

# SMS FIREWALL SERVICE

Cloud-based messaging protection



In the age of increasing margin pressure, operators face uncontrolled security attacks such as SMS spamming, faking, and flooding combined with increasing customer complaints and missed revenue.

## GUARD AGAINST UNWANTED SMS TRAFFIC

With the increasing number of A2P messages from Over-The-Top players, Brands, Enterprises, and M2M, operators are looking for ways to unleash their power for fully monetizing A2P termination in their network.

Unsolicited SMS messages pose the following problems for an operator:

- Higher network capacity requirements
- Reduced end-user service experience
- Increased instances of billing fraud
- Damaged image and brand
- Reduced interconnect capacity and increased interconnect disputes

## SERVICE SNAPSHOT

The iBASIS SMS Firewall service protects the operator's network from unsolicited SMS traffic such as SMS spoofing, SMS flooding, SMS faking and spamming as defined in GSMA IR.70. The iBASIS SMS Firewall service offers a cloud-based subscription-based model, which enables operators to avoid the large up-front costs of installing a SMS firewall on their own premises.

- Cloud-based subscription model, avoiding high up-front cost of on-site installation
- First layer of protection: On SS7 level, the SMS Firewall protects against SMS faking and spoofing.
- Second layer of protection: Content screening and pattern analysis. This covers protection against spam and flooding based on keyword filtering and pattern detection.

## KEY BENEFITS

Fully protects the network, as fraudulent SMS traffic is blocked before it enters the network

Provides an OPEX model instead of a CAPEX model and avoids large upfront investments for operators

Protect subscribers from receiving unwanted messages

Protect subscribers from fraudulent charges resulting from false originator information

Prevent incorrect termination fees from other operators

## BE THERE FIRST

Looking for a customized solution?

Talk to one of our specialists  
at [solutions@iBASIS.net](mailto:solutions@iBASIS.net).

## ABOUT iBASIS GLOBAL MOBILE SIGNALING

Covering more than 660 destinations worldwide, the iBASIS Global Mobile Signaling (GMS) service is a complete signaling package that offers 99.999% availability and worldwide reach. When you let iBASIS take care of your signaling needs, you can rest assured that your customers are served with best-in-class connectivity all around the world. The service offers various connectivity options including IPX, SIGTRAN EVPN or TDM along with origin and destination-based routing capabilities for both SCCP and MTP traffic. iBASIS provides international network management with 24/7 network monitoring, 99.999% service availability and 24/7 support from our global operations center. iBASIS presents a holistic approach for signaling that delivers maximum value for international roaming and SMS. The iBASIS Signaling Suite below represents the value-added services along with the LTE Signaling eXchange (LSX) that offer seamless evolution from SS7 signaling for 2G/3G networks to Diameter signaling for 4G networks.

### THE COMPLETE PACKAGE

Innovation Network Protection		Increase Profitability Increase Roaming Revenue			Avoid Fraud Disputes	
VAS	ITU-ANSI Conversion	SMS Firewall	SIR Signaling Intelligence Report	Preferred Roaming	Welcome SMS	Dual IMSI Roaming
Signaling Services	Global Mobile Signaling					
	LTE Signaling eXchange					
Transport Layer	TDM/IP/IPX					

## ABOUT iBASIS

iBASIS is the leading communications solutions provider enabling operators and digital players worldwide to perform and transform. Powered by Tofane Global, iBASIS represents an estimated USD 1+ billion in annual revenue, is the third largest wholesale voice operator, ranks as the Top 3 LTE IPX vendor with 700+ LTE destinations and serves 1,000+ customers across 18 offices worldwide. iBASIS optimizes access, connectivity, and value-added solutions, so customers achieve high return on voice, mobile data, and IoT requirements to be first in their respective markets and in the digital era.

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