

# MMS | 365



Get MMS content into the hands of the people who want it. For MMS to reach mobile subscribers quickly and effectively, you need to use a platform with a proven track record for successfully delivering complex content, managing high traffic volumes, and providing seamless delivery of multimedia content to subscribers on a wide variety of operator networks.

MMS 365 provides the perfect solution for content providers, marketers, and media companies to deliver MMS content directly to consumers' handsets. MMS 365 is a content delivery gateway that sends and receives MMS from multiple sources. A Value Added Service Provider (VASP) connects to MMS 365 with a single connection to deliver offnet content to subscribers.

MMS 365 supports all popular types of rich content, including:

- Graphics
- Audio
- Video
- Ringtones
- Wallpaper
- Alerts
- Photos

## What does MMS 365 solve?

- **Time to market:** MMS 365 quickly connects you to the mobile community
- **Support:** MMS 365 supplies customers with world-class technical support and detailed documentation, making it easier for you to launch campaigns
- **Coverage:** MMS 365 offers complete coverage to all connected operators
- **Products:** MMS 365 delivers multiple products (MMS MO, MO/MT, video, multi-slide, etc.), enabling you to reach your customers using the most appropriate method
- **Stability:** MMS 365 runs on the Sybase 365 operator-grade network infrastructure, ensuring consistency and reliable message delivery
- **A single connection to multiple operators:** One connection to MMS 365 provides direct content delivery access to millions of subscribers, enabling you to avoid the need for separate—and time-consuming—negotiations and connections to individual operators

[www.sybase.com/365](http://www.sybase.com/365)



### Key features + benefits

The MMS 365 API enables fast and easy integration via a single connection. Sybase 365 manages all operator requirements and connections; as a result, content providers interface only with Sybase 365.

Feature	Benefit
Shortcodes	All messages delivered via MMS 365 are managed using shortcodes that identify VASP, content, and price point.
Content protection	Sybase 365 applies Digital Rights Management (DRM) forward lock to all content provided by the VASP prior to message delivery.
PIN confirmation	Once Sybase 365 validates content with the VASP, a purchase is validated with the subscriber via a PIN confirmation process. The process requires the subscriber to reply to a text message with the PIN provided, confirming purchase of the content.
Delivery reports	Sybase 365 requires a Handset Delivery Report for all messages, and will not generate a billing event (if required) unless delivery confirmation is received.
Device discovery	Sybase 365 performs device discovery for all transactions, providing information to the VASP so that content can be formatted correctly for delivery to the handset.
MM7 client API	Sybase 365 has developed Java-based software to enable easier and faster integration to MMS 365. The software follows 3GPP standards for sending, receiving, and delivering messages.
Billing	Sybase 365 interfaces directly with an operator's billing platform to bill subscribers for offnet content purchases. A subscriber is not billed for content until successful delivery confirmation has been received.
Quality of service guaranteed	Service levels are guaranteed at 99.99%. Content is delivered quickly, and is typically received within 60–90 seconds. Connections to MMS 365 are closely monitored by the Sybase 365 Network Operations Center, which is available 24/7/365.

### Content delivery options

MMS 365 is extremely flexible to deploy, and supports numerous options to offer and deliver content to mobile subscribers. MMS 365 is more than just an MMS gateway—it standardizes a wide variety of online and mobile-based request/purchasing scenarios, and provides mobile-originated content scenarios including:

- A Web storefront purchase model with MMS-based content delivery to handset; subscribers select and order content from the VASP Web site
- An SMS MO-originated purchase model with MMS-based content delivery to handset; subscribers request content by texting a keyword to a shortcode
- A decision tree-based purchase model with MMS-based content delivery to handset; this is a variation of the SMS MO model in which the subscriber requests content by texting a keyword to a shortcode, and is offered selections within the message flow to reach a purchase decision
- A Free-to-End-User (FTEU) purchase model originated from the VASP; content providers can use this to implement subscription programs, such as MMS newsletters, free content, and alerts
- A Free-to-End-User (FTEU) purchase model in which the subscriber requests the content via an SMS shortcode and keyword
- Uploaded content model featuring MMS-originated content from the subscriber to the VASP's application

Contact: [info365@sybase.com](mailto:info365@sybase.com)  
[www.sybase.com/365](http://www.sybase.com/365)