

# Telsis predicts end to SMS unit price free fall as Advanced Services take hold

Operators will break free of downward pressure on the unit price of text messaging by deploying advanced SMS services. That's the confident message from voice and messaging specialist Telsis at Next-Generation Mobile Messaging, Barcelona, April 26-28.

In a keynote workshop, Telsis will argue that by 2014 when global SMS volumes are expected to top 11 trillion, the percentage of A2P and P2A traffic will have grown significantly as subscribers embrace advanced services.

SMS will be the simple, ultra-quick medium of choice for mobile banking, advertising and other applications. Subscribers will also be using a menu of advanced SMS packages such as protection, personalisation and vaulting, as well as fully custom applications built for significant segments. At the same time, operators will have reasserted and re-monetised their unique relationship with subscribers by promoting SMS as the always-on, on-all-phones link to social networking sites.

"We know that many operators are acutely concerned about the way price bundling is eroding the profitability of SMS," says Telsis head of marketing Stewart Easby.

"We're showing an alternative route to competitiveness that makes SMS more valuable for subscribers and service vendors – and in doing so enables unit prices to be maintained, volumes to be driven to new heights and which enables operators to strengthen their brands by taking a much more granular approach to segmentation and creating services for newly-identified groups of subscribers."

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 SMS Routing and IN voice platforms, as well as media gateways for NGN and VoIP support. Telsis has a long history of enabling operators to benefit from the introduction of innovative value added services, and is now leading the industry in defining a new global standard for SMS service usability and customer experience. Visit <http://www.telsis.com>



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