

Lleida.net Opens the Door to More Opportunities with Dialogic Signaling Solutions

CASE SUMMARY

Challenge

Lleida.net, a pioneer in registered SMS communications, was looking to expand its opportunities by upgrading its connectivity to other operators from SMPP to SS7.



Solution

Lleida.net leveraged Dialogic® DSI SS7G41 Signaling Servers along with Dialogic's extensive technical expertise with signaling interworking to implement and execute its SS7 connectivity strategy to improve quality, expand performance visibility and reduce costs.

Challenge

Lleida.net is a value added telecommunications operator, based in Spain but with a global reach, that is a pioneer in registered SMS communications. It provides a wide range of services including registered and unregistered email and SMS communications as well as SMS hubbing services for operators. Its mission is to provide secure, trustworthy, efficient and profitable electronic communications to its customers to help them improve their business performance.

Innovation is paramount to Lleida.net in order to meet the needs of its clients, not only from a cost perspective, but also through new features and ever improving quality. So it was natural that Lleida.net wanted to expand its ability to connect with carriers, which originally was via Short Message Peer-to-Peer (SMPP) protocol, to include SS7 to improve on efficiency and cost. By implementing SS7 connectivity for its Short Message Service (SMS), it would be able to expand the number of mobile operators with which it could connect since many carriers would only connect via SS7. It also knew it would be able to connect more efficiently with those network operators using SS7, as well as improve its visibility into service performance; but it needed a trusted partner to help it with the technology and make the most out of the benefits SS7 connectivity would be able to provide.

Solution

Lleida.net was already aware of Dialogic's leadership role in providing any-to-any connectivity solutions to service providers, so it selected Dialogic to help them implement its SS7 strategy. Lleida.net connected its Short Message Service Center (SMSC) server to the SS7 network through a Dialogic® DSI SS7G41 Signaling Server and started to move its current connections using SMPP over to SS7. The DSI SS7G41 Signaling Server is a

scalable, high performance telecommunications signaling platform, providing connectivity between core SS7/SIGTRAN networks and multiple distributed application servers such as Lleida.net's SMSC servers.

By deploying the DSI SS7G41 Signaling Server, Lleida.net was able to take advantage of the improved quality and lower costs associated with SS7 connectivity for SMS. Before, Lleida.net exclusively used SMPP to hand off SMS traffic to carriers, but found itself limited in its knowledge of what happened to sent SMS messages. It could only tell if the target operator successfully received the message with no other indication of either the availability of an end user, or if the end user successfully received the SMS.

After Dialogic helped Lleida.net upgrade its carrier SMS connections to SS7, the quality and the visibility into service health became clearer. SMS over SS7 provides a rich set of response messages with error indications that expose valuable service and network level intelligence, to help more effectively troubleshoot and resolve issues affecting quality and performance. After deploying the Dialogic solution, Lleida.net, through inspection of the SS7 response messages, was able to not only determine if any messages were not received by the end user, but also gain a better understanding of why there was an issue. Migrating to SS7 has enabled Lleida.net to more effectively resolve issues affecting quality and also better control service cost.

Dialogic also played a critical role in providing Lleida.net with training and support to expand its expertise with SMS over SS7. This helped Lleida.net to rapidly start delivering services over the new configuration. Sisco Sapena, CEO of Lleida.net, noted that "Dialogic's technology experts helped us increase our knowledge of how to maximize the benefits of our SS7 interconnections. The comprehensive capabilities of the Dialogic solution, along with the training and post-sales support, allowed us to rapidly deploy our SS7-based solution without expanding our operations workforce or outsourcing to a third party."

Within three months of deploying the Dialogic solution, Lleida.net was able to connect to nearly 200 operators via its SS7 interconnect. Mr. Sapena commented, "Dialogic's SS7 connectivity solution has really helped us expand our opportunities by allowing us to reach more destinations and close more peering agreements. The Dialogic DSI SS7G41 Signaling Server has helped us improve the quality we deliver to customers."

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-- Sisco Sapena,
CEO of Lleida.net

About Lleida.net

Lleida.net is a Telecommunications operator focused on registered electronic communications. It also acts as an International Transit Carrier giving SMS/MMS HUB service that allows mobile operators (MNO /MVNO) to reach the maximum number of destinations with a single agreement/connection.

For more information, visit www.lleida.net.

About Dialogic

Dialogic (OTCQB:DLGC), the Network Fuel™ company, inspires the world's leading service providers and application developers to elevate the performance of media-rich communications across the most advanced networks. We boost the reliability of any-to-any network connections, supercharge the impact of applications and amplify the capacity of congested networks. Forty-eight of the world's top 50 mobile operators and nearly 3,000 application developers rely on Dialogic to redefine the possible and exceed user expectations.

For more information visit www.dialogic.com

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Information about Lleida.net has been provided by Lleida.net for this case study.

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