

Fact Sheet

TCS' mmsMail uses operator-branded, configurable outbound HTML email templates to facilitate consistent, two-way MMS messaging between mobile devices and email servers.

- Requires no network upgrades
- Integrates with existing MMSC infrastructure
- Generates additional MMS usage and revenue
- Drives MMS traffic by applying message filtering rules and introducing new MMS message designations
- Adapts to meet operator customization needs
- Operates on proven architecture
- Maintains high performance and scalability

Superior Control & Flexibility

mmsMail is an extension of TCS' Wireless Messaging Gateway™ (WMG), an integrated platform that provides operators with advanced messaging capabilities. mmsMail uses standard interfaces, connects to any transcoder or MMS composer application, and includes both operator and subscriber anti-spam screening, blocking (blacklist/whitelist) and filtering controls.

Optimized Network Architecture

mmsMail is a price-competitive, thin-layer application that relieves network load and enhances the performance of the operator's MMSC platform. The application leverages TCS' WMG to provide web-based, operator-grade OAM&P capabilities, geographically-distributed load balancing, high availability, and true active/active geo-diverse databases.

Consistent Operator Branding

mmsMail formats MMS messages into operator-defined HTML response pages that are compatible with all major email servers (AOL, MSN, and Yahoo!). The formatted page can be customized to generate additional revenue by including third-party sponsorship, advertisements, and co-branding.

How mmsMail Works

mmsMail reformats phone media content into Internet multimedia attachments (e.g. MPEG, JPEG, WAV, MP3, ect.), embeds the content within an email message body, and applies client-specific formatting rules to create and deliver an HTML-based multimedia email message. MMS reply messages are linked to the operator's MMS composer, and the completed messages are delivered to the handset via the operator's MMSC.

Key Features

- MM3/4 delivery functionality to MMSC(s)
- MM3 to SMTP/HTML protocol conversion
- Embedded HTTP re-direct functionality
- Message delivery and reply expiration
- Operator-defined HTML response page

Get Started Now

For a more detailed review of how TCS can help you meet your multimedia messaging requirements, call 1.866.356.3535 or email us at WMG@telecomsys.com. And learn about TCS' complete suite of products and services at www.telecomsys.com.

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