SAP Information Sheet
SAP Mobile Services
SAP Intelligent Hubbing 365

Quick Facts

Overview

Connect Better with the Advanced SMS Hubbing Service from SAP

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The Best-Run Businesses Run SAP™

Summary

The SAP® Intelligent Hubbing 365 mobile service provides mobile operators like you with exceptional flexibility for SMS interoperability. It picks, on the fly, the most cost-effective and highest-quality SMS route, anywhere in the world. The service enables you to have the best of both worlds – bilateral connectivity with valued partners and the convenience of a completely outsourced, hub-based, SMS interworking solution.

Objectives

- Maintain existing bilateral connections and investments and, at the same time, leverage hub-based connections to reach the world
- Leverage the globally distributed number resolution system (NRS) from SAP that supports number portability in many key regions around the world

Solution

- Ability to specify which partner operators should be supported via SAP Intelligent Hubbing 365
- Routing of all international SMS traffic to our hub
- Return of bilateral traffic from our hub to the operator
- Delivery of bilateral messages by the operator, with the rest delivered through our hub

Benefits

- Full outsourcing of complex routing, enabling significant cost savings while maintaining full control of route selection
- Major improvements in reach and quality by delivering messages to destinations not available via an operator's current bilateral agreements

Learn more

For more information on how this mobile service can benefit your business, log on to www.sap.com/sapmobileservices.

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SAP Mobile Services, a division of SAP, processes more than 1.8 billion SMS messages per day and reaches over 6.1 billion mobile devices with connections to more than 1,000 operators around the world. This rich experience makes SAP the perfect partner for mobile operators striving to meet the challenges of optimizing costs and efficiency.

Available from SAP Mobile Services, SAP Intelligent Hubbing 365 leverages advanced origin-based routing features that allow the hub to act as a centralized point of aggregation for SMS connectivity. It screens and delivers traffic to the correct destination using either a bilateral or hub-based delivery model. The service provides connectivity to either hub or bilateral routes on a per-destination basis.

What's more, it generates cost savings for operators by choosing the most effective route between hubs and bilateral destinations.

SAP Intelligent Hubbing 365 is agnostic to SMSC type and includes additional support for Telepath SMSCs. It uses SS7 or SMPP connectivity. It also includes an option to evolve to SIGTRAN via the SAP IPX 365 mobile service, which reduces signaling costs, helps ensure quality of service, and enables evolution to an all-IP service portfolio.

The solution is fully transparent to your routing network configuration, removes the need for cumbersome and complex modification of routing tables, and allows you to focus on strategic activities.

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