

SAP Information Sheet | PUBLIC  
SAP Digital Interconnect | SAP SMS Firewall 365

# Protect Your Network, Subscribers, and Margins with an SMS Firewall

THE BEST RUN



### Summary

As messaging fraud techniques grow more sophisticated, SAP addresses messaging abuse that limits customer experience, loads the network, and reduces margins for mobile network operators. With broad global market knowledge of application-to-person and person-to-person messaging, we help monetize SMS and reduce network costs. The SAP® SMS Firewall 365 mobile service enables content control and fraud busting for a more positive consumer experience and greater revenues. This managed service helps reduce operational and maintenance tasks.

### Objectives

- Protect subscribers from messaging abuse  
Block cost bypass and increase messaging revenue and margins
- Avoid undue load on the network triggered by deceptive network queries

### Solution

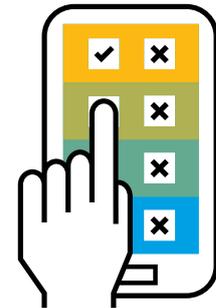
- Managed service for automatic detection of malware, fake international mobile subscriber identity (IMSI) numbers, spoofing, repetitive content, and spam
- Powerful and highly configurable tool with extensive rule-based filtering capability

### Benefits

- Better customer experience with less spam
- Greater revenue margins with lower operational and maintenance costs and less traffic from grey routes
- Increased network efficiencies by discerning billable traffic from deceptive network queries
- Quick time to market and lower operational costs with a managed service

### Learn more

For more information on how you can benefit from SAP SMS Firewall 365, visit us [online](#).



## SAP Information Sheet

While person-to-person (P2P) revenue is declining, mobile network operators worldwide face the challenge of fraud messaging proliferation. The SAP SMS Firewall 365 mobile service addresses fraud and application-to-person (A2P) monetization challenges with a single solution, minimizing network and personnel costs.

SAP has more than 15 years of experience in SMS interconnectivity and expertise with A2P and P2P messaging. SAP SMS Firewall 365 combines experience in the messaging market with a cloud-based managed firewall service. Rule-based filtering allows cost bypass, control of grey routes, spam, fake international mobile subscriber identity (IMSI) numbers, SIM boxes,

## Quick Facts

spoofing, repetitive content, and multiple international and domestic broadcast destinations. The service monitors traffic based on parameters such as volumes, global title, origination and destination address, content, content type, and time-based screening, and it can keep pace with the changes in the spamming world thanks to a proprietary global threads database.

Since you don't spend resources to develop, integrate, and support the firewall, there is minimal impact on capital and operational expenditures. This end-to-end solution promotes cost-efficiency and can minimize revenue leakage and network costs associated with spam.

## Overview



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