



Enterprise SMS Platform

www.montymobile.com

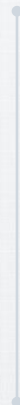
May 2019

About Monty Mobile



Our Learning Curve Never Stops Growing

- Innovative solutions
- Ultimate quality performance
- Professional customer service
- Long-lasting thirst for improvement



Monty Mobile

A Leading Global SMS Hub, Roaming Broker and Mobile VAS Provider.

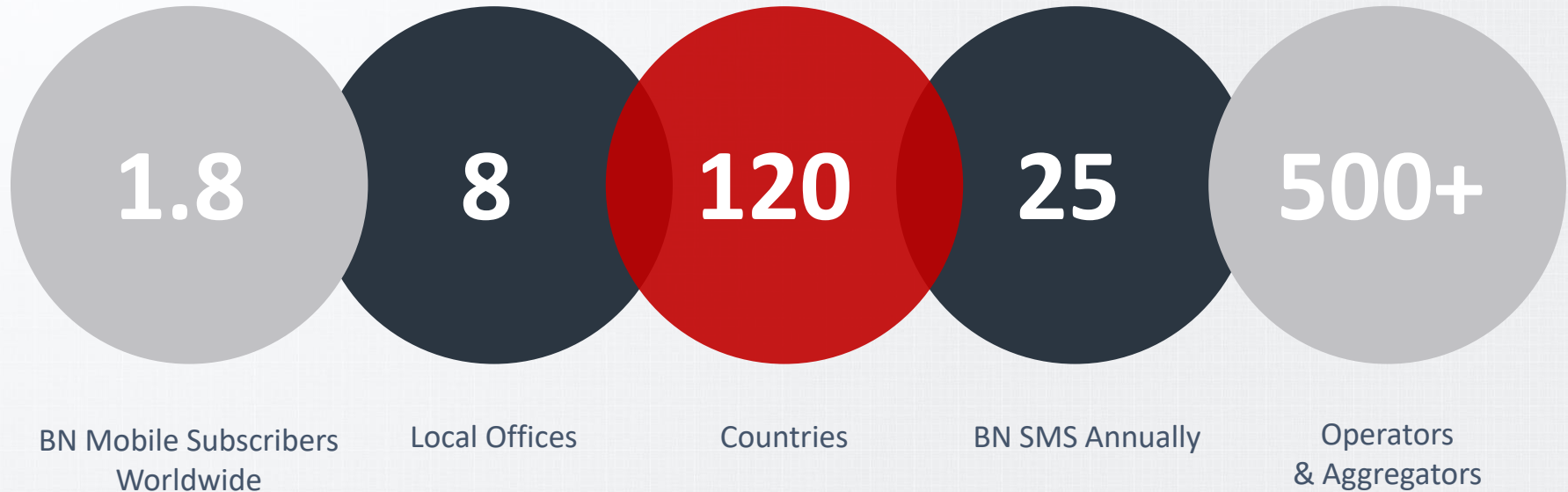
Founded In

1998 as a member of Monty Holding Group.

Worldwide

We work closely with worldwide mobile operators, aggregators, and enterprise to facilitate the international flow of data, voice and SMS across global markets.

Sales & Distribution Strategy



Products & Solutions

SMS Solutions

- A2P/P2P SMS Hub Services
- SMS Gateway Management
- SmartWall
- A2P SMS Management Platform

Roaming Solutions

- Roaming Plus
- Multi-IMSI
- RID (Roaming in Dimension)

Value Added Services (VAS)

- M-Rewards
- Revenue Plus
- RBT
- Airtime Credit Loan
- Roaming Star
- Big Data
- Gain & Retain
- In Touch
- M-Government

Enterprise SMS Platform

- SMS Gateway
- B-Pal
- SMS Alerts

Top Clients Trust Us

We have grown into a key regional player in the telecommunications business winning the trust of the biggest mobile operators and service providers around the world.

The logo for mada, featuring a stylized multi-colored flower icon above the word "mada" in lowercase.The logo for plus, featuring a purple flower icon above the word "plus" in lowercase.The logo for Zen Interactive Technologies, featuring a blue circular icon with a stylized 'Z' and the text "Zen Interactive Technologies".The logo for Smart, featuring the word "Smart" in a large blue font with "let's talk" in a smaller red font below it.The logo for VETTEL, featuring a stylized green and orange wave icon above the word "VETTEL" in blue, with the tagline "Say it your way" below.The logo for Hutchison Telecom, featuring a blue square icon with a white cross and the text "Hutchison Telecom".The logo for PRIMETEL, featuring the word "PRIMETEL" in a bold, italicized black font with a red swoosh underline.The logo for 3 Mob, featuring a green circle with a white number "3" and the word "Mob" in blue.The logo for Jawwal, featuring a green and blue circular icon above the word "Jawwal" in black.The logo for ALBtelecom, featuring a red square icon with a white circle and the text "ALBtelecom" below it.The logo for somtel, featuring a yellow stylized 'S' icon above the word "somtel" in blue.The logo for Chinguitel, featuring a blue starburst icon above the word "Chinguitel" in blue, with the tagline "Membres du Groupe EXPERTIS" below.The logo for 9 mobile, featuring a green circle with a white number "9" and the word "mobile" below it.The logo for alfa, featuring a red square icon with a white circle and the text "alfa" below it, with "OMASCOM TELECOM" in smaller text below.The logo for MTN, featuring a yellow circle with a blue "MTN" text inside.The logo for orange, featuring an orange square icon with the word "orange" in white below it.The logo for zain, featuring a green circular icon with a white swirl and the word "zain" in white below it.The logo for O2, featuring a large blue "O" with a subscript "2" below it.The logo for etisalat, featuring the word "etisalat" in black and a green stylized 'D' icon.The logo for expresso, featuring a purple flower icon above the word "expresso" in black.The logo for vodafone, featuring a red speech mark icon above the word "vodafone" in red.The logo for airtel, featuring a red stylized 'A' icon above the word "airtel" in red.

Enterprise SMS Platform: Business Solution System

Enterprise SMS Platform



Introduction:

- Monty Mobile has developed its own solution “Enterprise SMS” platform in order to cater client’s requirements and provide high volume of SMS messaging services by ensuring their delivery.
- The “Enterprise SMS” platform is a customized secure solution that is suitable and customizable for any vertical.
 - ✓ **Flexible:** can be installed in both traditional and virtualized environments
 - ✓ **Modular:** able to activate new messaging modules
 - ✓ **Consolidate:** consolidate all traffic in one Traffic Control platform.

Enterprise SMS Platform



Enterprise SMS Platform Components:

The Enterprise SMS platform is composed of the following:

- ① SMS Gateway
- ② B-Pal (business partner solution)
- ③ SMS Alerts (web portal and desktop application for sending SMS)

A Solution For Your SMS Needs



A modular system is composed of various tools covering the complete work cycle of the SMS exchange business.

The solution:

- Allows the automation of decision-making that guarantees loss free operations and best profits
- Communicates with the SMSCs run by a hub/operator to process CDRs and provision routes in a fast and secure environment
- Shows the updated status of any deal through a monitoring module that reads from a data warehouse
- Integrates to any third party service or software including HLR and MNP services
- A user- friendly campaign tool

Our SMS Hub Solution is based on over 20 years of experience in the business:

- Caters for all the needs of an SMS Hub connecting to any SMSC
- Generates revenue from Day One



Full Automation



2 Way Messaging



1500 SMS/Second



Modular Solution



On-Premises



100 Million SMS/Month

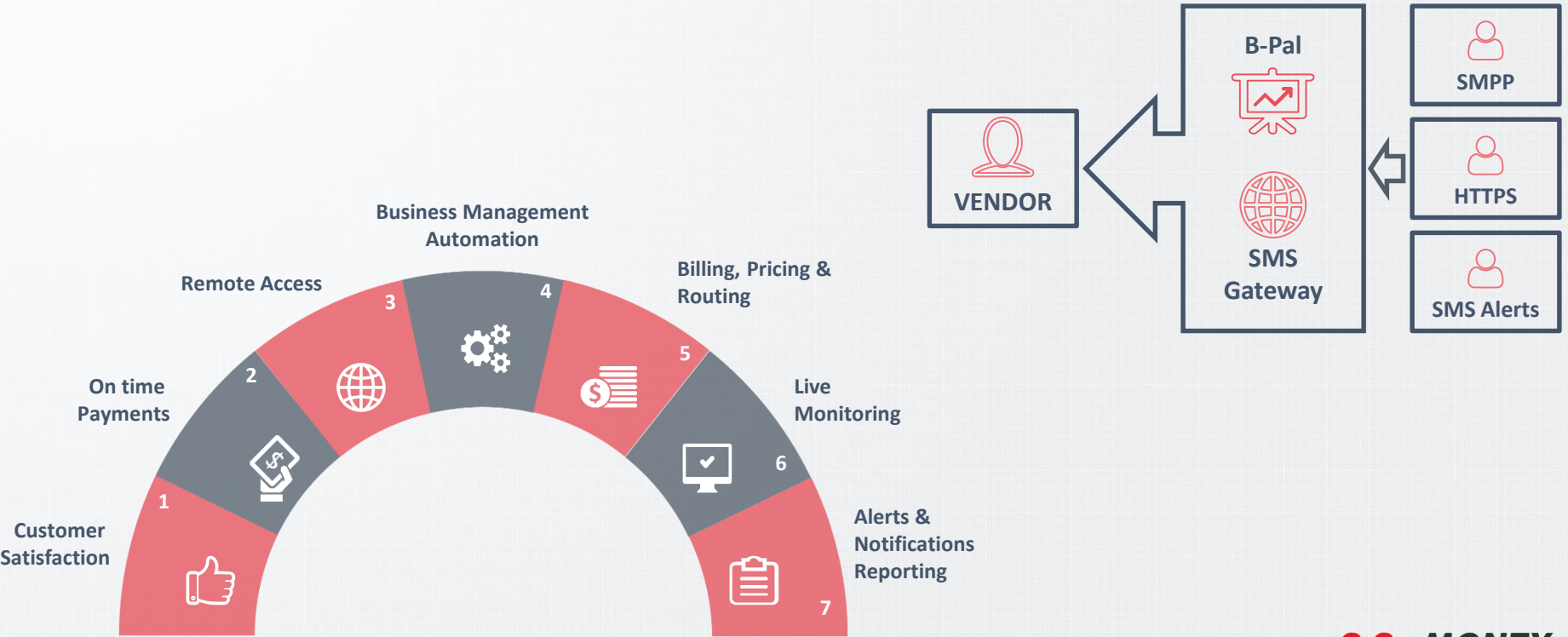


SaaS Model



High Availability

Get Paid For Every Single SMS



Enterprise SMS Platform

SMS Gateway

B-Pal

SMS Alerts



Description:

- Monty Mobile A2P SMS Gateway is a unified platform:
 - Routes the A2P traffic received from different sources to various destination MNO
 - Ensures the delivered SMS via appropriate routes into client networks.
 - Enables interconnection with the major SMS aggregators and MNO's

Enterprise SMS Platform

SMS Gateway

B-Pal

SMS Alerts



Monty Mobile A2P SMS features:

- Long codes and Short Codes are supported
- Message queue length and resending failed messages
- Highly available (99.9%)
- Multi-instances to overcome single point of failure
- Supports all types of messages:
 - Multilingual Text messages
 - Unicode Text messages
 - Concatenated messages
- Queues Management
- Client/Vendor window size set
- Client/Vendor capacity ratio defined
- Full support of DLR messages
- MNP/HLR support
- SMPP/HTTP API:
 - The SMPP connection uses SMPP v3.4 & v3.5 and supported Protocol Data Unit
 - A built-in HTTP API allows traffic acceptance from any third-party application with internet connectivity
- Basic firewall blocking for spam and undesired messages
- Intelligent and flexible routing engine
- Live traffic monitoring

Enterprise SMS Platform

SMS Gateway

B-Pal

SMS Alerts

Flow

1 **CLIENTS**
HTTP SMPP Traffic



Clients send traffic to the platform. In our case, SMS Alerts/Web SMS is the client which is connected to the gateway via SMPP connection.

2 **CLIENT TPS Limit**
Check the TPS of each client



Each Client is allowed to send a specific number of messages per second in order to load the traffic in the gateway.

3 **CLIENT MESSAGE QUEUE**
Store the exceeded messages for later delivery



All the messages that exceed the TPS are stored in the Client Message queue.

4 **CORE SWITCH**
Request the vendors (routes) from the routing module



The gateway requests for a route in order to forward the messages for the desired destination

5 **ROUTING MODULE**
Contains all the routes (LCR route, direct route..)



Those routes are predefined based and the Client selected destination

6 **VENDORS**
The vendors received all the SMS in order to deliver them to the specific destinations



The Vendor forwards all messages and defines a TPS number to avoid any overload in its equipment.

Enterprise SMS Platform

SMS Gateway

B-Pal

SMS Alerts



Description:

- B-Pal:
 - A billing system for prepaid and postpaid SMS Interconnect Services
 - Easy to integrate with a third party SMS gateway
 - B-Pal offers solutions for billing, rate, deal & dispute management, order management, automation of business processes with network, service and customer agility
 - A real time monitoring tool for all the SMS traffic
 - An intelligent routing algorithm by offering the Least Cost Route feature



B-Pal features:

1. SMS System Modules:

- Accounts & Profiles Management
- Network Operators Management
- Users Management & Roles permission
- Sale & Purchase Rates Management
- Reporting Module – Collection and processing of CDRs from the SMS Gateway
- Billing, Invoicing, and payments.

Enterprise SMS Platform

SMS Gateway

B-Pal

SMS Alerts



B-Pal Features:

2. Billing Engine:

- Vendors Management:
 - Automated Cost importation tool
 - Least Cost Vendor
 - Cost Benchmarking Tool
- Client Management:
 - Re-pricing module
 - Rate change notification
 - Rate History
 - Automatic validation of new rates
 - Credit check & alerting
 - Invoice Generating
 - Invoices History
 - Client Notification History
 - Credit/Debit Notes
 - Payments Registration
 - Netting Term Calculations

Enterprise SMS Platform

SMS Gateway

B-Pal

SMS Alerts



B-Pal Features:

3. Advanced Routing

- Vendors Management:
 - Least Cost Routing
 - Manual Routing Override
 - Route by destination (standard), by Source (optional)
- Automatic Route Synchronization
- Routing in blending concept
- New rates become available for routing within a few minutes of receipt from vendor
- Traffic Monitoring and Reporting
 - Re-pricing module
 - Rate change notification
- Billing Reports:
 - Client: Monthly Client Statistics, Target List
 - Supplier: Monthly Supplier Statistics
 - Traffic: MO Traffic Report, MT Traffic Report
 - Profit: Profit/Sales representative

Platform: Interfaces

SMS Gateway

B-Pal

SMS Alerts

Route/Rate Plan Interface

B-PAL Administration Client Vendor Traffic Billing Service Provider Reports User Version 5.1 - Standard

Route/Rate Plan

Route/Rate Plan

Create Route PlanChange Shared RouteChange MNP/HLR RouteCreate Route

Loading Routing Table Data 100%

RoutingBulk Rating

All Routes--Account Category--Account Class--All CountriesAll OperatorsAll Currencies

Search:

ClientVendorSource CountrySource OperatorCountryOperatorCCMCCMNCMCCMNC

No data

Showing 0 to 0 of 0 entries

PreviousNext

Copyright B-PAL © 2017
Rate Loss

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Platform: Interfaces

SMS Gateway

B-Pal

SMS Alerts

Gateway Monitoring Interface

B-PAL Administration ▾ Client ▾ Vendor ▾ Traffic ▾ Billing ▾ Service Provider ▾ Reports ▾ User ▾ Version 5.1 - Standard

Gateway ▾
Primary ▾

Filter
Name ID All Status ▾ All Instance ▾ All Type ▾ ☒ Activities Search Reset Filter

SMS Gateway Monitor

Show entries Search:

Typ	Status	ID	Instance	Name	IQ	TPSC	TPSP	TPSMNP	Q	TPSV	Failed	NOC	
V		64	9001	42 Telecom X1-MT	0	0	0	0	0	0.07	0	1	Action ▾
C		721	9002	ACL Mobile Direct-MO	0	0.07	0.1	0.03	0	0	0	1	Action ▾
C		500	9002	ACL Mobile JLT-MO	0	1.4	1.4	1.23	0	0	0	4	Action ▾
V		1434	9002	Acme Tel Direct-MT	0	0	0	0	0	0.83	0	1	Action ▾
C		1432	9003	Acme Tel-MO	0	0.3	0.3	0	0	0	0	1	Action ▾
V		1992	9003	Ada Direct-MT	0	0	0	0	8	7.77	0	1	Action ▾
V		1681	9002	Advise S.r.l-MT	0	0	0	0	0	0.02	0	1	Action ▾

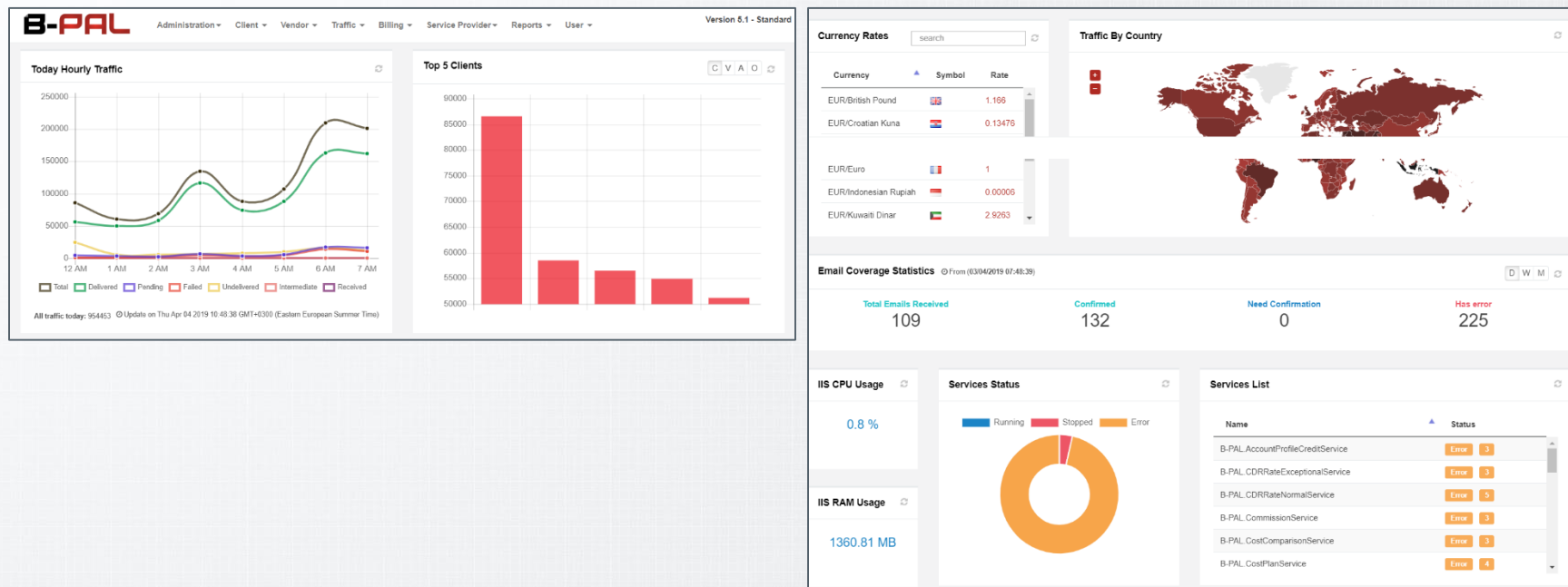
Platform: Interfaces

SMS Gateway

B-Pal

SMS Alerts

Dashboard Interface



Enterprise SMS Platform-SMS Alerts

SMS Gateway

B-Pal

SMS Alerts



Description:

- SMS Alerts- automated alerting system- is a desktop-based application that can be installed on any network, and allows any enterprise to send customized trigger-based or bulk SMS
- It's a simple, reliable & high speed messaging platform that ensures intelligent interactions with customers and maximizes conversions
- It's designed to help enterprises automate their notifications by connecting to ERP or any data source in a secure way

Enterprise SMS Platform-SMS Alerts

SMS Gateway

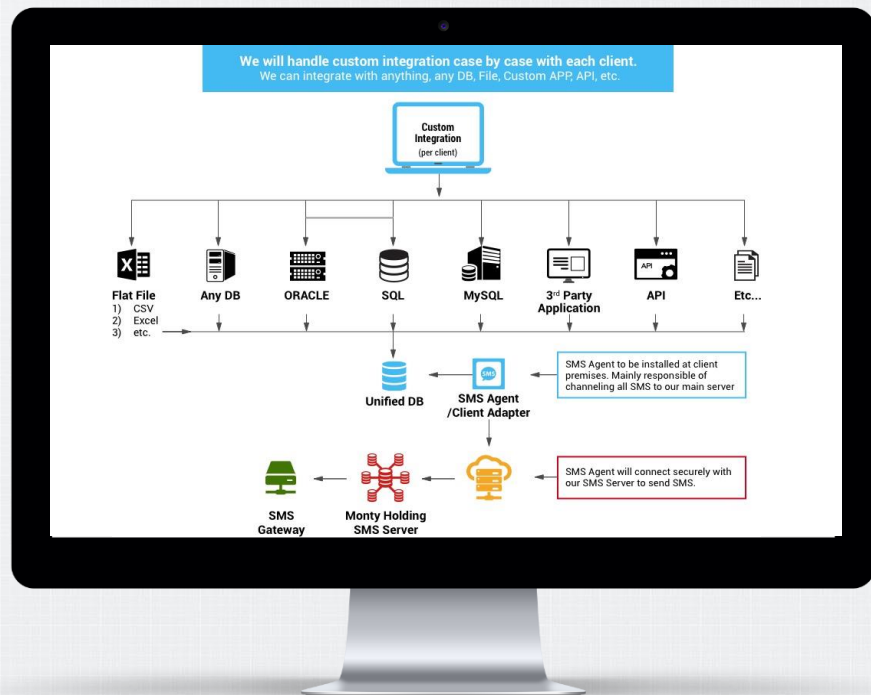
B-Pal

SMS Alerts



Technical Overview:

- System Installation, Support and Integration is offered for FREE: Only SMS Charges apply!
- Integrates with any client's database (Oracle, SQL, MySQL, etc.)
- Reads data from:
 - Flat files (CSV, Excel, etc.)
 - 3rd party applications
 - SFTP/FTP
 - Any custom adapter or third party data source
- The **SMS Alerts** platform is connected to the Mongo database and all the data are stored there.
- It's connected to the Monty Mobile gateway via SMPP connection.



Enterprise SMS Platform-SMS Alerts

SMS Gateway

B-Pal

SMS Alerts

Benefits:



Cost Effective

Cheap method of communication as compared to the high value of content shared



Fast

Ensures fast and timely communication



Maximum Safety

Protects the customers from fraud prevalence



Brand Loyalty

Enhances brand loyalty by stimulating dialogues and interactions



Wide Reach

Reach out even to customers who do not have a smartphone or a data plan



Confidential

Each subscriber's mobile number represents his ID



Monetizing Interactions

Monetize interactions through incentivized offers



High Delivery Rate

Guarantee all your messages reach the right target



Improved Business Efficiency

Facilitating small-value purchases, payments, money transfers, donations & digital content...



Flexibility

Opt-in/Opt-out flexibility

Enterprise SMS Platform-SMS Alerts

SMS Gateway

B-Pal

SMS Alerts

A Flexible Solution for various domains:



Finance

- MFS
- Payments
- Banks
- Mobile Money
- Money Transfer companies

(I.e. Notifications, OTP, Appointments & deadlines Tracking)



Healthcare

- Hospitals
- Clinics
- Insurance companies
- Pharmacies
- Medical suppliers

(I.e. Result Notifications Appointments, Campaigns Replenishment & Order tracking)



Education

- Universities
- Schools
- Academies

(I.e. Notifications, Alerting, Appointment & Registration)



Point of Sale/ Retail

- Malls
- Retailers
- FMCG

(I.e. Loyalty programs, Payment notification, New arrivals, Replenishment)

Enterprise SMS Platform-SMS Alerts

SMS Gateway

B-Pal

SMS Alerts

A Flexible Solution for various domains:



Hospitality & Entertainment

- Hotels & resorts
- Gyms
- Nightlife
- Events management
- F&B

(I.e Reservations, Payments, Campaigns, Appointments & Loyalty programs)



Public Sector

- Ministries
- Public organizations
- Governmental Agencies

(I.e. Alerts, Notifications, Appointments, Awareness campaigns & Fines)



Service Businesses

- Utilities
- Insurance
- Smart Metering
- Advertising Agencies
- TV & media

(I.e Bills & subscriptions, Expiry notifications, Awareness campaigns & Offers)



Transport, Aviation & Logistics

- Car tracking
- Freight forwarders
- Logistics companies
- Car Dealers
- Airlines & agencies

(I.e. Zone fencing & theft, Reservations, Promotions, Order tracking & loyalty)

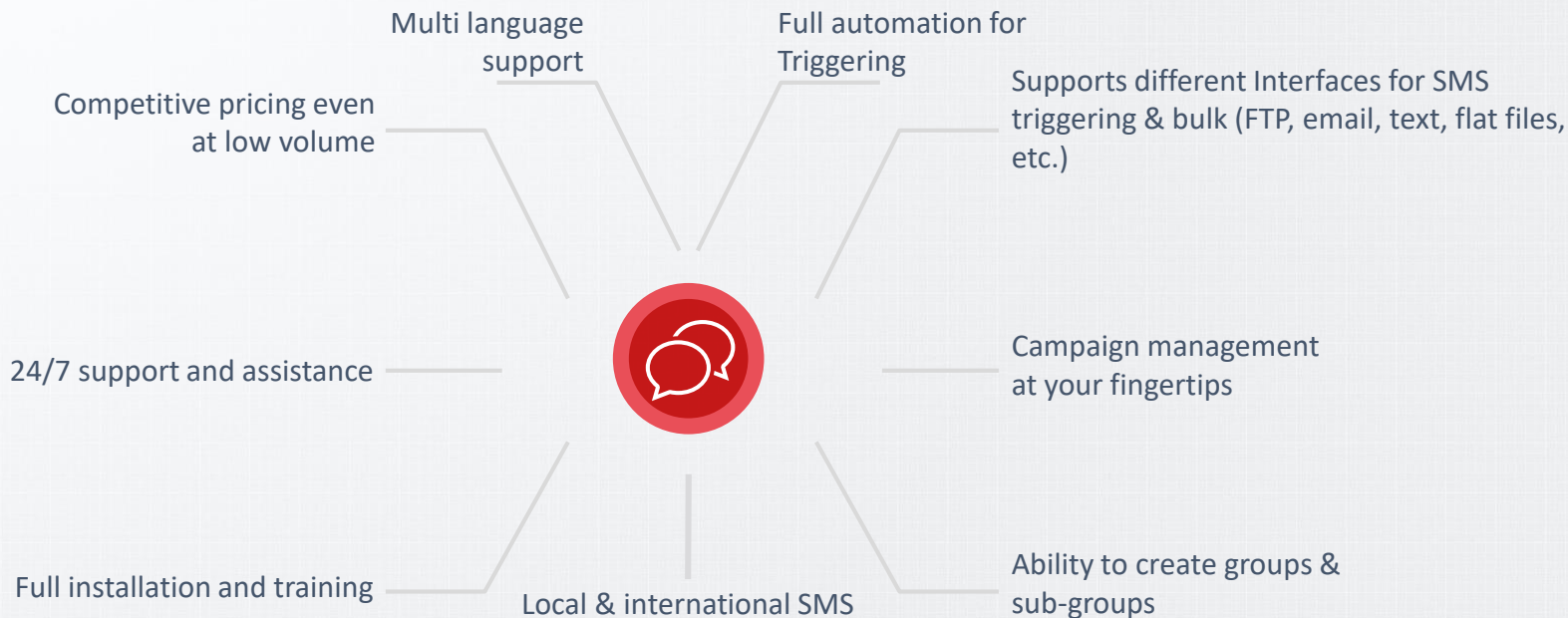
Enterprise SMS Platform-SMS Alerts

SMS Gateway

B-Pal

SMS Alerts

Why SMS Alerts?



Platform: Interfaces

SMS Gateway

B-Pal

SMS Alerts

Bond SMS Interface

Traffic Report

From

To

Message Status

Select Status

Country

Country

Operator

Select Operator

Account

Select Account

Campaign

Select Campaign

Phone Number

Filter

TOTAL TRAFFIC
133140

TOTAL PARTS
154152

TOTAL DELIVERED
106394

TOTAL COST
0.0000

Export To Excel

Search

	User Name	Country	Operator	Sender Id	Phone Number	Status		Cost	
+	wissam	Lebanon	Alfa	s	917605966773	9613200001	1	2019-02-13 12:00:02	0.0889
+	wissam	Lebanon	Alfa	s	917605966773	9613200002	1	2019-02-13 12:00:02	0.0889

Platform: Interfaces

SMS Gateway

B-Pal

SMS Alerts

Bond SMS Interface

The screenshot displays the Bond SMS Interface dashboard. At the top, a dark blue header bar contains a user profile for 'Don Richards' with a dropdown arrow, alongside mail and notification icons. Below this is a navigation menu with links to Dashboard, API, Send Message (with a dropdown), Phone Book (with a dropdown), Reports (with a dropdown), Billing (with a dropdown), and Settings (with a dropdown). The main content area is divided into two sections. The left section, titled 'Quick SMS Send', contains a form with the following fields: 'Sender ID' with a dropdown menu labeled 'Select Sender Id'; 'Api Type' with a text input field containing the placeholder 'Enter Contact(s) followed by a comma , including country code.'; and 'Message' with a large text area containing the placeholder 'Please enter the body of your message here'. Below the message field, a character count shows '0 characters' and '160 characters left'. To the right of the message field are four buttons: 'Groups' (with a group icon), 'Contacts' (with a person icon), 'Templates' (with a document icon), and 'Variables' (with a code icon). At the bottom of the form is a blue button labeled '> Send Message'. The right section is titled 'ALERTS & ADVICE' and is currently empty.

Platform: Interfaces



SMS Gateway





















B-Pal

SMS Alerts

Bond SMS Interface

Contacts

Export To Excel  Add New Contact 

		First Name	Last Name	Mobile	Email	Info	Group
		Mr	wissam	ism	9613825858		test 2
		Mr	igywqdgwiwqugd1	iuwqgdiiuqw1	9613200001	a@b.c	info 1
		Mr	igywqdgwiwqugd2	iuwqgdiiuqw2	9613200002	a@b.c	info 2
		Mr	igywqdgwiwqugd3	iuwqgdiiuqw3	9613200003	a@b.c	info 3
		Mr	igywqdgwiwqugd4	iuwqgdiiuqw4	9613200004	a@b.c	info 4
		Mr	igywqdgwiwqugd5	iuwqgdiiuqw5	9613200005	a@b.c	info 5
		Mr	igywqdgwiwqugd6	iuwqgdiiuqw6	9613200006	a@b.c	info 6
		Mr	igywqdgwiwqugd8	iuwqgdiiuqw8	9613200008	a@b.c	info 8
		Mr	igywqdgwiwqugd8	iuwqgdiiuqw8	9613200008	a@b.c	info 8
		Mr	abd	sabbah	96170718249		

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Any Questions?

Thank You

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