

MOCEAN SMS Firewall

Significance Of Mobile Data Revenue

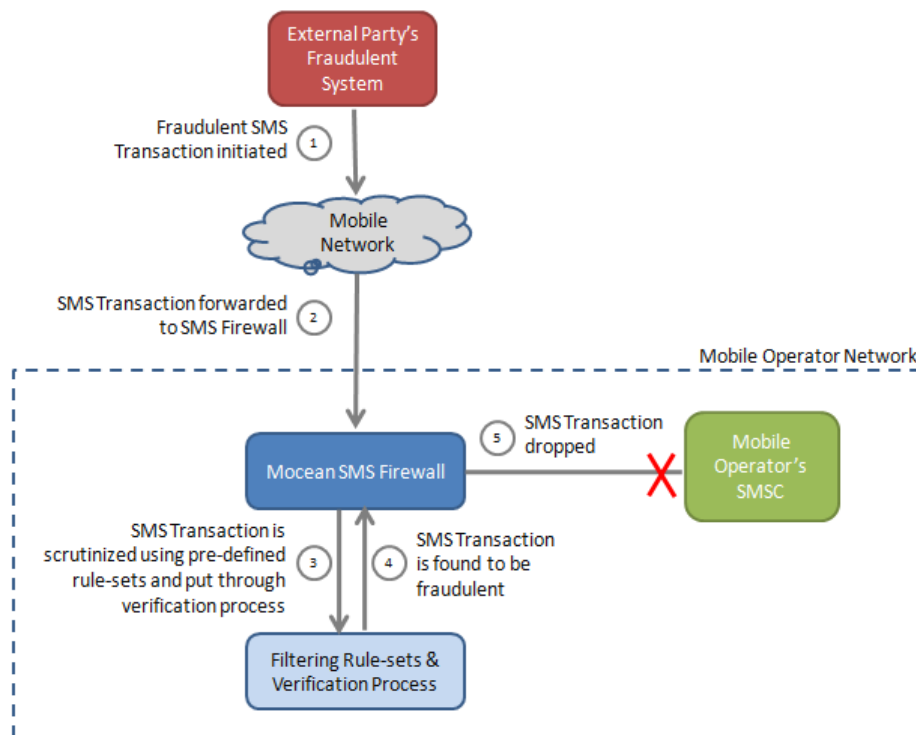
Mobile subscribers have reached 3.6 Billion subscriptions globally in 1st half of 2008 and are very likely to hit **4 Billion** by end of 2008 with **service revenues reaching USD\$ 800 billion** mark. Mobile data services, which SMS is one of its major elements, account for **20% of the global services revenue**. In some leading operators, data services contribution can be as high as 40% according to a report by Chetan Sharma Consulting. Therefore, any revenue leakages in mobile data services will cause a significant impact to revenue. SMS fraud against Mobile Operators includes spamming, fraud and illegal use of their SMSC resources. This resulted in:

- Mobile Operators losing SMS based revenues
- Higher CAPEX due to upgrades required to cater for unnecessary loading to the network resulting from fraudulent activities
- Inter-Operator interconnecting billing discrepancies
- Complaints from Subscribers, which may result in customer churn and lost of revenue
- Network failure due to fraudulent traffic

This issue needs to be addressed taking into consideration the importance of SMS revenue contributions.

Plugging The Revenue Leakage

SMS fraud on Mobile Operators involves mobile network manipulation; therefore a comprehensive technical solution needs to be looked into by Mobile Operators. **Mocean SMS Firewall** provides Mobile Operators the solution to **regain control over SMS revenue leakages**. It enables Mobile Operators to fight against **SMS Spamming, SMS Flooding, SMS Faking, SMS Spoofing** and **GT Scanning** activities.



Mocean SMS Firewall detects fraudulent activities efficiently

Key Features

- **Comprehensive Filtering Rules**
Mocean SMS Firewall provides Mobile Operators with capability to counter SMS Spamming, SMS Flooding, SMS Faking, SMS Spoofing and GT Scanning activities with its comprehensive filtering mechanisms. This allows Mobile Operators to detect and take pro-active action as quickly as the attack is detected.
 - **GSMA Specification Based Solution**
Mocean SMS Firewall is developed in accordance with GSM Association IR.71 SMS SS7 Fraud Prevention specifications.
 - **Command Centre Dashboard**
Mocean SMS Firewall comes with a Monitoring Dashboard GUI that allows Mobile Operators to have an immediate view of the suspected fraudulent activities as it is being conducted. Immediate action can be taken.
 - **Reporting**
The platform comes equipped with reporting functions that allows the Mobile Operator to have an overall view of the results of tests conducted. Data can be printed out as proof for action required. This will allow them to take the necessary legal and pervasive action to curb further abuse of their network.
 - **User Friendly OA&M Interface**
Mocean SMS Firewall comes with easy to use GUI to allow the operations team to easily manage the system. This provides shorter learning curve and more importantly, lowering possibility of human errors. As the GUI is web based, it also makes it easier for the operations team to access it anywhere over a secure connection.
 - **System Performance Monitoring**
Built in system monitoring capabilities provides status of system elements and traffic statistics for easy management. Alerts can also be sent out for notification purposes. The system can also optionally be integrated to external Network Monitoring system via SNMP, allowing Mobile Operators to have a consolidated monitoring platform.
 - **Fault Monitoring**
The SMS Firewall solution provides a Fault Monitoring dashboard, showing users the health of the SMS Firewall system such as SS7 link status and system services to ease maintenance of the system. SNMP is also supported for Fault Monitoring purposes.
 - **Multiple System User Access**
In order to allow better security and integrity of the fraud detection results, the platform allows Mobile Operator to set multiple user access rights. This enables better security control of information and data of the platform.
 - **Optional Fraud Traffic Simulator**
Mobile Operator has the option to also purchase Fraud Traffic Simulator to simulate fraudulent traffic for testing or training purposes.
- Contact us today to learn more on how **Mocean SMS Firewall** can assist you plug your revenue leakage caused by SMS fraud activities.