



SMS Reporting

1.9 Trillion SMS messages were sent or received in the US in the last year

With such staggering numbers, SMS is clearly at the forefront of Wireless Service Provider's offerings with tiered and unlimited plans. However, with a 2,000% increase in SMS in the past 4 years, Service Providers need to stay on top of usage trends, growth and its impact on their systems.

With SMS reporting, you'll have:

- **Visibility and Control** - Margin and cost management of existing services, anticipate and manage traffic and resource needs.
- **Improved Forecasting and Planning**- Validate existing and future service offerings, manage and plan for network capacity.

WHY CONNECTIV SOLUTIONS?

Connectiv Solutions helps some of the largest Service Providers in North America understand their variable usage cost and eliminate \$100s of millions in expenses. Our solutions and services are analyzing nearly 10 billion CDRs a month supporting Carrier Management, Engineering and Finance organizations.

Contact Us Today!

Call **240.223.8080** to learn more or email sales@connectiv-solutions.com.



Connectiv Solutions offers the most comprehensive SMS reporting services available today with:

Cost/Margin Management

- Detailed bill validation audits against third party inter-carrier aggregators for SMS delivery (switch-to-bill)
- Validation per message or by unique subscriber
- Leverage reporting to support future negotiations with aggregators

Fraud Monitoring

- Identify and pinpoint potential SMS fraud by terminating country or carrier
- Report on high volume originating or terminating numbers
- Identify handset or network issues via excessive retry attempts

Revenue Assurance

- Eliminate potential SMS revenue leakage and increase ARPU
- Audit subscriber billing systems against bills produced in the SMSC platform

Marketing Analysis

- Understand subscriber adoption and interest on SMS short-codes (e.g. Facebook and Twitter)
- Quantify marketing campaign success

Network Capacity Management

- Quickly and easily obtain critical busy hour statistics to properly manage and size your SMSC platform
- Deliver total message delivery attempts (MDAs) and peak MDAs/sec across the network
- Perform necessary validation against vendor assumptions
- Resource investment recommendations

Network Planning/LTE Transition

- Gain insight into SMS traffic patterns (state, carrier, country)
- Leverages LNP dipping to ensure proper code holder is listed in our reports
- Leverage traffic patterns to assist in future network sizing, peering opportunities (SMS over IP)