CSG SMS Platform

Maintaining Essential Services as You Migrate to 5G

Short Message Service (SMS) continues to be an essential channel for driving revenues and improving subscriber loyalty. It is the only messaging service accessible on all devices worldwide, making mobile operators the sole providers of secure and uniform user experiences across networks and subscriber types.

As operators roll out their 5G networks, they require SMS solutions to dynamically support message delivery across network types and verticals, including subscriber, enterprise and IoT. For example, a wide range of devices, from cars to printers to photocopiers, will need the accessible and versatile nature of SMS messaging to function in the new 5G world. In addition, SMS solutions must meet 5G-specific requirements, including dynamic scaling to support network slicing and predicted massive IoT traffic volumes.

The CSG SMS Platform enables operators to quickly future-proof their messaging services, features and capacity with minimum impact on their existing infrastructure. The solution ensures operators can continue to provide this essential service across 4G and 5G networks while reducing costs and maximizing efficiencies. Deploy CSG SMS Platform as a standalone SMSC, or combined with our 5G SMSF as part of your 5G network evolution.
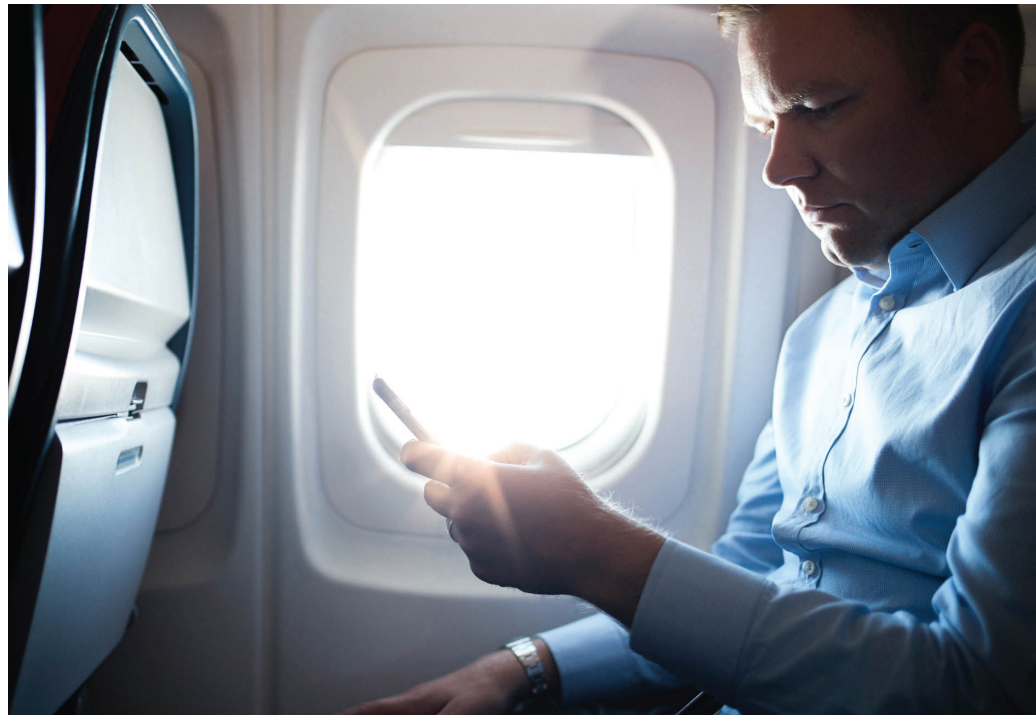
Short Message Service Center (SMSC)

With proven scalability and performance, CSG SMS Platform is a fully virtualized, cloud-ready, feature-rich messaging platform that can add significant new messaging functionality to your network with minimal disruption to your existing infrastructure.

Short Message Service Function (SMSF)

5G introduces a new component called the Short Message Service Function (SMSF). The SMSF acts as a proxy between 5G networks and existing SMSCs. As 5G rollouts continue, SMS will continue to drive revenues through the billions of IoT and M2M devices that will rely on the service.
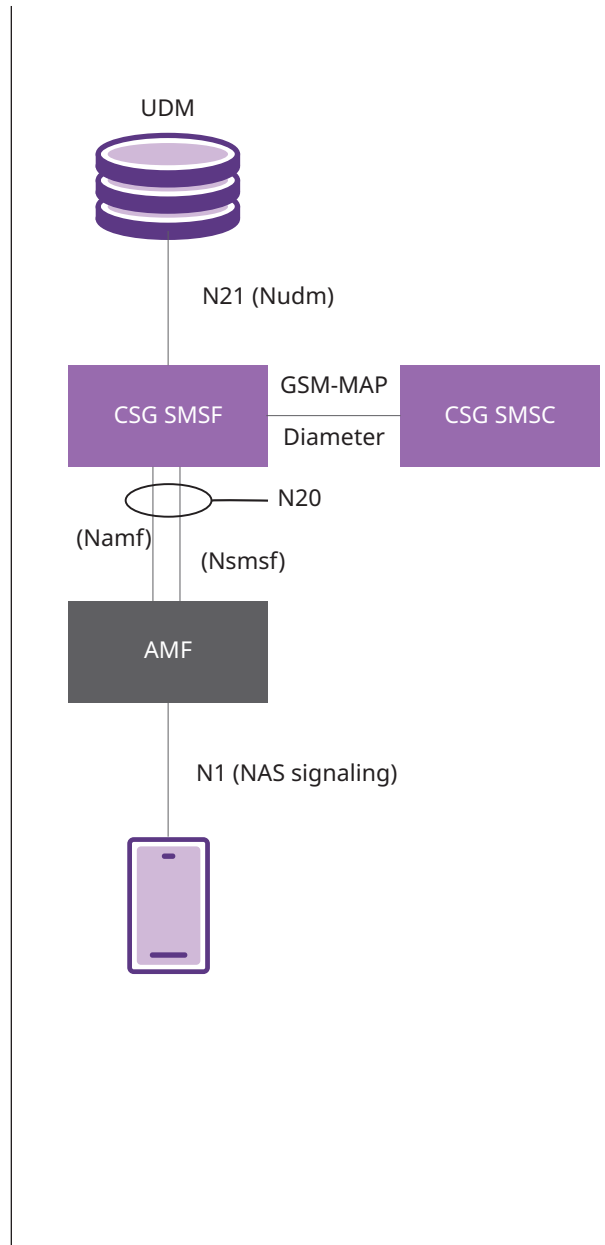
Why CSG for 5G SMS

Business Continuity—4G and 5G networks will coexist for some time, so messages will need to move seamlessly between both networks. The CSG SMS Platform ensures zero-service disruption for subscribers, meaning they can send and receive SMS regardless of which network they are on.

Secure and Reliable—SMS is the best way of sending emergency and regulatory messages, such as emergency broadcasts and information such as welcome SMS. The channel can also be used for verification/authentication messages for retail or banking.

Lower TCO, Higher ROI—CSG SMS Platform minimizes the total cost of ownership of your messaging infrastructure while enabling you to continue to grow messaging revenues. Facilitate the rapid launch and management of new messaging services with a cost-effective and reliable 5G-ready solution.

Network-vendor agnostic—CSG SMS Platform is a vendor agnostic messaging platform. Pre-integrated to CSG billing systems, the platform also provides fast, seamless integration to existing network infrastructure. Benefit from field-proven reliability, scalability and availability with short deployment timescales.

UDM

N21 (Nudm)

CSG SMSF	GSM-MAP	CSG SMSC
	Diameter	

N20

(Namf)

(Nsmsf)

AMF

N1 (NAS signaling)

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Features

CSG SMS Platform provides a feature-rich, virtualized messaging platform with the advanced functionality needed for current and future network messaging requirements.

- **Future-proof messaging**
  - Support for all markets (P2P, A2P, M2M) and for all networks (4G and 5G)

- **Proven scalability and performance**
  - Proven carrier-grade, 5G-ready SMS platform deployed at the core of some of the world's most demanding networks
  - Highly scalable with deployments from <100 to 70,000 SMS per second

- **Flexible deployment models**
  - Deploy as a standalone SMSF/SMSC or as a complete 5G SMS solution
  - Deployment models include distributed, centralized, cloud or as-a-service

- **Advanced functionality**
  - Flexible delivery options, including store and forward and first delivery attempt
  - Real-time charging

- SMPP functionality for A2P messaging
- Supporting innovative and complex new business models for IoT/M2M
- Real-time performance reporting
- Security features including lawful intercept, encryption and auditing
- Virtualized and cloud-ready

Work with CSG Messaging Experts

Our messaging platforms sit at the core of some of the world's most demanding networks, processing billions of messages every day. We deliver carrier-grade messaging products for all network types across all operator tiers combined with prompt deployment and fast response times.

About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit **csgi.com** to learn more.

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