


Simplewire™ Wireless Message Protocol Server Product Sheet

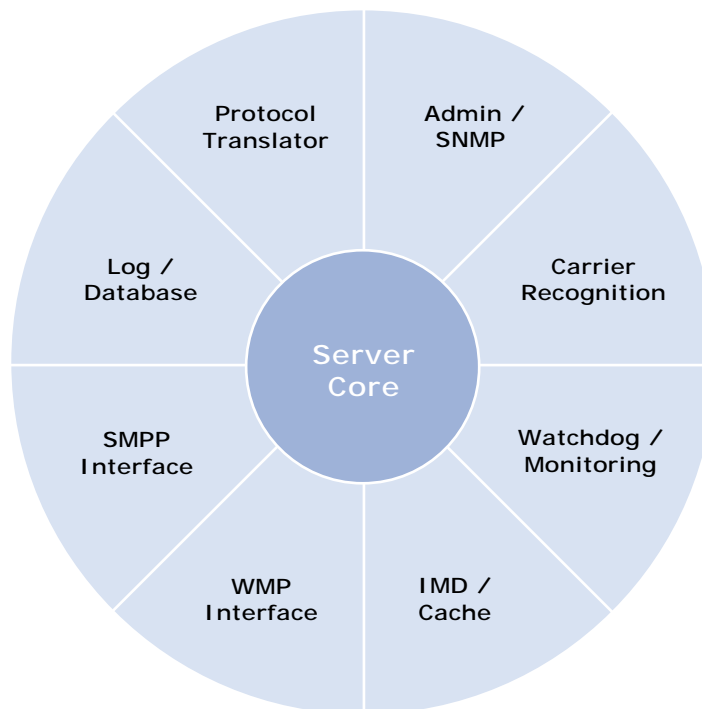
 Offering a full spectrum of features, the Simplewire™ Wireless Message Protocol Server provides the ideal wireless messaging foundation for your enterprise applications.

Overview

The Simplewire™ Wireless Message Protocol Server provides a robust and scalable solution to the many problems associated with wireless messaging, and lies at the heart of the Simplewire™ Wireless Messaging Network. This unique server is a proven messaging technology which has been used by customers in numerous industries, as well as offering a solution to the needs of telecommunications carriers in various regions of the world. Leveraging emerging technologies, such as Java and XML (Extensible Markup Language), the Simplewire Wireless Message Protocol Server is the fastest, most extensible, most reliable, and most cost-effective wireless messaging solution.

The server's modular services model, illustrated below, makes it the most adaptable wireless messaging server currently sold. With an array of incoming and outgoing interfaces, extensive translation capabilities and compatibility with a number of platforms, the Simplewire Wireless Message Protocol Server is designed to serve as a foundation for an enormous range of applications. It is based on Simplewire's own Wireless Message Protocol, a protocol designed to maximize efficiency and interoperability between wireless messaging networks. Furthermore, it includes built-in message handling, routing, security, monitoring and management tools to offer a comprehensive solution for all of your present and future wireless messaging needs.

Wireless Message Protocol Server



Benefits:

- **Virtually Eliminate Development Time** - Businesses no longer need to spend valuable time and resources on month or year-long wireless initiatives. With just a few lines of code to integrate and a setup program to help you get started, your applications can be sending wireless messages today.
- **Global Capabilities** - The Wireless Message Protocol Server runs the Simplewire Wireless Messaging Network, and therefore operates compatibly with the full array of networks that it supports. Offering a global backbone comprised of industry-leading, high performance architecture, our network currently maintains connections to over 300 network operators in 118 countries worldwide, and is constantly growing. Users of the Wireless Message Protocol Server have the option of setting up their own network, or seamlessly tying into the Simplewire Wireless Messaging Network.
- **Deploy with Confidence** - The Wireless Message Protocol Server's state of the art message handling, routing, monitoring and security features assure that each message will be received quickly and accurately.
- **Remain a Wireless Leader** - Integrating the newest updates in wireless technology is simple due to the server's modular format and Simplewire's constant updates of its server software.
- **Scalability** - Simplewire's solution is quickly scalable and can easily accommodate message loads of all sizes up to millions of messages per hour. In addition, the Wireless Message Protocol Server is built to work within a farmed server environment, providing expansion capability over and above other messaging solutions.
- **Accompanying Software Expertise** - As a wireless messaging company with a background in software development, Simplewire is able to offer a comprehensive suite of software that work in conjunction with our Wireless Message Protocol Server. This software makes it easy for businesses of all kinds to integrate the benefits of our Wireless Messaging Network and Wireless Message Protocol Server into any application or system seamlessly.
- **Fanatical Customer Support** - Simplewire prides itself on offering the best in customer support. By taking advantage of our support plans, users can be certain that when a problem arises, the solution will be close at hand.

Features:

- **Modular Software Model** - Each function of the server runs as a separate service and is then loaded into the server's core. This allows dynamic plugins, updates and changes to be made to various services without shutting down operation. Furthermore, each service is able to create its own statistics and logs.
- **Comprehensive Incoming and Outgoing Interface Support** - Since the Wireless Message Protocol Server is based on technologies such as XML and Java, the server software is extremely extensible and versatile. The server not only supports the majority of interfaces in current usage, but can and will be upgraded to support a number of others.

see chart >>

Incoming Interfaces Supported	Outgoing Interfaces Supported
SMPP 3.3/3.4 (Short Message Peer to Peer)	SMPP
HTTP (Hypertext Transfer Protocol)	HTTP
SMTP (Simple Message Transport Protocol)	HTTPS
Wireless Message Protocol (WMP)	UCP/EMI (Universal Computer Protocol / External Machine Interface)
XML (Extensible Markup Language)	XML SNPP (Simple Network Paging Protocol) WCTP

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Features continued >>

- **Speed** - The Simplewire Wireless Message Protocol Server routes messages to the proper carrier with an average speed of 20 milliseconds even under the heaviest of loads.
- **1-Way and 2-Way Messaging Capabilities** - The server is able to both send to and receive messages back from carriers throughout the world. Hence, it can enable applications which require not only the sending of messages to users, but the ability for users to reply back to the application.
- **International Character Support** - Send to users in virtually any language, since the Wireless Message Protocol Server supports Unicode, allowing messages to contain accented characters, Kanji characters, and symbols from languages throughout the world.
- **Highly Reliable and Fault Tolerant Availability** - The server was designed from the ground up for carrier grade availability. Server farming and distributed connection pooling eliminates any single point of failure, while "hot" updates allow the servers to continue to run while upgrades or patches are installed.
- **Message Handling** - Using a Message Packet Engine, which formats messages in a neutral fashion, the Wireless Message Protocol Server offers maximum control over the content integrity of each message. All messages are routed in full, without content changes, with the exception of segmentation of messages which are longer than the allotted number of characters. Furthermore, the server will track all messages from the point of origination through to termination.
- **Message Routing and Delivery**
 - **Delivery acknowledgements** - The server handles delivery receipts and can send notifications back to the original sender of the message.
 - **Store and forward** - Messages are placed in an internal queue for handoff to the destination network within 20 milliseconds. The server will continually attempt to forward messages until delivery or expiration of a message validity time period. The server can even be set to forward at a given throttle rate of messages per second.
- **Global Carrier Recognition** - Simplewire's Wireless Message Protocol Server offers the most complete Global Carrier Recognition technology including advanced features such as North American Wireless Number Portability compatibility. The Wireless Message Protocol server is able to accept numerous MIN formats including North American, International, and GSM.
- **Network Monitoring / Management** - Simplewire's Wireless Message Protocol Server provides three management interfaces and features:
 - **Watchdog** - A separate service running outside the Wireless Message Protocol Server's process is the Wireless Message Protocol Server Watchdog. The Watchdog continuously sends 'live' requests to the server and ensures that responses are correct and timely. The Watchdog can immediately notify a list of administrators or contacts via email, pager, or SMS if any problem should be recognized, and keep them abreast of the resolution process.
 - **Administration Console** - The Administration Console provides a GUI (Graphical User Interface) to administer, manage, and monitor one or many Wireless Message Protocol Servers. The Administration Console is available in Windows, Solaris, and Linux versions, and offers an extremely intuitive and easy-to-use environment for server administration. The Administration Console permits service loads, unloads, and restarts, as well as real-time statistics on server performance. In addition to allowing dynamic server configuration, administrators can also start trace sessions to view real-time server debugging information and client connections.
 - **Administration Terminal** - The Administration Terminal provides a command line interface to manage and monitor most aspects of the server. While very similar to the Administration Console, it provides a command line interface, rather than a graphical one.

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Features continued >>

- **Security** - All feeds connecting into the Wireless Message Protocol Server can be uniquely identifiable such that the originating source will be known. Furthermore, the Simplewire™ Wireless Message Protocol Server Guardian feature allows abusive or unacceptable content to be rejected entry into the terminating network. Besides the Guardian,

Simplewire's server offers connection throttling with appropriate queuing mechanisms in place to prevent overloading.

- **Platform independent** - The Wireless Message Protocol server is designed to work on numerous platforms, such as Solaris, Linux, and Windows

Resources


To purchase the Simplewire™ Wireless Message Protocol Server, visit the Simplewire Product Website at: <http://www.simplewire.com/products/wmpserver/>

For more information, contact the Simplewire Sales Team at: sales@simplewire.com or +1 313 879 1000

For information about Simplewire Support, visit the Simplewire Support Website at: support.simplewire.com

For information about the Simplewire Developer Program, visit the Simplewire Developer Program Website at: devprogram.simplewire.com

For information about the Simplewire Beta Program, visit the Simplewire Beta Program Website at: beta.simplewire.com

 **Simplewire, Inc.** is a wireless messaging infrastructure and software provider. Its unique platform and accompanying tools ease the process of creating wireless applications for businesses, telecommunications carriers, and software developers. Simplewire has worked with network operators worldwide to create the Simplewire™ Wireless Messaging Network, which currently supports over 300 networks in 118 countries. It is one of the largest and most reliable wireless messaging networks in the world, offering a global backbone comprised of industry-leading, high performance architecture.

