

Channel Islands operator maintains messaging lead with Telsis upgrade

Already ranked top in terms of call quality and coverage*, Jersey Telecom has further distanced itself from its competitors by upgrading to the latest version of advanced messaging platforms from Telsis. The move will enable third party providers anywhere in the world to deliver new and innovative text services to phone users via the operator's infrastructure.

"We are developing our own plans for network-based text services for business and consumers, but the upgrade also makes our advanced messaging infrastructure available to third parties," says Jersey Telecom sales and marketing director Tim Ringsdore. "Staying ahead in text as well as voice is a key element of our competitive strategy. The new Telsis infrastructure will let us build new revenues and further develop our differentiation."

Jersey Telecom was one of the first adopters of Intelligent SMS Routing (ISR), the next-generation messaging infrastructure invented by Telsis and now the gold-standard for mobile operators across Europe, Asia and Australasia.

The Telsis technology combines purpose-built carrier-grade distributed switching with centralised management and control to enable messaging throughput up to the radio bandwidth of the mobile network. Person-to-person traffic and national-scale voting events can take place simultaneously without any reduction in quality of service. In-built programmable intelligence supports the deployment of advanced text-based services.

The upgrade to Jersey Telecom's installation includes the addition of SMPP V3.4 which enables off-island hosting companies to offer SMS services via TCP/IP. High performance message sending also provides greater throughput.

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