

Empower Upgrades Smart

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LONDON -- Empower Interactive, a trusted supplier of mobile data services infrastructure solutions for mobile operators, is working with SMART Communications Inc. to upgrade the capacity of the operator's messaging infrastructure. SMART first implemented modules of the Empower Interactive carrier grade Mobile Data Services Architecture (MDSA) in early 2003, installing an SMS Gateway to handle messaging traffic generated by various applications.

The MDSA enables advanced, intelligent handling of SMS/MMS traffic for person-to-person and application messaging.

Two core components are the Message Delivery Platform (MDP) and the Messaging Service Platform (MSP).

The MDP works in conjunction with existing legacy Short Message Service Centres (SMSCs) allowing operators to increase delivery efficiency, reduce cost-per-message and roll-out powerful revenue-generating services more quickly to optimise ROI on prior infrastructure CAPEX.

SMART installed the Empower MDP intelligent SMS router earlier in 2004 and this upgrade will enable the system to handle 4,000 messages per second. The MDP routes both subscriber-to-subscriber and subscriber to application messages across the SMART network and to subscribers on other networks.

MSP allows operators to connect unlimited external application/content developers to the core network to drive new revenue streams and new sources of competitive differentiation.

SMART is the largest mobile operator in the Philippines and one of the world's leading carriers of SMS. 45%-50% of its revenues come from SMS, and it has chosen to invest in additional SMS & MMS capacity to support ever-growing volumes of traffic across its network. Empower Interactive currently handles a quarter of all SMART's SMS traffic, and almost all of the operator's application traffic runs over Empower Interactive's MSP.

Richard Shearer, CEO at Empower Interactive, said: "SMART is an excellent example of how the mobile industry worldwide can maximise the potential of messaging. Efficient routing, being able to support new and innovative applications and connect multiple third parties to its network, quickly and easily, is vital to its success."

StJohn Deakins, Empower Interactive's Director Asia Pacific said: "SMART required a flexible, scalable and reliable infrastructure, so the Mobile Data Services Architecture is ideal. It offers the ability to upgrade both functionality and capacity as the need arises. As SMART continues to drive demand for new messaging applications, we are confident that that our award winning Mobile Data Services Architecture will provide a long-term technology solution."