SMS Firewall

SMS fraud and spamming create a lot of problems to mobile operators in these days, from subscriber satisfaction to revenue leakage. Many operators are not able to control incoming traffic from 3rd party SMS providers or roaming partners to their subscribers or flooding their networks.

The Destination operators usually cannot collect any revenues but sometimes need to handle disputes with their roaming partners. These unaddressed text messages can easily cover a mobile operator's revenue lost in person-to-person (P2P) SMS. Some operators have started to monetize these traffics from their STPs, but this is a time consuming, resource consuming and ineffective approach.

CITIC Telecom's SMS Firewall offers comprehensive and flexible solutions to address the needs of mobile operators, including a classic turnkey hardware and software package as well as hosted solution in CITIC SMS Hubbing network and SCCP network. A managed service is provided in either approach to monitor incoming traffic and apply filtering rule effectively for client mobile operator.

The threats against the unaddressed SMS that the SMS Firewall deals with include:

- **SMS Spam**

Unwanted message traffic advertising services which may in fact be fraudulent. Spam is seen is a potential nuisance that can irritate subscriber and use up network bandwidth.

- **SMS Flooding**

SMS Flooding occurs when a single source sends a large volume of messages into the network. Flooding is closely associated with spam, but may also be indicative of a "denial of service" attack on the network.

- **SMS Spoofing**

SMS Spoofing occurs when a fraudster manipulates address information in order to impersonate an out-roamer submitting messages to the home network. Spoofing can result in unbillable message traffic hence contributes to revenue leakage.

- **SMS Faking**

SMS Faking occurs when a fraudster manipulates address information in order to send messages that appear to be valid interconnect traffic. On inspection, these messages can be seen to be invalid, and unbillable and therefore faking represents a potential source of revenue leakage.

Benefits

- Reduce cost of ownership
- Monetize incoming SMS
- Increase customer satisfaction and loyalty
- Efficiently service deployment and learning cycle with managed service
- Detail and customizable reporting to meet daily operation needs

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