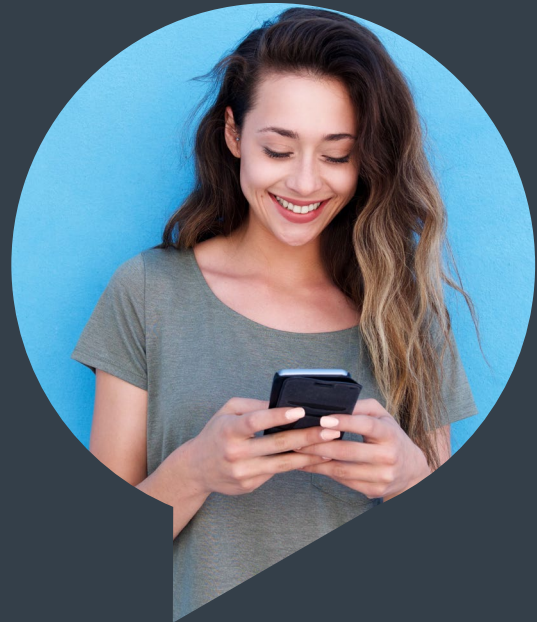




Objectives | Solution | Benefits | Quick Facts

Solution Brief | IPX 365

IPX 365: Putting Quality and Reliability First



sinch

Connection quality is what matters most

Mobile Network Operators (MNOs) know the value of Internet Network Packet Exchange (IPX) as a standards-based telecommunications interconnection model. With IPX, value is measured in **quality and reach** – the ability to make high-quality, reliable connections across the mobile ecosphere consistently and on demand.

We've designed the IPX 365 mobile service to deliver this level of value and performance.

IPX 365 is a portfolio of essential interconnection services that supports:

- **Roaming services** – GRX 365, Roaming Signaling 365, and LTE 365, Diameter hubbing
- **Packet voice services** – Roaming traffic as well as international direct dial (IDD) traffic, and Voice over LTE (VoLTE) interworking and roaming
- **Messaging services** – SMS 365, MMX 365, Intelligent Hubbing 365, Messaging Proxy 365, and SMS Firewall 365

IPX 365 is built on a global operator-grade multiprotocol label switching (MPLS) IP backbone – one that is isolated from the public Internet to provide a highly secure environment. It is also fully compliant with all relevant GSMA requirements. With a resilient core infrastructure that is engineered for 99.999% availability, you can trust IPX 365 to connect your customers to the world without a hitch.

Connection quality is what matters most

Peering improves reach and experiences

When your customers are traveling and cannot access a reliable connection, or they try to make an international phone call that won't connect, their problem becomes your problem – especially when they contact you to complain. To minimize such complaints and deliver the best experiences possible, what's needed are services that interconnect you to the wider value chain of other mobile operators.

The fact is, no single IPX provider has the reach to serve the entire end-to-end value chain on its own. For your customers who increasingly demand the same level of service no matter where they may be in the world, it is the ability to connect to other operators that, in the end, delivers reach and value. This is where IPX 365 can help.

IPX 365 delivers excellent global connectivity, both through direct connectivity and through peering, based on extensive experience and know-how. Through the years, we have been first to market with GPRS roaming exchange (GRX), MMX, GSMA-compliant Voice over IPX, and LTE roaming. Today, our offering is a single IPX domain that combines the benefits of our extensive LTE roaming footprint with state-of-the-art IPX Voice and VoLTE capabilities from PCCW Global – all offered through a single, dedicated network connection. If security, quality, and reliability are what you seek for your customers, IPX 365 is what you need for your business.

Peering improves reach and experiences

Services built on trust and reliability

Services built on trust and reliability

Voice Connect

IPX 365 offers a high-quality packet voice-routing service that controls termination rates by identifying the “ownership” of the destination number and routing calls directly to the right network. In countries with mobile-number portability, this service can correct the destination network for ported numbers, enabling direct routing of calls.

Roaming Services

When it comes to roaming, the GRX 365 mobile service provides connectivity to all of your roaming partners. It has a direct footprint that includes a number of major brands. It also extends to full global coverage through value-based peering. GRX 365 includes a globally distributed domain name system (DNS) service.

Messaging Services

We support SMS and MMS messaging services with hubs that process 1.8 billion messages per day, reaching more than 1,000 operators and 7.3 billion subscribers. The MMX 365 mobile service allows you to send and receive MMS messages to and from other operators through a single IP connection, under a single commercial contract. The SMS 365 mobile service, meanwhile, offers a fully integrated solution for SMS interoperability that also supports national, regional, and global markets with tailored configurations. Both MMX 365 and SMS 365 are available as services accessible through a connection to the IPX 365 network.

Peering improves reach and experiences

Services built on trust and reliability

The value and performance you can depend on

Ultimately, IPX 365 delivers the value and performance you need to serve your customers better by consistently meeting expectations for flawless service. Reflected in our offerings is a level of expertise based on years of first-to-market experience. When service reliability is the differentiator that keeps your customers satisfied, you can put your trust in IPX 365.

IPX 365 is independent, comprehensive, and built on a single, owned backbone:

- **Independent:** IPX 365 is not part of a mobile operator group. Rather, it acts as a trusted, neutral partner with no conflicting interests. This means that our services are always focused on delivering value to you and your customers.

- **Comprehensive:** IPX 365 offers data roaming, voice, and messaging services. This means the simplicity and convenience of one-stop shopping for you and your customers.
- **Built on a single, owned backbone:** IPX 365 is not a mesh of different segments. Rather, it delivers mobile services on a single, seamless global network leveraging the Tier 1 IP network of our partner, PCCW Global. This means reliable, consistent operational and technical excellence for you and your customers, as well as premium quality of service (QoS) monitoring and data analytics reporting with cutting-edge count per destination for bandwidth and data volumes.

The value and performance you can depend on



When **service reliability** is the differentiator that keeps your customers satisfied, you can put your trust in IPX 365.

Summary

IPX 365 mobile service is a portfolio of essential interconnection services that offers one-stop shopping for roaming, voice, and messaging services. Delivering peering services based on extensive experience and a solid reputation in the industry, this service offers a single IPX domain that combines the benefits of our extensive LTE roaming footprint with state-of-the-art IPX voice and voice over LTE capabilities from PCCW Global – all offered through a single, dedicated network connection.

Objectives

- Make high-quality, reliable connections across the mobile ecosphere
- Serve customers better with consistent mobile service
- Leverage peering expertise to expand service reach

Solution

- Voice connect services that control termination rates by routing calls to the right network
- Roaming services that combine a direct footprint of mobile service provider networks with value-based peering for global coverage
- Messaging services that reach billions of subscribers with support for SMS, MMS, and MMX protocols

Benefits

- Quality and reliability based on years of experience and market leadership
- Greater customer satisfaction with consistent service and global reach
- Convenient one-stop shopping for voice, roaming, and messaging services

Learn more

To find out more, contact our sales team today or visit us **online**.





www.sinch.com

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.

