



Information Sheet | Intelligent Hubbing 365

Connect Better with the Advanced SMS Hubbing Service



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Summary

The Intelligent Hubbing 365 mobile service provides mobile operators like you with exceptional flexibility for SMS interoperability. It picks, on the fly, the most cost-effective and highest-quality SMS route, anywhere in the world. The service enables you to have the best of both worlds – bilateral connectivity with valued partners and the convenience of a completely outsourced, hub-based, SMS interworking solution.

Objectives

- Maintain existing bilateral connections and investments and, at the same time, leverage hub-based connections to reach the world
- Leverage our globally distributed number resolution system (NRS) that supports number portability in many key regions around the world

Solution

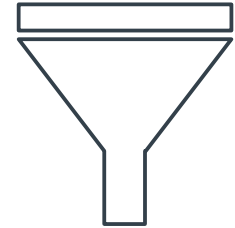
- Ability to specify which partner operators should be supported through Intelligent Hubbing 365
- Routing of all international SMS traffic to our hub
- Return of bilateral traffic from our hub to the operator
- Delivery of bilateral messages by the operator, with the rest delivered through our hub

Benefits

- Full outsourcing of complex routing, enabling significant cost savings while maintaining full control of route selection
- Major improvements in reach and quality by delivering messages to destinations not available through an operator’s current bilateral agreements

Learn more

For more information on how this mobile service can benefit your business, contact our sales team today or visit us [online](#).



We process more than 1.8 billion SMS messages per day and reach over 7.3 billion mobile devices with connections to more than 1,000 operators around the world. This rich experience makes us the perfect partner for mobile operators striving to meet the challenges of optimizing costs and efficiency.

Intelligent Hubbing 365 leverages advanced origin-based routing features that allow the hub to act as a centralized point of aggregation for SMS connectivity. It screens and delivers traffic to the correct destination using either a bilateral or hub-based delivery model. The service provides connectivity to either hub or bilateral routes on a per-destination basis.

What's more, it generates cost savings for operators by choosing the most effective route between hubs and bilateral destinations.

Intelligent Hubbing 365 is agnostic to short message service center (SMSC) type and includes additional support for Telepath SMSCs. It uses SS7 or SMPP connectivity. It also includes an option to evolve to SIGTRAN through the IPX 365 mobile service, which reduces signaling costs, helps ensure quality of service, and enables evolution to an all-IP service portfolio.

The solution is fully transparent to your routing network configuration, removes the need for cumbersome and complex modification of routing tables, and allows you to focus on strategic activities.





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Sinch brings businesses and people closer with tools enabling personal engagement. Its leading cloud communications platform lets businesses reach every mobile phone on the planet, in seconds or less, through mobile messaging, voice and video. Sinch is a trusted software provider to mobile operators, and its platform powers business-critical communications for many of the world's largest companies.

