

Telsis Brings Advanced Text Services to Global Messaging

A plug-in solution for operators wanting to undo the damage caused to text revenues by aggressive price bundling is being demonstrated by Telsis at Global Messaging, Cannes, May 8-9. Telsis Advanced Services is expected shortly to enter service having successfully completed trials with a number of operators in the EMEA region.

The solution quickly piggybacks onto existing messaging networks – both legacy and the new era. It runs on the Telsis Advanced Service platform, an extensible architecture that builds from one to many nodes as capacity demands.

Operators get a portfolio of six pre-built advanced text services, as well as the ability to develop and deploy their own unique applications on the platform. They can opt to configure each service to their own brand and usability preferences, and they retain direct in-house control over operation and billing. When live, all services are self-provisioned by phone users for the fastest and simplest market introduction.

“The route to sustainable and growing SMS revenues is to offer phone users more of what they want in the form of premium and value-added advanced services,” says Telsis sales director Pax Andersson. “Until now operators have used increasingly aggressive pricing to attract customers – a strategy which has directly led to the erosion of SMS revenues. Operators offering advanced services give phone users reasons other than price to migrate to them and to remain with them.”

With SMS-Archive a user need never lose another text message, even if their handset is lost, destroyed or damaged. Every message ever sent or ever received is automatically stored in a personal virtual safe in the network and can be browsed, printed and shared through the operator’s customer portal. Contract-dependent, archives will create a powerful incentive for phone users to stay with their existing networks.

Using SMS-Copy, subscribers command the network to send messages to their phone, and to a second handset of their choosing. SMS-Divert lets phone users control the delivery of text messages, for example by sending them temporarily to a friend’s or colleague’s phone, or to an e-mail address.

Subscribers to the SMS-Out of Office service simply send a normal text message to create their own unique auto-reply out of office or away notification message. The service mirrors the familiar out of office function offered by voicemail and e-mail, helping phone users maintain their connections with friends and colleagues even when away and out of direct contact.

SMS-Blacklist/Whitelist lets phone users configure a list of allowed and barred senders. It is expected to play a major role in ending the scourge of text bullying/grooming, and of other unwanted text. As an anti-bullying/grooming measure, it gives parents the ability for the first time to control who can send text messages to their children’s phones. Similarly, adult phone users can put a complete stop to the annoyance of unwanted messages on their own phones.

Completing the portfolio of services possible with Telsis Advanced Services platforms, Advertising Sponsorship enables operators to create saleable real-estate in the blank spaces of text messages for users who subscribe to or buy suitably discounted tariffs.



Contact: pressoffice@telsis.com

Telsis Limited, UK

T: +44 (0) 1489 76 00 00

www.telsis.com