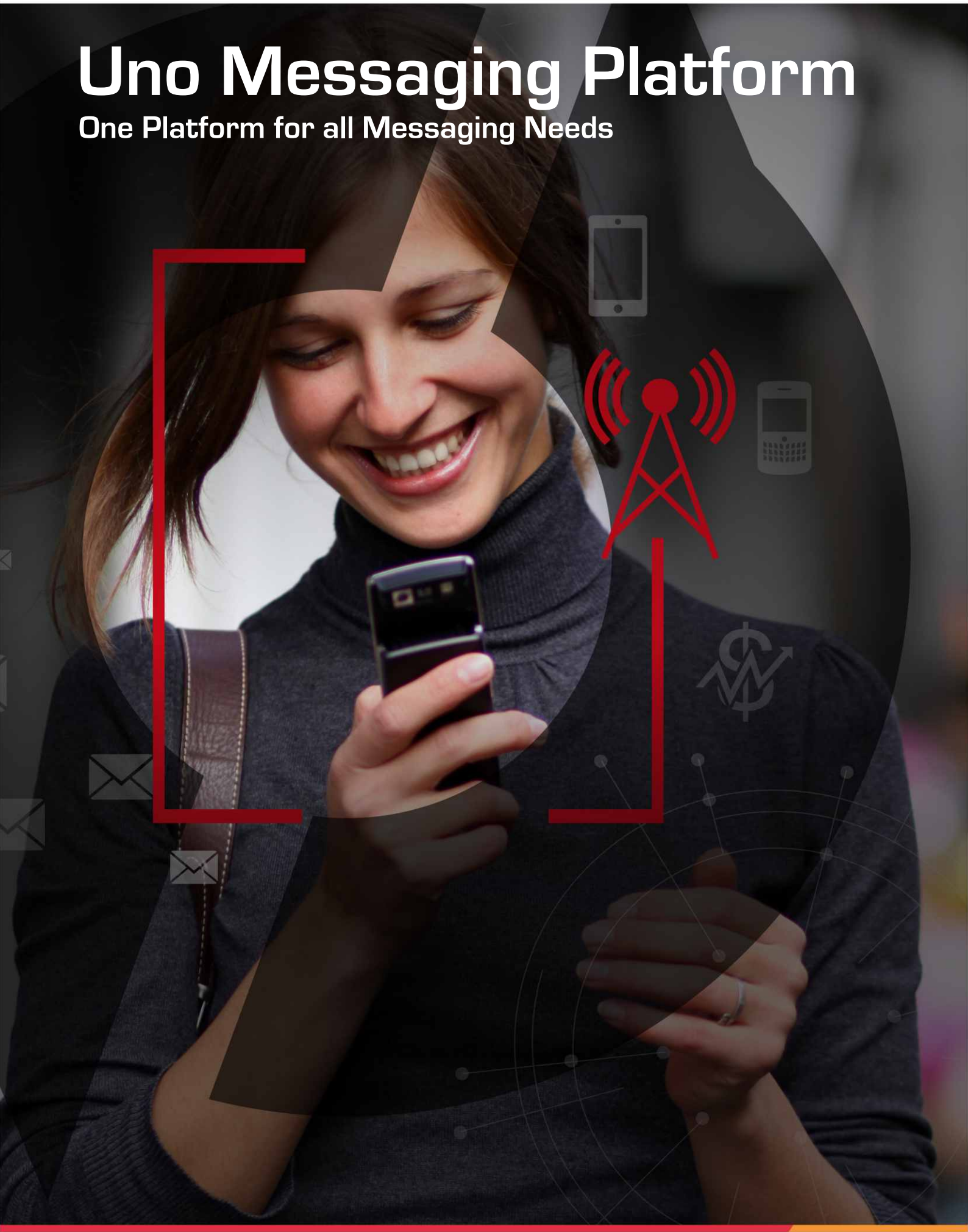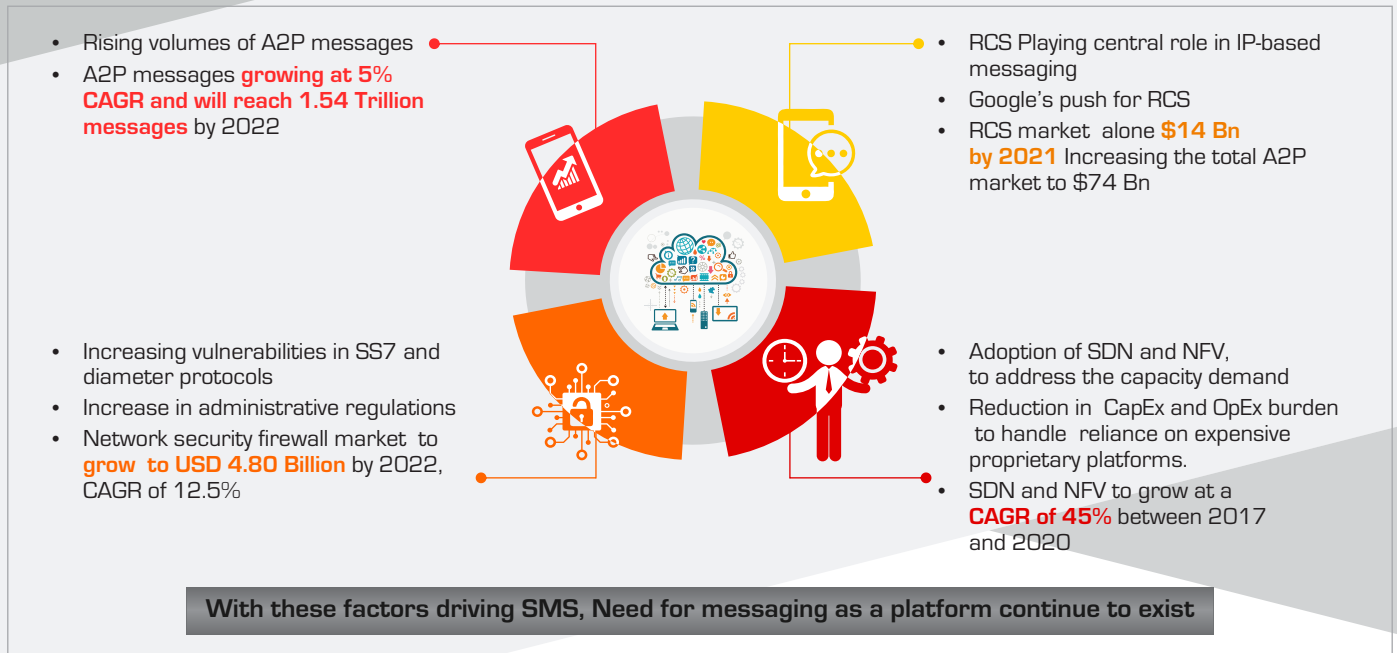# Uno Messaging Platform
One Platform for all Messaging Needs

With the growing consumer demands and evolving habits, the messaging landscape is becoming increasingly complex. Trends influencing the messaging market

- Rising volumes of A2P messages
- A2P messages **growing at 5% CAGR and will reach 1.54 Trillion messages** by 2022

- RCS Playing central role in IP-based messaging
- Google's push for RCS
- RCS market alone **$14 Bn by 2021** Increasing the total A2P market to $74 Bn

- Increasing vulnerabilities in SS7 and diameter protocols
- Increase in administrative regulations
- Network security firewall market to **grow to USD 4.80 Billion** by 2022, CAGR of 12.5%

- Adoption of SDN and NFV, to address the capacity demand
- Reduction in CapEx and OpEx burden to handle reliance on expensive proprietary platforms.
- SDN and NFV to grow at a **CAGR of 45%** between 2017 and 2020

With these factors driving SMS, Need for messaging as a platform continue to exist

Standalone systems are poorly equipped and largely incapable of handling the business challenges that operators needs to address. With the growing volumes and diversity of message types (SMS, MMS, USSD, Voicemail, IP-SM and RCS) the need for effective management and control has never been greater. To drive business forward, Consolidation is a natural step in evolving messaging infrastructure with multiple value added service systems bundled into a cohesive solution.

Mahindra Comviva's Uno messaging platform takes a unified approach to the provisioning, control, and management of multiple services and channels. Uno messaging platform simplifies the messaging lifecycle in itself, by allowing you to address dynamic market needs by offering end-to-end transaction visibility, just-in-time capacity management, rapid service launches, and increased operational efficiencies.

Offering an intelligent and modular design with scalability and robust architecture as the core of the platform, Uno changes the way operators monetize their offerings, powering a shift from fragmented, disparate architectures into a cohesive, targeted solution.

COMPREHENSIVE MESSAGING INFRASTRUCTURE AND MONETIZATION PLATFORM

NFV MANO Ready messaging platform

- NFV MANO ready messaging platform based on ETSI standards
- Hardware agnostic and works with leading OpenStack and VMware deployments.
- VNFs are engineered as small as possible to enable speed and elasticity

LEAP – Lean Enterprise Application Platform

- Build application with Drag-and-Drop of connectors
- Single platform to develop, test, launch and host numerous services.
- Quick Integration with any Operator system [IN, HLR, Databases, SMSC etc.]
- Re-usable connectors to build different applications faster
- Built in simulator for application flow logic testing and debugging.

Robust Architecture

- Built on Mahindra Comviva's vast messaging product line experience
- Leverages common components to derive operational efficiency
- Layered architecture with easily pluggable Add-On modules

AddOn Security modules

- Integrated DND to curb UCC messages and adhere to regulatory requirement
- Signalling level Fraud and spam prevention integrated into Uno
- Easily Addon content based filtering
- Ability to create Signal Filters by combining multiple parameters dynamically
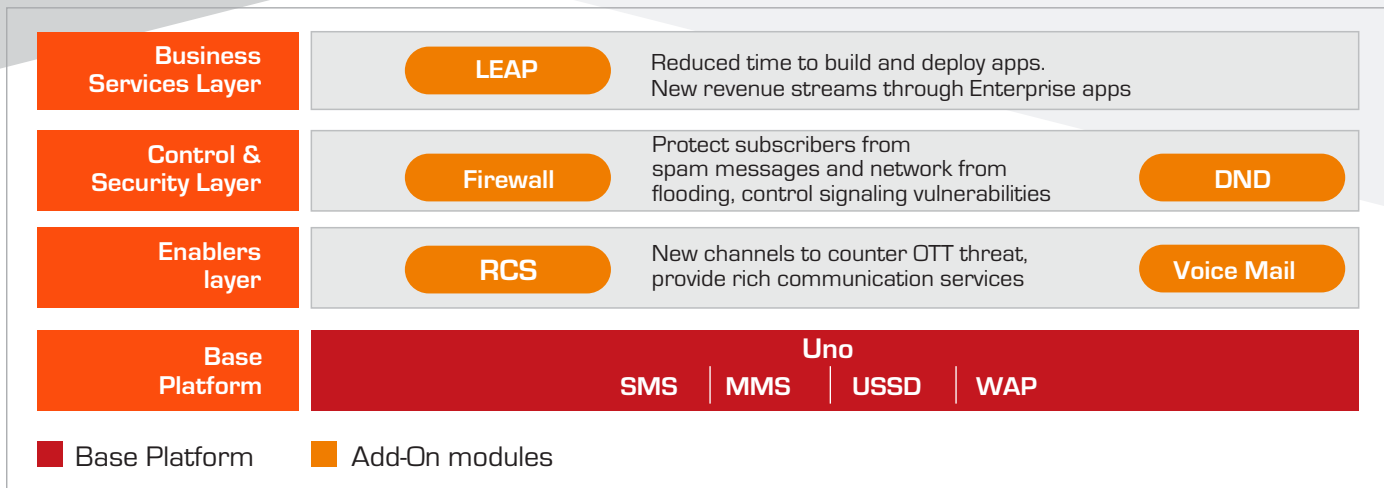- Real-time Analytics and Dashboard

Future ready

- RCS integrated seamlessly with Uno over standard interfaces
- Support for SMS fallback when handset does not support RCS
- GSMA accredited RCS solution
- LTE ready SMSC and USSD solution
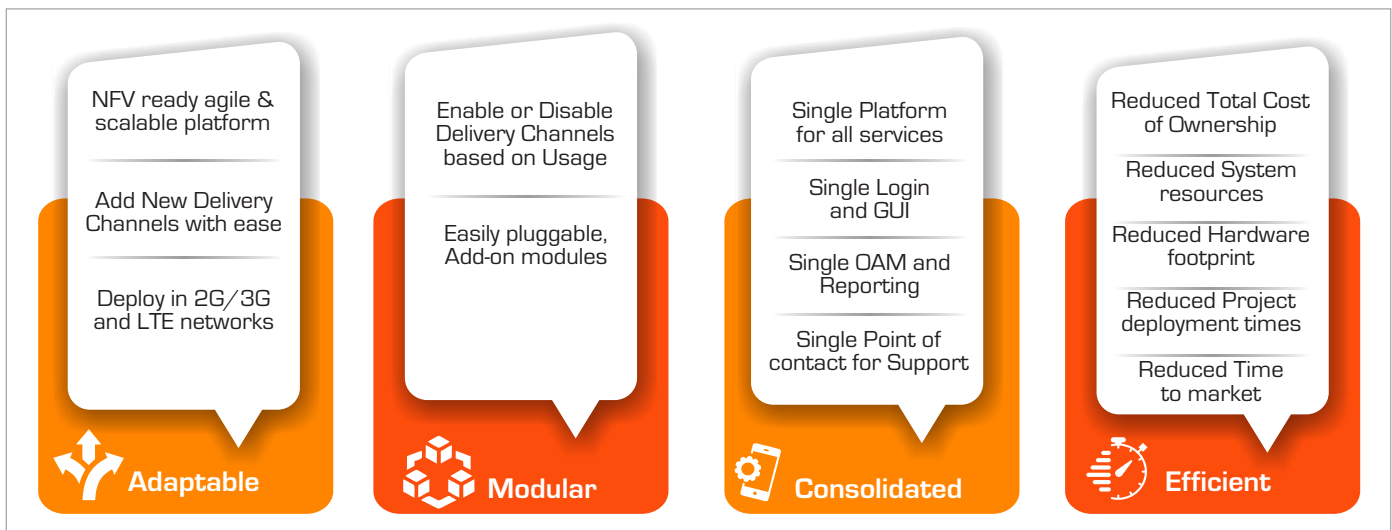- Simple integration with IP-SM-GW existing in the network over signaling

Floating License

- Single license for all messaging channels
- Dynamically use Floating license across all channels as per traffic requirement
- Priority allocations for premium and critical services
- Enables capacity planning; eliminating the need to buy individual messaging license

Business Services Layer	LEAP	Reduced time to build and deploy apps. New revenue streams through Enterprise apps	
Control & Security Layer	Firewall	Protect subscribers from spam messages and network from flooding, control signaling vulnerabilities	DND
Enablers layer	RCS	New channels to counter OTT threat, provide rich communication services	Voice Mail
Base Platform	Uno SMS | MMS | USSD | WAP		

■ Base Platform   ■ Add-On modules

BENEFITS

Adaptable
- NFV ready agile & scalable platform
- Add New Delivery Channels with ease
- Deploy in 2G/3G and LTE networks

Modular
- Enable or Disable Delivery Channels based on Usage
- Easily pluggable, Add-on modules

Consolidated
- Single Platform for all services
- Single Login and GUI
- Single OAM and Reporting
- Single Point of contact for Support

Efficient
- Reduced Total Cost of Ownership
- Reduced System resources
- Reduced Hardware footprint
- Reduced Project deployment times
- Reduced Time to market

VIRTUALIZATION CASE STUDY 45% OPEX SAVING FOR A TIER1 INDIAN OPERATOR

Operation Challenges

Datacenters with many servers each operating much below their capacity

Increase in capital and operating Cost
- Four Hubs with GR
- 2 Geo Groups
- 105,000 TPS H/W capacity
- 55K TPS in S/W capacity
- Services - Firewall, SMSC, USSD, MMSC and Mobile Internet Gateway

Delay in service rollout due to inefficiency

Mahindra Comviva's Solution

Comviva Messaging platform in a virtualized environment

Deploy Comviva solution is a virtualized environment

Deployment and migration in phased approach

2-Sites in an Active-Active configuration

Impact

Reduce the hardware footprint and improve service agility

45% OPEX saving
No additional HW required for future expansions.

Savings in Power, Space, Cooling, Hw, Support, operation cost.

Ease of rolling out of services in weeks compared to months

WHY MAHINDRA COMVIVA

The benefits that Mahindra Comviva's Messaging Solutions bring to the industry, includes a strong, global legacy of success, such as

MAHINDRA COMVIVA'S MESSAGING SOLUTIONS

No. **1** USSD Vendor with deployments as big as **45000** TPS for a single customer

70,000+ Peak TPS handled by a single operator

350+ Deployments in **90+** countries

25% market share in emerging markets

$100 Million Annual SMS Revenue for single operator

1 Trillion+ Messages Processed annually

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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