

The **SC.Messaging Hub** platform is designed to route messages between any applications, systems, and subscribers. The platform is able to choose the most suitable delivery channel by taking into account many parameters.

The customers of the **SC.Messaging Hub** may be:

- SMS centers
- SMS hubs
- SMPP applications
- Android applications (via Google Push)
- iOS applications (via Google Push)
- Any applications integrated by HTTP/JSON/XML protocol (a custom protocol can be developed to order)

The following integration protocols are supported:

- MAP over SIGTRAN (M3UA, M2TP)
- MAP over SS7 SMPP
- Viber API
- Google Push API (Google Cloud Messaging)
- Several protocols based on HTTP/JSON/XML, including those supporting batch sending

The solution could be deployed both at MNO and at an independent participant of telecommunication market.

Key features

- Re-conversion of messages according to the interfaces and protocol versions of the sender and receiver
- Automatic routing and traffic distribution based on various criteria:
 - Time-based
 - Sender-based
 - Based on the price of the delivery channel
 - Based on the reason for failure of the previous delivery attempt
 - Based on the channels or channel groups limits
 - Based on the subscriber number (considering MNP)
 - Based on a predefined load distribution between channels
 - Based on channel priority
 - Based on the desired channel specified in the message
 - Based on the channel coverage by the MNOs, as well as on the receiver's MNO
- Setting up retry schedules separately for each type of delivery channels (SS7, SMPP, Viber, etc.)
- Fight against unwanted network traffic:
 - Mechanisms for detecting and blocking spam
 - Black and white lists for each incoming connection
 - Validation of messages
 - Validation of the sender's number or the Viber service name
- Applying throttling rules for both incoming and outbound traffic
- Delayed delivery of messages
- Flexible settings for modifying receiver and sender numbers
- Ability to use the platform itself for mass mailings
- CDR formation
- Statistics and report generation

In addition to delivering messages received from incoming connections, the platform supports the processing of responses from subscribers to those messages that were delivered by the Messaging Hub platform (Two-Way messaging).

The platform provides web interfaces for the administrator and users who configure their incoming connections to the platform and perform mailings by using it. The user interface allows to do mass mailings with the help of the platform itself. The following objects can be configured for this purpose:

- Receiver lists
- Receiver black lists
- Message templates
- Parameters of mailings

All the standard features are available for managing mailings: start, pause, restart, stop, etc. In addition to regular mailings, the platform allows to perform automatic mailings according to pre-configured schedules.

Benefits & advantages

- Support for various versions of SMPP and MAP protocols
- Powerful channel-enumerating capabilities
- Supporting of various scenarios for MNP realization
- It is possible to extend the message processing logic to meet the requirements of the customer
- The flexible independent buffer settings allow each connection to work both in Transit mode and in Store & Forward mode
- Multifunction reports in the administrator's and user's web interfaces — both for maintenance purposes and for mutual settlements
- Notifications and reports on the use of quotas and statistics are sent to users
- Variables can be used in messages
- Viber API is fully supported (images, buttons and emoticons in messages, settings for iOS, etc.)
- Emoji are supported