

Telsis advanced messaging system powers new-build

Spain's new-build 3G operator Yoigo is equipping its network with an advanced text messaging system from Telsis. The system will support rapid growth in messaging volumes and the roll-out of advanced text-based applications.

Owned by TeliaSonera, Yoigo is aiming to deliver UMTS coverage across all major Spanish cities, with nationwide 2G service through a roaming deal with Vodafone.

The advanced messaging agreement is part of a wider radio and core infrastructure contract won by Telsis' global partner Ericsson. Telsis' Intelligent SMS Routing technology is being fully integrated with the service layer of Yoigo's network as well as with Ericsson's Diameter pre-pay billing system. The solution has the capability to deliver massive scalable throughput and programmable intelligence to give Yoigo a significant edge over rivals that rely on slower and less capable legacy messaging infrastructure.

Intelligent SMS Routing was invented by Telsis and has been widely adopted by mobile network operators as a replacement for legacy systems. Yoigo is the latest in a line of new-build networks to specify the next-generation technology, which removes the need for an SMSC. Yoigo's customers will immediately benefit from faster message delivery, as the traditional store-and-forward approach for SMS no longer applies.

"We want to have an effective customer communication and secure implementation of different services based on text messaging," says Yoigo's Commercial Director Arne Hauge.

"We'll also be working with third-party applications providers to fully exploit Telsis' advanced technology to support new types of text-based services."

Telsis products are in use with major mobile and fixed network operators worldwide. The company has an extensive range of carrier-grade infrastructure solutions including intelligent SMS and IN platforms, as well as media gateways for NGN and VoIP support. Telsis has a long history of helping operators make money through the introduction of innovative value added services, and is now leading the industry in moving SMS to the service layer.



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