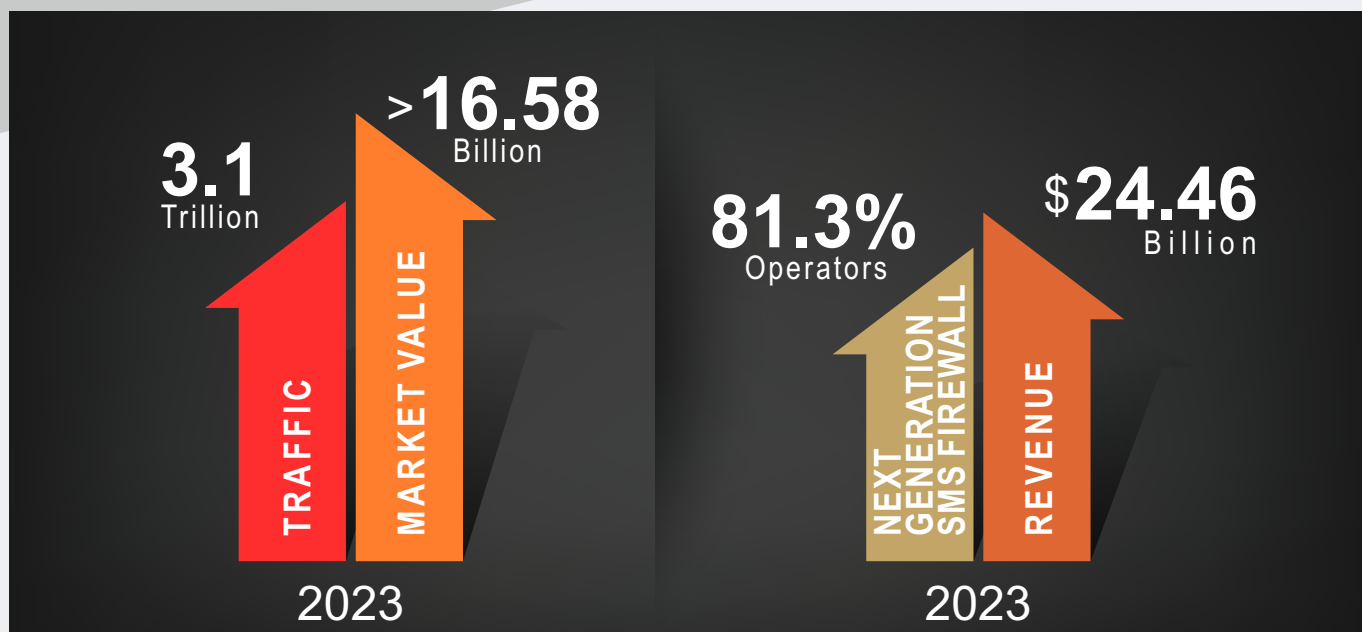


Messaging Firewall

Machine Learning powered solution to negate Grey-route traffic

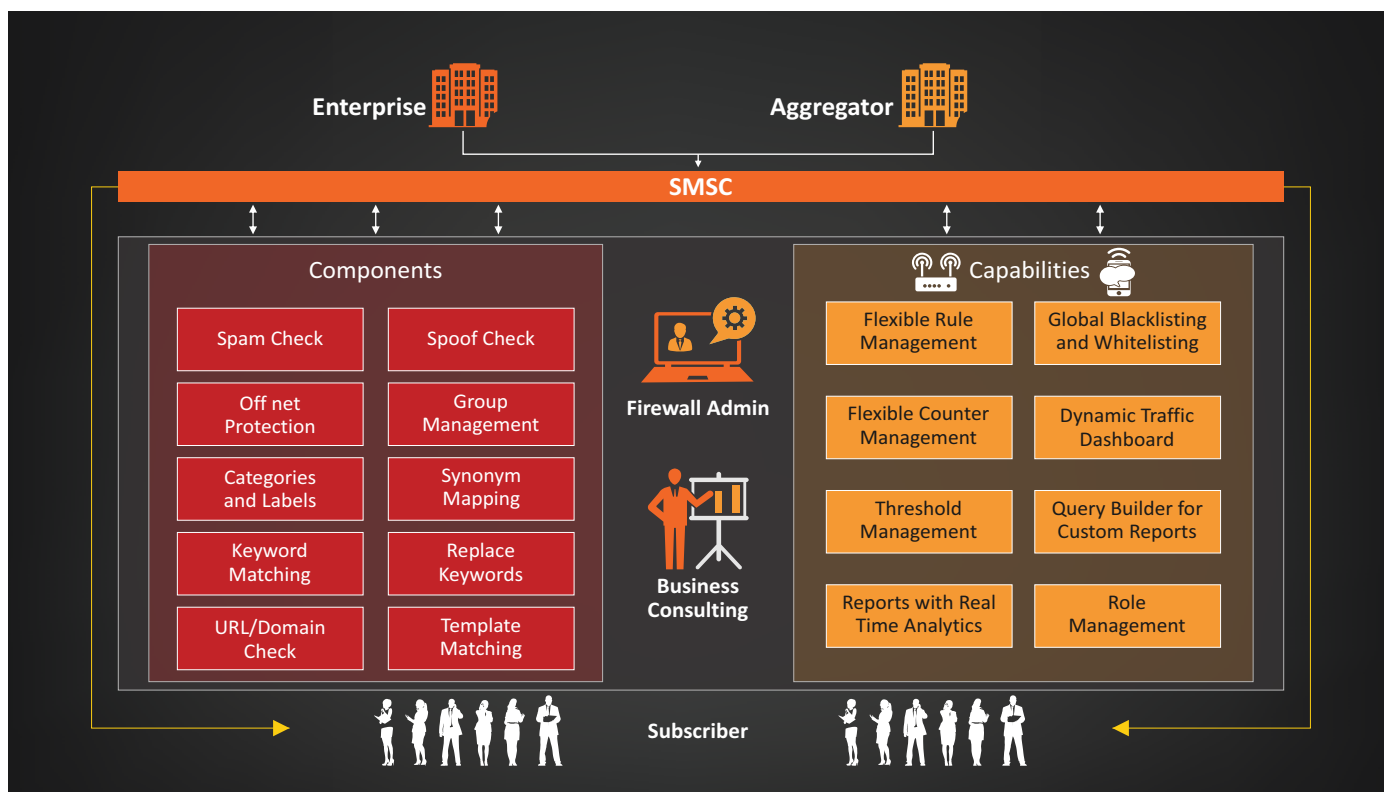


By 2023, The A2P SMS market will have a market value of \$16.58 Bn from 3.1 Trillion A2P messages. Around 81.3% of mobile operators would have invested in a next generation SMS Firewall with a predicted revenue of \$24.48 Billion from white routes.



COMVIVA'S MESSAGING FIREWALL SOLUTION

Comviva's Messaging Firewall is the most comprehensive network and content based security solution enabling operators to effectively monetize on their A2P traffic and protect their subscribers against growing threat of network abuse. Using real-time AI policy decision engine and advanced machine learning techniques, Comviva's messaging firewall auto classifies the incoming SMS traffic into different categories of A2P messages and enforces granular policy control. This helps to protect subscribers from spam and fraud, arrest revenue leakages and reduce operational effort for the operators ensuring low subscriber churn from their network. In addition to providing the platform, Comviva also offers a business consulting and operations capability designed to ensure that the platform is operated, configured and up to date.



CAPABILITIES OF MESSAGING FIREWALL



MESSAGING FIREWALL'S BUSINESS CONSULTING AND OPERATIONS

Messaging Firewall's Business Consulting and Operations team consists of skilled consultants with thorough knowledge of market, product and operations. They help the operators in deriving maximum benefit out of the Messaging Firewall solution.

ANALYTICAL SUPPORT FOR TRAFFIC MANAGEMENT

Analyzing the network traffic, Messaging Firewall's Business Consulting and Operations helps the operator in providing platform management support. With analytical insights, it aids in resolving any network specific problems.

THREAT INTELLIGENCE AND CONSULTATION

The Business Consulting and Operations helps the operator drive A2P Revenues by carrying out a market assessment of the local Enterprise Messaging business opportunity and assists with potential business value and risk.

NETWORK AUDIT WITH GREY ROUTE PROBE

Grey Route Probe is designed to detail out potential weaknesses in individual operator networks with respect to cases of network fraud and grey route traffic. With a testing penetration scheme, Grey Route Probe carries out a thorough inspection of the operator network. The analysis on results of Grey Route Probe is used by the Business Consulting and Operation team to build an action plan to curb security threats of fraud and grey route.

COMVIVA'S APPROACH TO A2P MONETIZATION

Messaging Firewall's A2P monetization operation model works on the 3A principle of Analysing and Assessing traffic whilst taking appropriate Action to block or allow any specific traffic.

A2P MONETIZATION OPERATION MODEL

Messaging Firewall

Assess

Scanning Messages from all sources and applying fingerprinting technologies to identify brands

Analyze

Observe, analyze and validate brand messages with set of rules and policies configured in the system

Action

Block messages from unauthorized sources or invalidated subscriber/institutional consent



Business Consulting & Operations

Assess

Provide frequent updates of global fingerprints and policy configurations for proactive action to threat detection

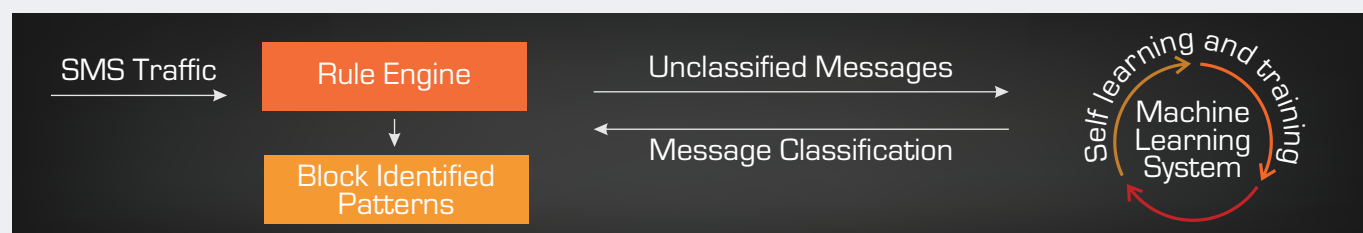
Analyze

Analyze brand reports and validate potential leads by carrying out a through risk - reputation analysis

Action

Provide enterprise leads for A2P monetization and consultation support for network specific issues

MESSAGING FIREWALL MACHINE LEARNING FRAMEWORK



BENEFITS OF MESSAGING FIREWALL

Exhaustive Traffic Control with Comprehensive Firewall Solution

With Comviva's Messaging Firewall, Operators have complete control over content and traffic by ensured defence against network attack, controlled unsolicited commercial messages, reduced network load management and real time threat control.

Increased A2P Monetization with Grey Route blocking

Comviva's Machine Learning powered Messaging Firewall arrests grey route leakages and ensures increase in A2P revenues by identifying potential brands that can push grey traffic through it comprehensive suite of content and policy management. With Comviva's grey route detection and blocking operation model, operators can locate revenue leakages and monetize on potential brand leads

High Customer Satisfaction and Reduced Subscriber Churn

Messaging Firewall can protect subscribers on network from spam and fraud through pattern detection with threshold and counter management and real-time analytics. Messaging Firewall has achieved up to 50% reduced Customer Care complaints on issues regarding spam from its previous deployments.

Reduced Operational Costs

With Messaging Firewall's managed services, Operators can reduce their operational effort. Previous deployments have shown to need 30% lesser resource – time – effort utilization for managing operations.

WHY COMVIVA?



Protecting
500 million
subscribers globally



Upto **5X**
revenue increase
to operators



30% reduced
operational
effort for operators



50% reduction in
spam related
customer care complaints

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit www.comviva.com

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