MMX eXchange solution of ICSS allows you to generate additional solution and retail revenue through the access to a wide range of potential MMS internetworking partners. To achieve this, you only need to deal with one entity: ICSS.

- One contract with ICSS
- One single point of interconnect for MMS internetworking
- One single reporting interface for customer messaging details and information
- One single invoice (as an independent third party, ICSS resolves disputes quickly)

... And save costs and other expenditure!

ICSS's MMS eXchange solution enables you to free up internal resources and considerably limit your investment, thus ensuring that you focus on what matters most to you: your MMS business growth.

- No development costs to build a platform for technical internetworking
- No new software capex and existing software upgrades
- No hardware capex
- No human resources and other opex

Costs related to the MMX interconnection can be spread over many months thanks to our attractive pricing mechanism.

ICSS MMS eXchange solution stands for dependable quality.

The Multimedia Messaging eXchange solution of ICSS has been designed to provide you with a reliable and secure service. This solution incorporates best-of-class telco-grade hardware platforms with built-in full redundancy and fault tolerance to ensure high-performance and security. Furthermore, since the service uses the MPLS platform of Deutsche Telekom, high quality of service is also guaranteed.

How can you access the service?

There are three ways of interconnecting with the MMX platform of ICSS:

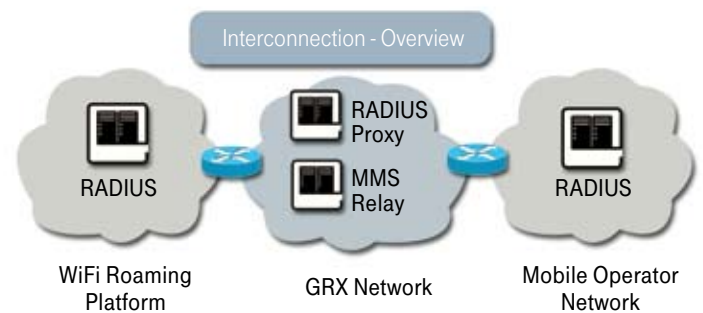
- Using the existing access to the GRX of ICSS
- Via the GRX platform of your provider
- Through GRX IPsec tunneling

Bundled services: broaden your horizons with ICSS.

One platform for a wealth of value-added services: the Roaming platform of ICSS can bridge you to other services and help you develop your business further. These services include:

- Neighboring services: WiFi Roaming, etc.
- Additional services to be included soon: IP based Voice, etc.

Bundled services: interconnection overview



About Deutsche Telekom ICSS.

ICSS, the international wholesale arm of the Deutsche Telekom Group, is one of the biggest voice carriers worldwide and an increasingly important IP player across a growing European market with excellent interregional connections between Europe, the Americas and Asia. With continuously changing markets, ICSS has redesigned its portfolio from traditional voice and transport services to advanced innovative wholesale services and customized IP solutions. The business activities and efforts of ICSS focus on serving the following market segments: broadband operators (ISPs, WISPs, and VoIP SPs), mobile operators and MVNOs, content, application and media providers, corporate service providers and VNOs, fixed voice carriers, and carriers' carriers and their customers through a worldwide sales network.

For further information, see

www.deutschetelekom.com/icss

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