



# Messaging Platform Details



**Green Ads Global**

Power of Communication

# Table of Contents

---

About Green Ads Global

---

SMS Delivery Flow

---

MSC TimeOut

---

Retrial Interval and Logic

---

# About Green Ads Global

We are one of the leading Enterprise Message provider. We are providing SMS facilities to more than 750 net works in 85 countries. We are providing reliable service with high delivery success rate over the last couple of years and makes it easy for users to send bulk SMS from their PC to any mobile. Our Gateway allow our customers to send SMS to 85 countries using our INTERNATIONAL SMS HUBBING solutions. We are having direct connectivity with the telecom operators in 85 countries and over 750 operators.

We connect directly to SMSC gateways with over 1500 TPS for ensuring timely delivery of sms pushed. We have 24\* 7 Support number for uninterpreted communication with our valued customers. Now we have over 2500 delighted customers base, thanks to our Our technical perfection, 24\*7 customer care and user friendly web interface .

- Available as web service for users to send messages
- Four dedicated SMSCs hosted worldwide with 42 Global titles
- Worldwide coverage of 750+ mobile operators
- Real Time Statistics, tracking & reporting

## Why Greenads Global

- Global leader in Bulk SMS and Enterprise Messaging
- State-of-art Messaging Delivery Platform
- High Performance: Direct delivery of SMS over Direct SMSC Link
- Reduced SMSC capacity need: Offloading bulk SMS traffic over existing SMSC
- Cost effective: Bulk SMS bundled solution charges, based on "per SMS sent cost per message
- 750+ networks covered globally
- 1500 SMS/sec throughput
- Online Delivery Report web interface

## What we Offer

GreenadsGlobal provides dedicated SMS routes to various companies who are looking at SMS as an effective marketing tool. We offer carrier-level connections, enabling us to provide a dedicated and stable route to our client base for a long term.

Our current infrastructure and carrier connection provides the best and most reliable solution as compared to other providers. We provide the best messaging cost module that fits in almost every low and high budgets.

Our highly skilled team and highly experienced mobile telecom engineers make the system a step ahead of the competition in order to provide with the best client support and service.

Supports HTTP, FTP or SMPP interface, and from any web server. Also by using our desktop interface, the client can send single, group or bulk SMS, without using any browser.

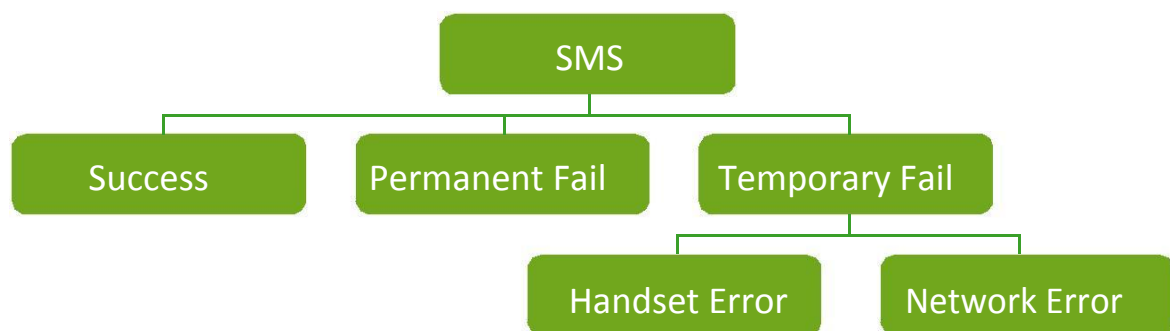
Other Services: GreenadsGlobal introduces Enterprise website SMS Service, a customized version of Enterprise SMS that powers your website with SMS sending capability.

## Industries We Serve

▪ <b>Government</b>	▪ <b>TV / Print Media</b>
▪ <b>Banking</b>	▪ <b>E-Commerce</b>
▪ <b>Real Estate</b>	▪ <b>Retail</b>
▪ <b>Automobiles</b>	▪ <b>Education</b>
▪ <b>Telecom</b>	▪ <b>FMCG</b>
▪ <b>IT / Software</b>	▪ <b>Aviation</b>

## SMS Delivery Flow

The delivery of an SMS depends on many factors which could be Handset driven or Network driven. An attempt to deliver SMS may result in following 3 conditions:



**Success:** Message is successfully delivered to mobile handset

**Permanent Fail:** Message could not be delivered to the mobile handset for permanent errors such as Call Barred, Unknown Subscriber, and Unidentified Subscriber etc. The message for these errors cannot be delivered to end user's handset even after making multiple attempts hence the message is purged after the first delivery attempt.

**Temporary Fail:** In this case the SMSC fails to deliver the message in its first attempt for the following error::

**Handset Errors:** SMSC flags Temp Fails in to Handset errors, when there is one of the following errors is reported by network:

- SIM Memory Full
- Not Reachable/Switched Off

**Network Errors:** There are many switching and radio level errors reported by GSM networks. All of them categorized in to one "SystemFailure" for ease in handling.

**MSC Timeout:** When SMSC makes a delivery attempt for a message, it normally received either a success or error acknowledgment for that message. However, for some reason if there is no response from the network for 30 seconds, that particular message is marked as "TimeOut". A timed out message has 50% probability of delivery, and in normal scenario, is not retried at all.

## Retry Interval and logic

### Network Failures and Timeout:

All message that do not get delivered due to reason such as Network error or Timeout on first attempted through primary SMSC are immediately routed to our secondary SMSC. Even if the second attempt gets failed for Network error or Timeout then we route SMS

via third SMSC, if it fails on the third attempt we send a status report of the messages received from the operator.

**Handset Error:** If message is not delivered due handset based error, SMSC flags Home Location Register (HLR) of the destined mobile number indicating that there is a “Message Waiting” for that number. At any point of time when handset comes out of reported error, HLR sends an alert (SC Alert) back to SMSC triggering the delivery attempt of all the pending messages for that number. Message for handset errors are purged and marked as expired if no SC alert is received for 6 hours (from the time of first attempt)

## Operators

Your message will be routed via one of the below operators, based on the best availability for the respective series or performance at the point of broadcast.

VODAFONE

IDEA

AIRTEL

BSNL

**For More Details Call our Support Number : 8593930444**

**E-mail: [info@greenadsglobal.com](mailto:info@greenadsglobal.com)**