

# Ericsson and Telsis Enable Vodafone NZ to Help Stop TXT Bullies

Ericsson and Telsis have partnered to deliver an enhanced Short Messaging Service (SMS) that will enable Vodafone New Zealand to protect their customers from text bullying.

Vodafone's Blacklist is a free SMS service that enables customers to control who contacts them, with the ability to block both unwanted SMS and MMS messages. It works by allowing a customer to stop messages getting through to their mobile device. If the customer receives an abusive or bullying text, they just send an SMS message to a Vodafone shortcode requesting the offending number to be blacklisted. The request is actioned automatically and immediately.

"Cyberbullying, and in particular text bullying, is a serious issue for our society. In a global first, Ericsson and Telsis have developed an innovative solution that enables Vodafone NZ users to have full control over their SMS service, thereby protecting themselves or family members," said Jeff Travers, Managing Director, Ericsson New Zealand.

"Our solution also includes the latest architecture for the SMS router, delivering a higher throughput capacity that enables Vodafone to easily expand its SMS service for customers in the future, without the need for additional hardware," said Mr Travers.

Vodafone New Zealand selected Ericsson and Telsis in 2005 to provide their SMS Routing platform as the foundation for its messaging network. The flexibility of the platform has enabled Vodafone to handle on-going organic growth in SMS volumes as well as seasonal peaks in demand. It now positions the operator to deploy advanced and innovative messaging services without the cost and disruption of major network changes.

Telsis marketing director Richard Webb says, "In deploying SMS Blacklist, Vodafone New Zealand has led the way by showing that network operators are uniquely placed in their ability to provide protection against text bullying".

Vodafone's General Manager of Consumer Marketing, Kursten Shalfoon, says, "This is one of several initiatives we've taken a leadership position on as part of our commitment to encourage our customers to use their mobiles responsibly. We're proud to be the first in New Zealand to offer this service and we've made it free so that all our customers can access Vodafone Blacklist when and if they need to."

"Ericsson and Telsis have combined to provide us with a powerful and flexible platform that will enable us to offer our customers a range of valuable and exciting new services," Mr Shalfoon says.

As part of the project, Ericsson provided local professional services and support services while Telsis provided the solution and delivery resources.

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#### About Telsis

Telsis products and services are in use with major mobile and fixed network operators worldwide. The company delivers high value mobile innovation in the service layer, providing text-based services that are easy to use, compelling, virally promoted, and available to all handsets and all users. In particular, the company has introduced architectural innovations for SMS networks that enable mobile operators to offer their customers a range of value-added protection, personalisation and archive services.

Telsis solutions also include SMS Routing and IN voice platforms, as well as media gateways for NGN and VoIP support.

<http://www.telsis.com>

#### About Ericsson

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 80,000 employees generated revenue of SEK 206.5 billion (USD 27.1 billion) in 2009. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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