Information Sheet | MMX 365

Enrich Multichannel Communications with Multimedia Messaging Service

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Summary

Multimedia messaging lets people connect with one another by using their mobile devices to share images, audio, and video. The MMX 365 mobile service, a comprehensive operator-grade multimedia messaging service (MMS) interoperability solution, enables mobile operators to exchange MMS messages anywhere in the world. MMX 365 helps you quickly and reliably deploy interoperator MMS services that meet changing personal messaging requirements, regardless of your mobile network type, business model, or specific requirements.

Objectives

- Reduce the cost and complexity of managing interoperator multimedia messaging services
- Gain global reach with one service provider, contract, and connectivity

Solution

- Operator-grade MMS interoperability service with global reach
- Direct, IPX, or secure IP network connectivity
- Full range of media type detection (for images, audio, and video) and transcoding support
- Group message support
- Global number portability and numbering plan management
- Traffic reporting, monitoring, and billing

Benefits

- Full outsourcing of complex interoperator multimedia messaging routing and billing activities, enabling significant cost savings while maintaining full control
- Greater customer satisfaction, thanks to enhanced quality of service

Learn more

For more information on how MMX 365 can benefit your business, contact our sales team today or visit us **online**.

MMX 365 is a hosted interoperability service that allows operators to offer rich media capabilities to mobile users. The service is tailored to the specific business models and technical requirements of mobile service providers in national, regional, and global markets.

Based on a fully integrated global interoperability network, MMX 365 has multiple geographically diverse nodes. It provides secure network connectivity for multimedia messaging service (MMS) interoperability through the MM4 interface. The service supports Internetwork Packet Exchange (IPX) connectivity through the IPX 365 mobile service, so operators can use it with services such as SMS, voice, and data roaming.

MMS message transcoding helps optimize message delivery, content quality, and platform performance. The service enables multimedia message transcoding based on the media format, message

size, and MIME type support of each destination operator. To optimize message delivery to the destination network, the service maintains operator profiles and other operator capabilities and limitations.

MMX 365 acts as a single-source clearinghouse for MMS interconnections for domestic and international traffic. Integrated traffic reporting and advanced messaging analytics support statistics, analysis, and tracking and the mining of messaging traffic. Plus, global number portability and numbering plan management help ensure a high MMS delivery rate – enhancing deliverability and the customer experience.

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