

# Mobile Opportunities Take Flight Every Day – Seize Yours Today

World-Class Mobile Interconnection and  
Mobile Consumer Engagement Services from SAP

There's a whole new world of opportunities for your mobile business. And only SAP Mobile Services, a division of SAP, has the worldwide reach and portfolio of solutions to enable you to communicate with, market to, and transact with your customers – around the clock and around the world. We provide mobile operators with complete SMS messaging, data roaming, and IPX interoperability, enabling enterprises to engage with their consumers using **innovative mobile marketing and communication solutions**. And we deliver services to wherever you are or need to be, with connections to more than 980 operators, reaching 5.8 billion mobile subscribers in 210 countries.

## INTERCONNECTION SERVICES FOR OPERATORS

Unlimited opportunities – uninterrupted. That's the SAP Mobile Services difference. We are an unrivaled provider of messaging interoperability for mobile operators worldwide, enabling your subscribers to enjoy SMS, MMS, GRX, and IPX messaging between technically disparate and geographically dispersed networks.

A cloud-based, global interconnection services set, interconnection services for operators enable mobile, fixed, and over-the-top (OTT) providers to expand their horizons, interconnect with new networks and services, gain more users, and reach out to the world.

As operators evolve mobile networks and deploy long-term evolution (LTE), we evolved our interconnection network to IPX to support all IP services of the 4G age. Our IPX service provides a comprehensive suite of IP services and connectivity options for global data roaming (GRX), voice transport, SS7 signaling transport, MMS, and SMS. As the industry moves toward the convergence of fixed and mobile telephony and OTT services, SAP Mobile Services is uniquely enabled to bridge the gap and provide secure essential services to mobile operators around the world.



The Best-Run Businesses Run SAP™



SAP Mobile Services is a world leader in messaging interconnection, with a large reach and scale. At the same time, SAP is a nimble innovator in the space of interconnection. We have contributed many value-added services, such as content control for SMS hubbing services and the pioneering SAP® Intelligent Hubbing 365 mobile service, which allows operators to strike a balance between a direct or hub-based connection.

Interconnection services for operators offer:

- An IPX network on an extensive multiprotocol label switching (MPLS) backbone
- 99.999% service availability on IPX
- Global SMS delivery to over 980 operators
- Transcoding functionality that traverses networks and handsets without degrading message quality
- Powerful antispam protection
- Comprehensive reporting and analysis tools

## INTERCONNECTION SERVICES FOR ENTERPRISES

There's a new audience for your mobile business: the world. And only SAP Mobile Services can help you reach it with a single connection. Our portfolio of solutions enables you to engage with your customers through their mobile phones. We help enterprises build better relationships with their customers. And because distribution is key, our high-volume delivery infrastructure helps ensure your messages and services get quickly delivered by SMS, MMS, and push notifications, regardless of their final destination. This means we are wherever you are – or need to be.

Beyond mobile messaging, SAP Mobile Services enables you to engage your customers through the power and reach of the mobile phone to drive sales, loyalty, awareness, and revenue. Create a fast, effective, and direct line to consumers with our comprehensive range of customer engagement services. These services can help you interact with your customers and prospects anytime, anywhere – via their mobile phones – with innovative mobile loyalty, research, and marketing services. Leverage support for the entire customer lifecycle – from creating awareness to facilitating purchases, postpurchase support, and retention.

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“I would definitely recommend SAP Mobile Services. . . .  
The working relationship . . . to make solutions work is  
second to none.”

Lee Nightingale, Interconnect Manager, Everything Everywhere Ltd.



Interconnection services for enterprises offer:

- Global reach to over 94.5% of the world's subscribers
- Support for global billing and settlement
- Comprehensive messaging services for enterprises with SMS, MMS, and push notification delivery support
- Customer engagement service, including research, marketing, and loyalty
- Comprehensive reporting

#### FIND OUT MORE

Explore the unlimited possibilities for taking your business mobile. Contact your SAP representative, read our blogs at [www54.sap.com/communities/hub/blogs.html](http://www54.sap.com/communities/hub/blogs.html), or visit us online at [www.sap.com/sapmobileservices](http://www.sap.com/sapmobileservices).

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“During one of the winter storms that hit New York City and surrounding counties, we sent 1 million text messages in 15 minutes. . . . The system never hiccupped.”

Kevin Ross, CIO and Assistant Director for Technology,  
New York State Emergency Management Office, NY-ALERT

Your mobile future starts here.  
Reach the world with a single  
connection using these  
mobile services:

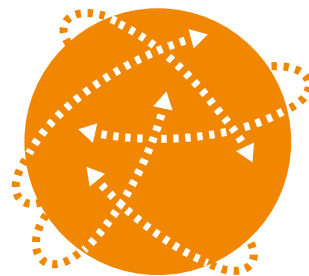
SAP SMS 365


SAP MMS 365

SAP GRX 365

SAP IPX 365

Mobile consumer engagement





[www.sap.com/contactsap](http://www.sap.com/contactsap)

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