Content Delivery and Management System (CDMS)

4N TeleSoft

Smart Revenue Solutions For Telecom

4N TeleSoft Content Delivery and Management System

Mobile operators are deploying new revenue generating multimedia messaging infrastructure to provide multimedia messaging services (MMS) to their customers/subscribers. MMS is very similar to SMS from a business perspective and forecasted to make a big impact in the market. Many operators/content providers who are offering content for MMS are today faced the challenge of delivering and managing the MMS content. To deliver MMS content to end subscribers, new protocols and infrastructure needs to be developed by operators/content providers. Content providers typically use protocols like SMPP/CIMD/UCP to connect to SMSC and deliver SMS content. Similarly, content providers have to connect to a new network infrastructure network element called MMSC to deliver the MMS content.

To allow the operator to deliver and manage the MMS content efficiently to the MMS subscribers, 4N TeleSoft has developed a MMS Content Delivery and Management System (CDMS). CDMS provide the easy mechanism, enabling the operator to manage and upload the content to deliver it to the end user.

CDMS allows the operator to connect to different content providers using a variety of protocols such as SMTP, HTTP and FTP.

Commercial Grade Platform

4N TeleSoft CDMS is a carrier grade platform, which has undergone trials in several live networks and has been commercially deployed.

Deployable in CSD and GPRS/CDMA2000 1X Networks

4N TeleSoft CDMS can be deployed in a regular GSMCSD/CDMA environment and can seamlessly work in GPRS or CDMA2000 1X networks.

Interoperability with other MMSCs

CDMS system has been already tested in commercial environments with major leading MMSC vendor's equipment like Nokia MMSC, Ericsson MMSC and 4N TeleSoft MMSC.
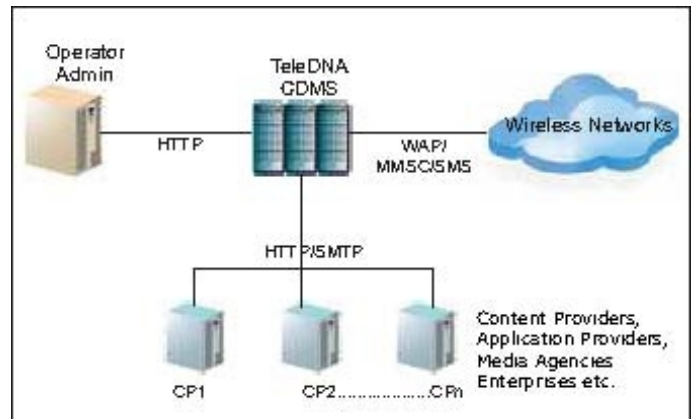
Better Price to Performance Ratio

4N TeleSoft CDMS is built on robust standard Intel servers with Linux OS. CDMS reduces the dependency on content providers and ease of managing content data yields better price for performance ratio, which can reduce the cost of ownership.

Scalable and Cost Effective Business Models

CDMS has the capacity to handle 10 of thousands of users with multiple contents. 4N TeleSoft offer a flexible business model to meet customer's commercial requirement.

Network Overview

CDMS has the concept of agent that allows administrator to create accounts based on content provider. Each agent account has different categories based on type of content. The upload can be done by using single file upload or a bulk upload into a category from a given directory.

Agents can broadcast the content from the content server to a specified category name. The MMS users who have subscribed to the category of the content will only receive the specific content.

Key Features

Scalability

4N TeleSoft's distributed software architecture is highly scalable to handle the traffic from 5 tps to 200 tps and more, supporting thousands to few million subscribers.

Availability

4N TeleSoft's high availability layer with redundancy and isolated fault zones can provide the much needed 4 Nines availability for the platform. High availability software layer supports minimum downtime.

Interoperability and Integration

4N TeleSoft's flexible, loosely coupled architecture and standard IP based API interfaces smoothens integration and interoperability with third party MMSC, WAP/Mobile Gateways, SMSC, Billing Servers, AAAs, and User Profiles. The 4N TeleSoft CDMS has been tested with all commercially available MMS phones in the market.

Optimization Intelligence

4N TeleSoft's optimization intelligence provides an efficient and optimized means of downloading the media to a variety of mobile devices. Smart download resume and recovery features are built into this module. This feature is supported with 4N TeleSoft's CDMS Client.

Standard Billing and O&M Interface

4N TeleSoft's CDMS provides a standard IP based billing interface for third party billing servers to collect billing records (CDRs) and produce accounting and statistical reports. A standard SNMP based interface enable to easily integrate the platform into the network operators O&M.

Prepaid Support

Prepaid billing support is provided using standard interfaces like HTTP/XML connecting to several standard prepaid vendor platforms.

Security and Dispatch Support

Necessary filtering and tracking is supported to avoid attacks from anonymous sources. Timer based dispatch messaging support is also provided for time sensitive applications.

Standards Compliance

The 4N TeleSoft CDMS complies with 3GPP standards.

Platform Support

The 4N TeleSoft CDMS is built on high density, highly available and highly scalable Linux OS with Intel Based Servers.

Reverse Billing and Application Service Provider (ASP) Support

The 4N TeleSoft CDMS supports the concepts of reverse billing which is useful in offering this service by an independent Application Service Provider (ASP). Carriers can use an independent ASP's CDMS to provide content services to their customers.

Standard Functional Features Support

The 4N TeleSoft CDMS supports standard functional features like Provisioning through SMS, Pull content from any existing category, Download wallpapers, Ring Tones or J2ME Games on to the mobile through WAP browsing.

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