SAP Solution Brief
SAP Digital Interconnect
SAP Messaging Proxy 365

Objectives

Solution

Benefits

Quick Facts

Split Traffic into A2P and P2P Streams and Route for More-Profitable Delivery

SAP

The Best-Run Businesses Run SAP®

Optimize network investments and open new revenue streams

As subscribers shift to communication formats such as chat apps and social media, revenue from person-to-person (P2P) traffic is beginning to stabilize. Application-to-person (A2P) messaging traffic volume is growing, but A2P messages can be hidden in P2P traffic where it slips by without detection or payment. The SAP® Messaging Proxy 365 mobile service offers a profitable solution.

Mobile network operators (MNOs) may think of messaging as a legacy service undeserving of continued support and resources. SAP Messaging Proxy 365 challenges this thinking by enabling operators to extract more value from existing infrastructure investments. Through simplified management of A2P and P2P messages, and outsourcing short message service (SMS) transmissions, operators can better monetize SMS traffic and offer enhanced messaging services.

SAP Messaging Proxy 365 is a cloud-based service hosted and managed by the SAP Digital Interconnect group, formerly SAP Mobile Services. This service enables the splitting and routing of A2P and P2P messages to the appropriate platform for more accurate delivery to subscribers and invoicing of messaging traffic. Operators simply reroute messaging traffic to the cloud service and SAP Digital Interconnect does the rest. Through SAP Digital Interconnect, you can increase your messaging traffic volume to reach millions of mobile subscribers and grow your revenue stream.

Route and deliver messages more quickly and accurately

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Transform legacy messaging services with confidence and ease

SAP Messaging Proxy 365 collects messaging traffic in a single feed, regardless of how you connect – whether you use Signaling System 7 (SS7) or Internet protocol (IP). The service classifies the messages as either A2P or P2P and sends them along the highest-quality route to the relevant platform for delivery and billing. P2P messages are routed through the SAP SMS 365 mobile service while A2P messages are routed to SAP SMS 365, enterprise service. The figure on the next page illustrates how the service works. Throughout this process, you maintain visibility and control, and

online tools enable accurate reporting on all A2P and P2P traffic.

The SAP Digital Interconnect team handles local industry and regulatory requirements, enabling you to further optimize the services you provide to enterprise customers. The combination of better routing of messages and enhanced services creates better, more accurate, and highly effective ways for enterprises to reach your subscribers, which, in turn, opens new revenue opportunities for you.

Drive revenue by relying on SAP Digital Interconnect to manage your messaging traffic for more profitable SMS routing and delivery.
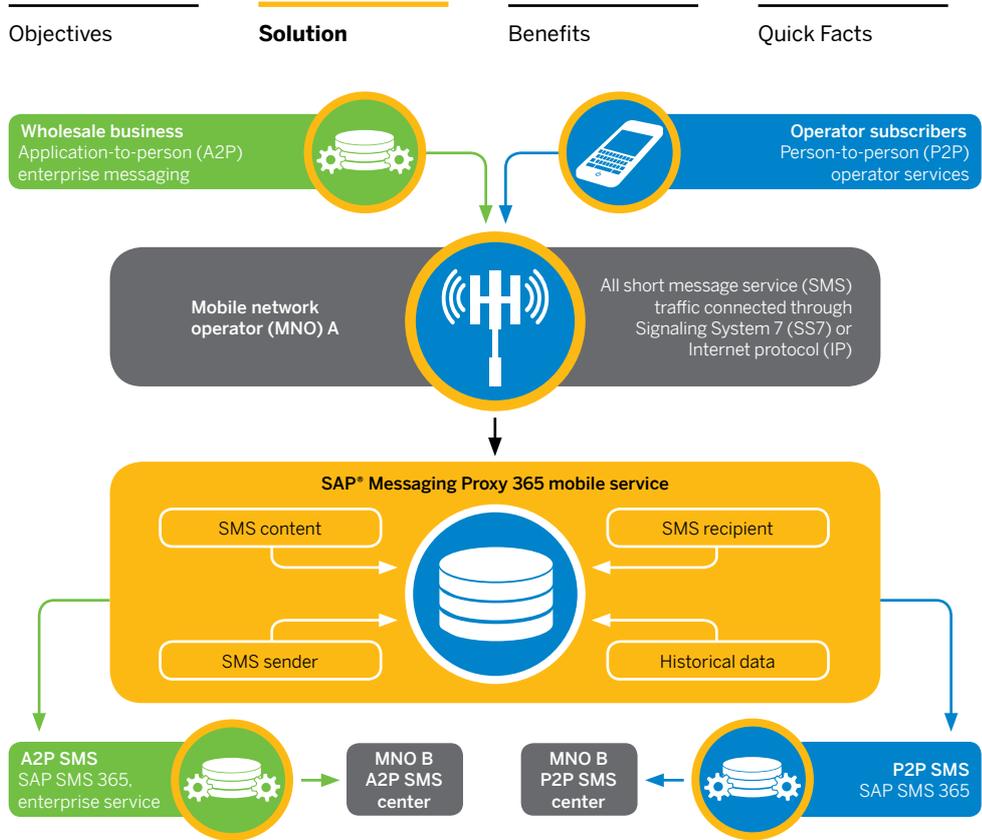
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Route and deliver messages more quickly and accurately

Transform legacy messaging services with confidence and ease

Wholesale business
Application-to-person (A2P) enterprise messaging

Operator subscribers
Person-to-person (P2P) operator services

Mobile network operator (MNO) A

All short message service (SMS) traffic connected through Signaling System 7 (SS7) or Internet protocol (IP)

SAP® Messaging Proxy 365 mobile service

SMS content

SMS recipient

SMS sender

Historical data

A2P SMS
SAP SMS 365, enterprise service

MNO B A2P SMS center

MNO B P2P SMS center

P2P SMS
SAP SMS 365

Figure: Automated classification and routing of messages to the right platform for delivery

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Transform legacy messaging services with confidence and ease

Route and deliver messages more quickly and accurately

Transform legacy messaging services with confidence and ease

Through SAP Messaging Proxy 365, you can transform legacy messaging services into a renewed source of incremental revenue. Using your existing infrastructure, SAP Messaging Proxy 365 enables better solutions and practices for messaging traffic management. It saves your internal IT department and teams the time, cost, and risk of trying to develop, deploy, and manage an on-premise middleware solution.

Delivered by SAP Digital Interconnect, a proven and trusted partner in the mobile ecosystem, SAP Messaging Proxy 365 helps operators reduce complexity and increase revenue. Because it's a managed, cloud-based service, SAP Messaging Proxy 365 requires neither capital expenditure nor additional investment in networks or hardware. Operators need only to reroute traffic to the service, enabling them to derive additional value from existing assets with relative ease. It frees operators to focus resources – whether assets or employees – on daily operational tasks as well as higher-priority needs.

Reduce complexity and add a managed, cloud-based service, and you're on your way to drive incremental messaging revenue.

Simplify, optimize, and monetize outbound traffic

By more accurately classifying and routing your A2P and P2P messages, SAP Messaging Proxy 365 allows you to realize numerous benefits, including:

- **Maximized use** of your existing infrastructure and network capacity
- **Improved revenue** by optimizing existing messaging streams and closing revenue leaks
- **Increased monetization** by bringing higher-quality traffic into your network, identifying and unblocking "illegitimate" P2P traffic, and properly routing it so you can capture your rightful revenue

- **Reduced complexity** by connecting messaging streams to SAP Digital Interconnect using existing points of contact for automated classification and routing of messages to the right platform for delivery
- **Faster time to value** by using a managed, cloud-based service that avoids additional capital expenditures and the commitment of internal resources to manage an on-premise solution
- **Increased visibility and control** of messaging traffic with online reporting tools
- **Better long-term investment** by adopting a future-proof platform that is supported and maintained by SAP

Realize faster time to value with a managed, cloud-based service that allows you to maximize the utility of existing network capacity.
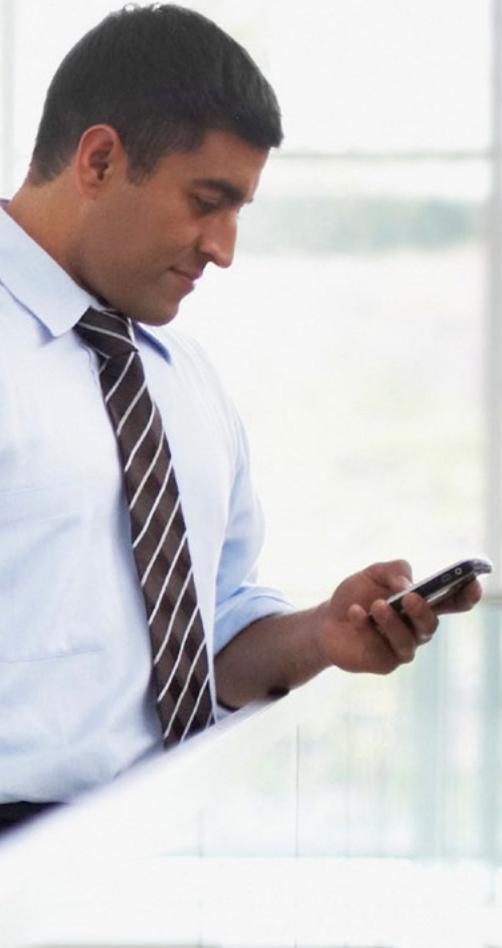
Objectives   Solution   Benefits   **Quick Facts**

Summary

The SAP® SMS Messaging Proxy 365 mobile service is a managed, cloud-based service that helps operators with business simplification, infrastructure optimization, and monetization of outbound messaging traffic. The service receives all messages in a single feed regardless of connection type, separates application-to-person (A2P) and person-to-person (P2P) messages, and routes them to the right platform for fast and accurate delivery and payment.

Objectives

- Monetize existing infrastructure and close revenue leaks
- Separate global messaging traffic into A2P and P2P streams
- Increase messaging revenue by increasing A2P services
- Outsource A2P and P2P services to focus IT resources and capital on other projects

Solution

- Receipt of all messaging traffic, regardless of connection type
- Classification and routing of A2P and P2P messages to the relevant platform for processing and forwarding to the destination operator
- Billing based on the platform of delivery
- Reporting for visibility into all A2P or P2P traffic

Benefits

- Improved incremental messaging revenue
- Better utilization of network capacity
- Reduced complexity of message delivery through automated classification and routing
- Faster time to value and sound, long-term investment through a proven, cloud-based service

Learn more

To find out more, call your SAP representative today or visit us online.

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