



The network behind the world's top networks

# BICS Local SMS Firewall

Protect against SMS bypass, increase SMS monetisation



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**23 BILLION** Messages received globally every day



A2P messaging valued at **US\$17.2 billion** per annum\* and will grow to **US\$58.7\*** by 2020.

### SMS bypass and malpractice eroding SMS revenues

SMS bypass or "grey routes" are costing the industry US\$2 billion per annum, almost 12% of the total market value\*.

The true cost is likely to be far higher: anecdotal evidence suggests that grey routes represent around 40% of international SMS volumes in some regions.

**African operator Mozambique Vodacom was receiving more than 80% of all international SMS via grey routes. This resulted in lost revenue that ran to millions of Euros over several years.**

### The true cost of SMS bypass

Lost revenue is only the tip of the iceberg. SMS bypass has multiple consequences:

#### Performance degradation

- Reduced service availability
- Reduced network performance
- Unnecessary upgrade investment

#### Reduced subscriber satisfaction

- Erosion of customer trust
- Increased call centre costs

#### Revenue dilution

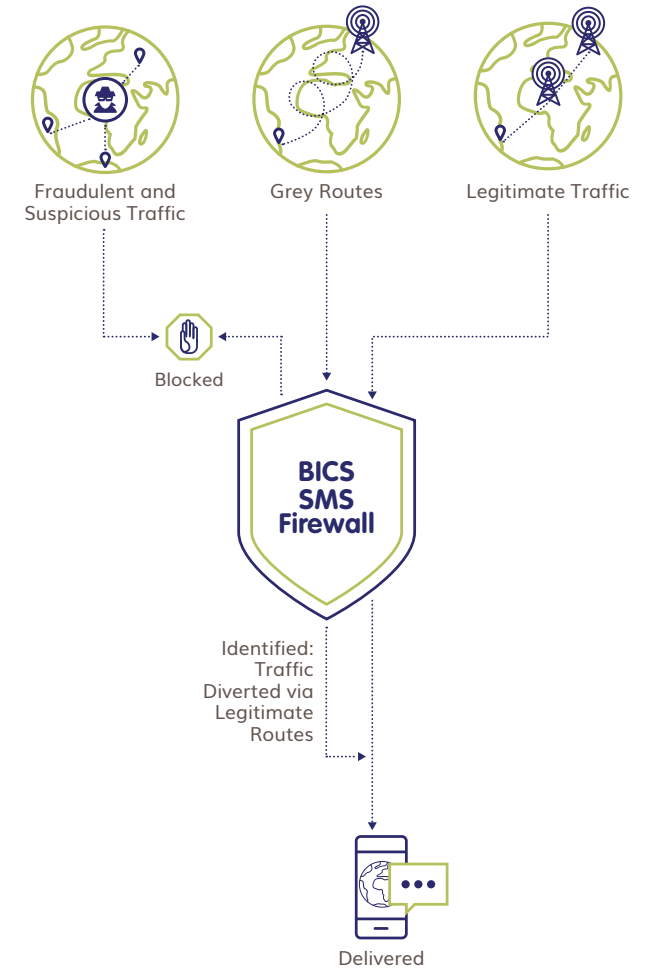
- Unbillable traffic
- Costs vs revenue imbalance
- Commercial disputes
- Erosion of P2P and A2P margins

#### Regulatory infringement

- Increasing regulatory pressure to protect subscribers from unwanted content

### How it works

The BICS SMS firewall is a fully-managed end-to-end solution offering full protection of SMS flows, traffic optimisation and maximum monetisation of all A2P and P2P traffic.





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## Improve monetisation of your SMS business with BICS



### Most complete approach to prevent revenue losses due to SMS bypass fraud

- Identifies and blocks every unmonetised route to ensure revenue collection for A2P and P2P traffic
- Differentiates A2P from P2P SMS traffic and recognises A2P hidden inside P2P channels



### Comprehensive view of global SMS P2P and A2P traffic

- Access to P2P SMS traffic from 970+ sources and A2P SMS traffic from 570+ sources
- Full protection for all national and international inbound SMS flows
- Detailed analytics of signaling traffic and network traces to identify suspect routes



### Only local firewall offering 24/7 monitoring by team of experts

- Comprehensive and customisable rules to reflect your business needs
- Detailed analytics of signalling traffic and network traces to identify suspect routes
- No need to invest in other third party relationships, hardware equipment or operational resources for monitoring and maintenance



### Leading global partner for mobile industry, social networks and digital enterprises

- BICS works with over 900 P2P customers, more than 70 Tier one A2P aggregators, and over 500 A2P digital service providers



### Compelling and sustainable business case

- Combines cutting edge technology with compelling package of commercial benefits
- BICS is the world leader in SMS with the broadest network footprint
- 450+ direct connections and extended reach to 1000+ networks

## A comprehensive, cutting edge and commercially-compelling approach to SMS bypass and monetisation

The BICS Local SMS firewall protects and grows your SMS business in three crucial ways:

- Offers state-of-the-art protection against bypass, malpractice and revenue erosion
- Reduces the impact of grey or unauthorised routes
- Ensures maximum monetisation of all A2P and P2P traffic



In Kenya a major operator was the victim of malpractice by local aggregators who were abusing their interconnection by sending international A2P SMS traffic over a local connection. The BICS Local SMS Firewall successfully addressed the issue by blocking international traffic on local links and diverting all international A2P traffic to the official route.

## Firewall Process Flow

