

Using the intuitive iBMS GUI a VASP can build their content-rich MMS messages directly on the iBMS Server.

iBMS can be deployed as part of your existing MMS infrastructure or as a separate entity working within your network.

iMMedian's iBMS is a dedicated solution for fast, direct delivery of A2P MMS Messages. Easily integrated into your existing MMS infrastructure, iBMS lets you meet the instantaneous capacity demands of an expanding A2P MMS market.

Using iBMS for all of your A2P MMS traffic allows your value-added-service providers (VASP's) to send content rich messages to thousands of recipients simultaneously. iBMS integrates into your existing MMS infrastructure without the capacity bottlenecks that your traditional P2P MMSC provides and without the need for costly infrastructure and licensing upgrades. iBMS is a purpose-built A2P MMSC with optimised storage, processing and delivery mechanisms.

How it Works



Features

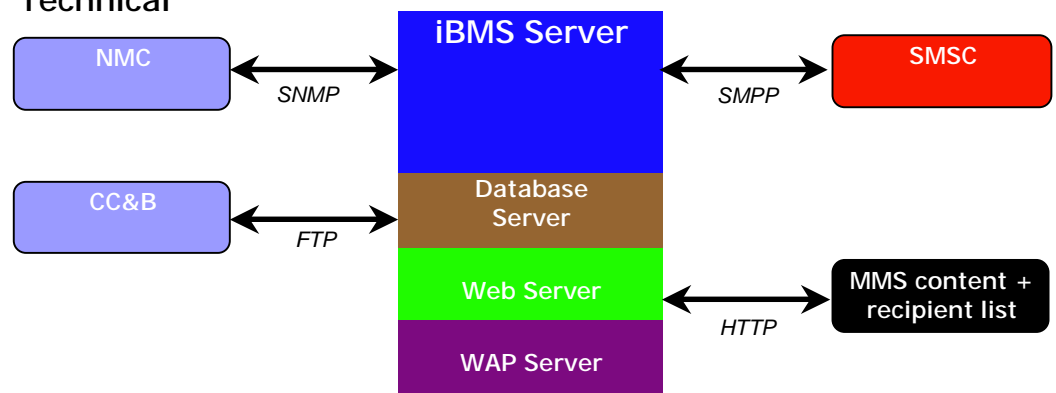
- Manage and deliver A2P MMS traffic independently from your P2P MMSC
- Flexible integration with your existing MMSC infrastructure
- Comprehensive reporting and statistical analysis
- Simplified Management via intuitive web-based GUI
- Scalable to meet growing volumes
- Content protection with DRM Wrapping
- Nominate delivery date and time for campaign management
- Can manage on-net and/or off-net traffic depending on configuration



Benefits

- Take advantage of growing demand for 3rd Party MMS content
- Save money by removing the need for capacity upgrades for expensive P2P MMSC infrastructure
- Improve Quality of Service for P2P MMS traffic by removing A2P traffic
- Create a new revenue stream from MMS VASP's
- Remove the impact of A2P traffic bursts on P2P MMSC's
- Leverage of 3rd Party creativity and activity
- Integrate seamlessly into your existing MMSC network with no impact to existing usage

Technical



iBMS is purpose built as the ideal solution for fast, direct delivery of bulk MMS Messages. It has four (4) main components:

- iBMS Server- the central processing part of the application and manages the delivery of all messages, including the MMS notification via the operators SMSC infrastructure. Also manages O&M alarms.
- Database Server – stores CDR's and is used for statistical reporting and analysis
- Web Server – receives details of messages (content and recipients) from the VASP via the iBMS GUI
- WAP Server – may be deployed behind the existing WAP Gateway or integrated to bypass the WAP Gateway and avoid any licence and capacity limitations on the existing WAP Gateway.

About iMMedian

Immedian is a privately owned Australian company specialising in content, applications and technology in the mobile telephony area. Immedian was formed in August 2006 through the merger of Whitesmiths Pty Limited and lamEmo Pty Limited and brings together expertise in product development, channel management, content creation, marketing and program management.

For more information about iBMS, and iMMedian's complete product suite please contact us!