SAP Information Sheet
SAP Mobile Services
SAP MMS 365

Quick Facts

Overview

Engage Consumers on the Go with MMS for Enterprises

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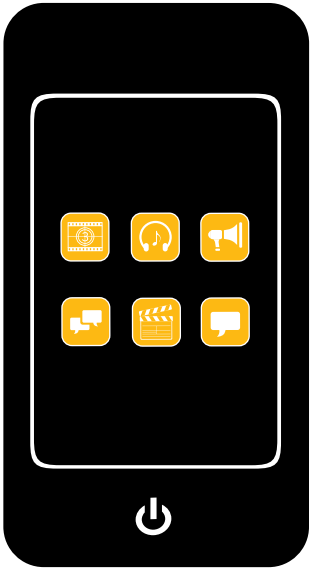
The Best-Run Businesses Run SAP™



Summary

Rich media – pictures, audio, and video – are an established part of the online experience thanks to MMS. The SAP® MMS 365 mobile service brings interactive rich media capability to your mobile audience.

MMS messages can contain images, video, audio, text, and slide shows. This presents a unique opportunity for marketers to reach a mass audience with visually compelling content, and for media companies to extend their properties and create additional revenue streams.

Objectives

- Engage consumers with MMS
- Leverage a rich feature set, including digital rights management
- Gain flexible connectivity options

Solution

- A comprehensive MMS service from SAP Mobile Services, a division of SAP
- Complement existing (SMS) and push notification services

Benefits

- Support a wide range of media formats (text, audio, still images, videos, and slide shows)
- Improve the consumer experience with device discovery for content adaption
- Support both subscriber-originated (MO) as well as subscriber-terminated (MT) rich content
- Protect content with digital rights management encoding
- Integrate with our Java software development kit (SDK)
- Support the standard MM7 API

Learn more

For more information on how your business can benefit from SAP MMS 365, go to www.sap.com/sapmobileservices.

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SAP MMS 365 is a hosted service that enables enterprises and brands to reach mobile subscribers through rich, interactive functionality. The service supports a strong feature set, including text, audio, images, and video, as well as slide shows based on the Synchronized Multimedia Integration Language (SMIL). SAP MMS 365 also supports device discovery and digital rights management for mobile operators.

SAP MMS 365 offers the following connectivity options:

- **3GPP-defined MM7 MMS VAS application protocol** – This vendor-independent interface lets you send and receive multimedia content. It accepts this content for delivery to multiple operators and reports on its status. The protocol is used in tandem with the A2P control protocol from SAP to deliver content via SAP MMS 365.
- **A2P control protocol** – This interface interactively validates multimedia content purchases by mobile subscribers. It supports both mobile device–initiated purchase scenarios and off-net purchase mechanisms such as Web storefronts. Used in tandem with the MM7 protocol, it delivers content via SAP MMS 365.
- **SMPP protocol** – This interface enables you to communicate with SAP MMS 365 via the A2P control protocol. SMPP is the standard protocol for U.S. customers and requires the ability to send and receive SMS messages.

In addition, SAP Mobile Services can provide API user guides and programming guides to facilitate the use of SAP MMS 365.

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