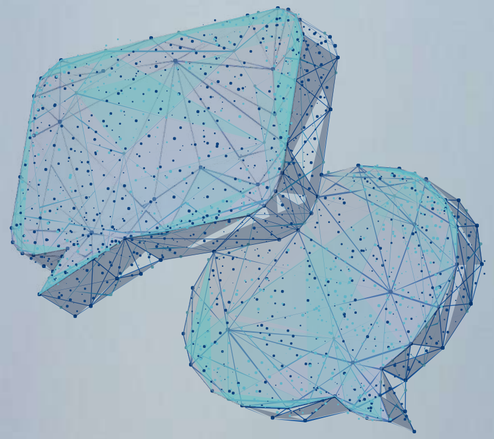
Broad Net

Your Reliable Messaging Hub



Broad Net

SMSC GATEWAY & FIREWALL

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Premium SMS? Think **BROADNET**

Global excellence

20 years, 13 countries

User-Centric Excellence.

Elite Squad of 200+ Professionals!

Future-Tech, Today.

AI & ML: Elevating SMS Safety & Creativity

24/7 Authentic Assistance.

Expect More, Earn More: **Maximized Revenue!**

Reach Beyond Borders.

New Business Beckons! **Ready to Unlock?**

Your Data's Stronghold.

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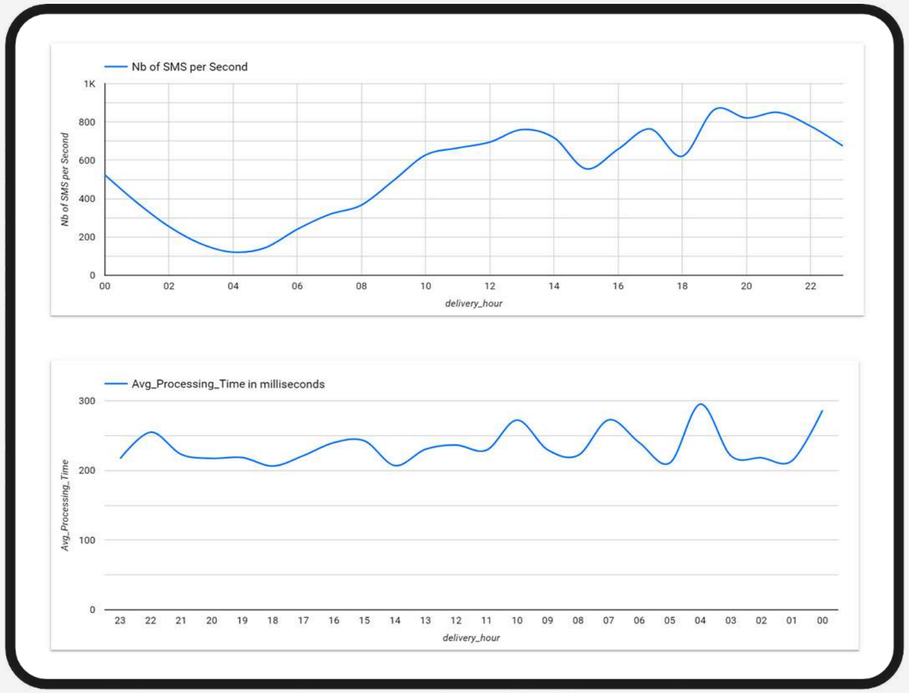
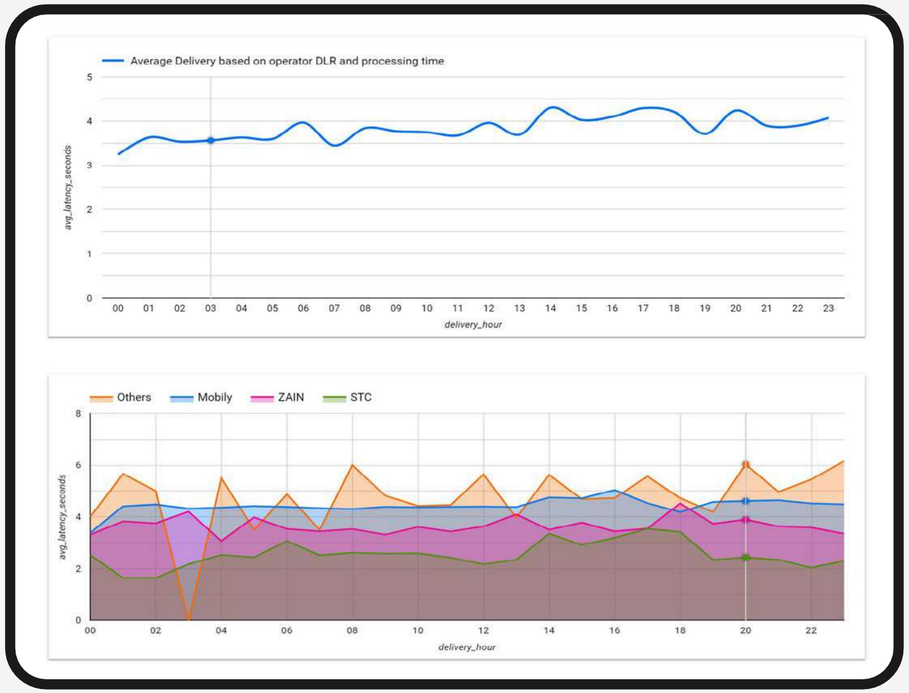
Total Installations across Operators:

8 SMSC - 6 Firewall





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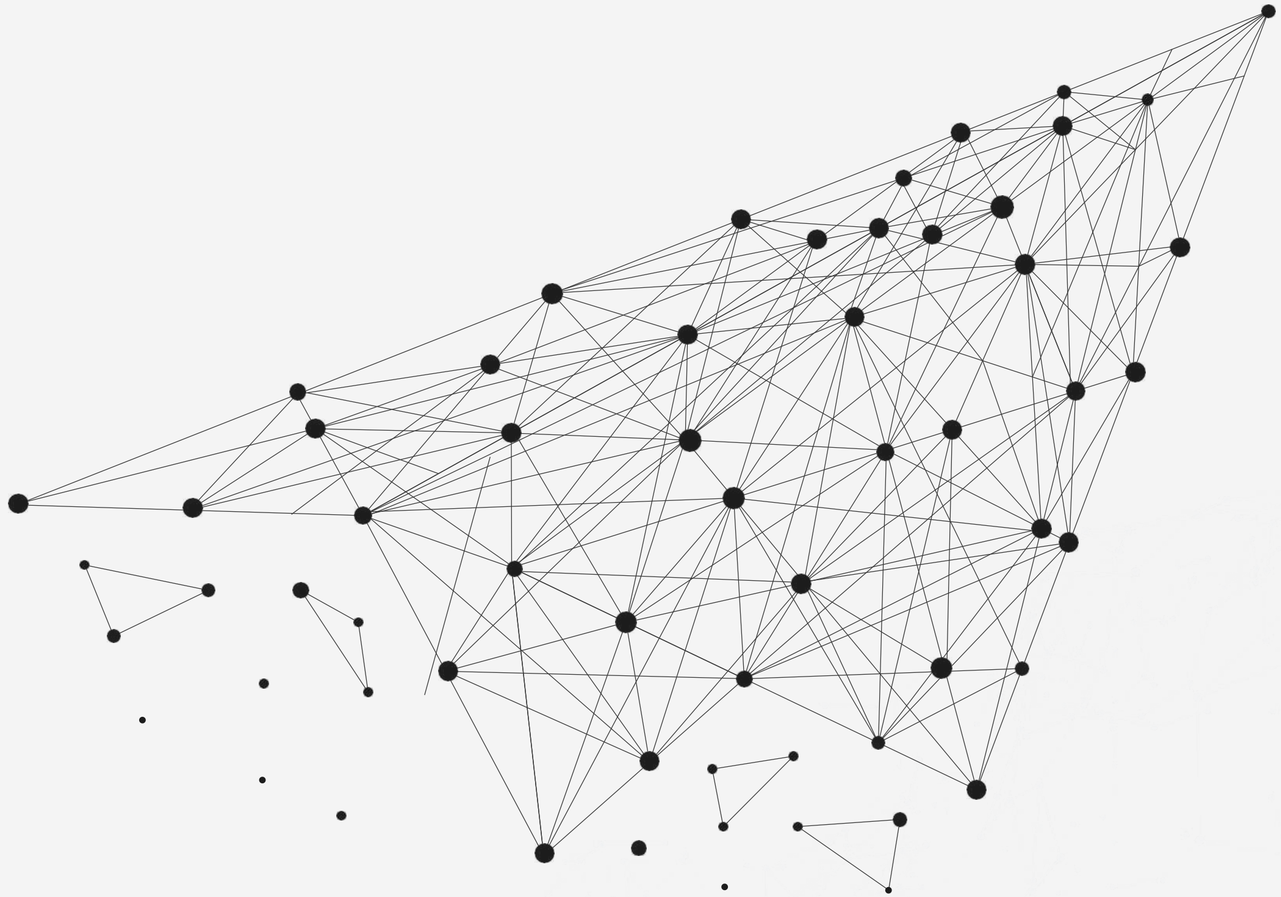
SMSC Gateway

- Boundless Texting, One Gateway
- Links phones & computers seamlessly.
- Two platforms, one seamless chat.
- Worldwide reach for effective communication.



Benefits

- Broadnet's SMSC Gateway: The SMS Powerhouse
- Tailored for Aggregators, Carriers & Operators.
- Expertise in group, broadcast, and short code SMS.
- Adapts to your size, never compromising speed.
- Swift routing, balancing, and high throughput.

Dynamic SMS Sorting:
Whitelist, Blacklist, Prioritize.

Universal Connect : Third-party & SMPP-ready.

OTP Power : BroadNet leverages major OTP ties for A2P.

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A2P SMS FIREWALL

- Where innovation meets security: Innovate. Secure. Profit.
- AI strength against evolving threats.
- Maximize your A2P revenue potential.
- Transform losses into gains.
- Protect. Empower. Profit. All in one firewall

Advantages of our A2P SMS Firewall?

- Worldwide A2P SMS Protection by Broadnet.
- Block spam & fraud with precision.
- Your revenue? Protected
- Compliance? Checked.
- Real-time insights with rules YOU set.
- Optimal network performance, unmatched customer experience

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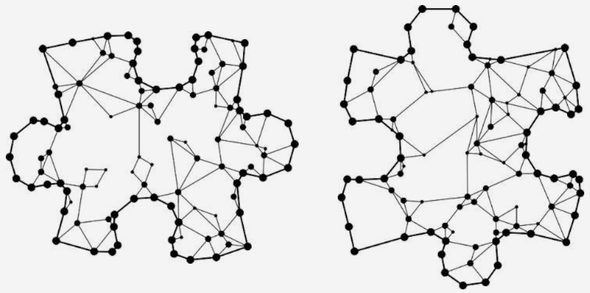
SMSC Gateway Features

High Throughput

10K+ SMS/sec?
Welcome to Bulk Messaging's Future!

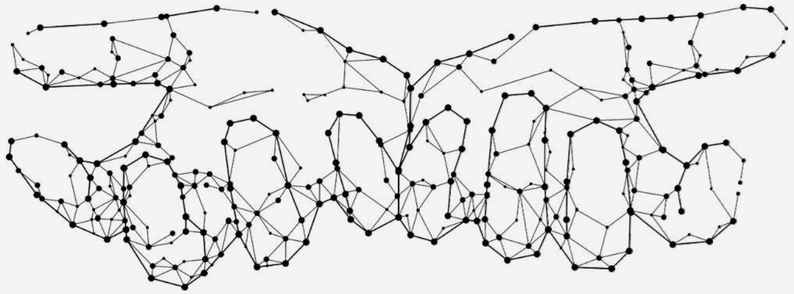


Custom Throttling

Throttle Smart, Drive Data

Dynamic Routing

From A to B:
Revolutionizing Delivery Routes



Protocol Adapter

Direct Data: HTTP/SMPP Made Simple.

On The Fly Session

Instant SMPP Integration:
Keep Going, No Pauses

Adaptive Routing

Adapt & Deliver:
Priority Routing with DLR!

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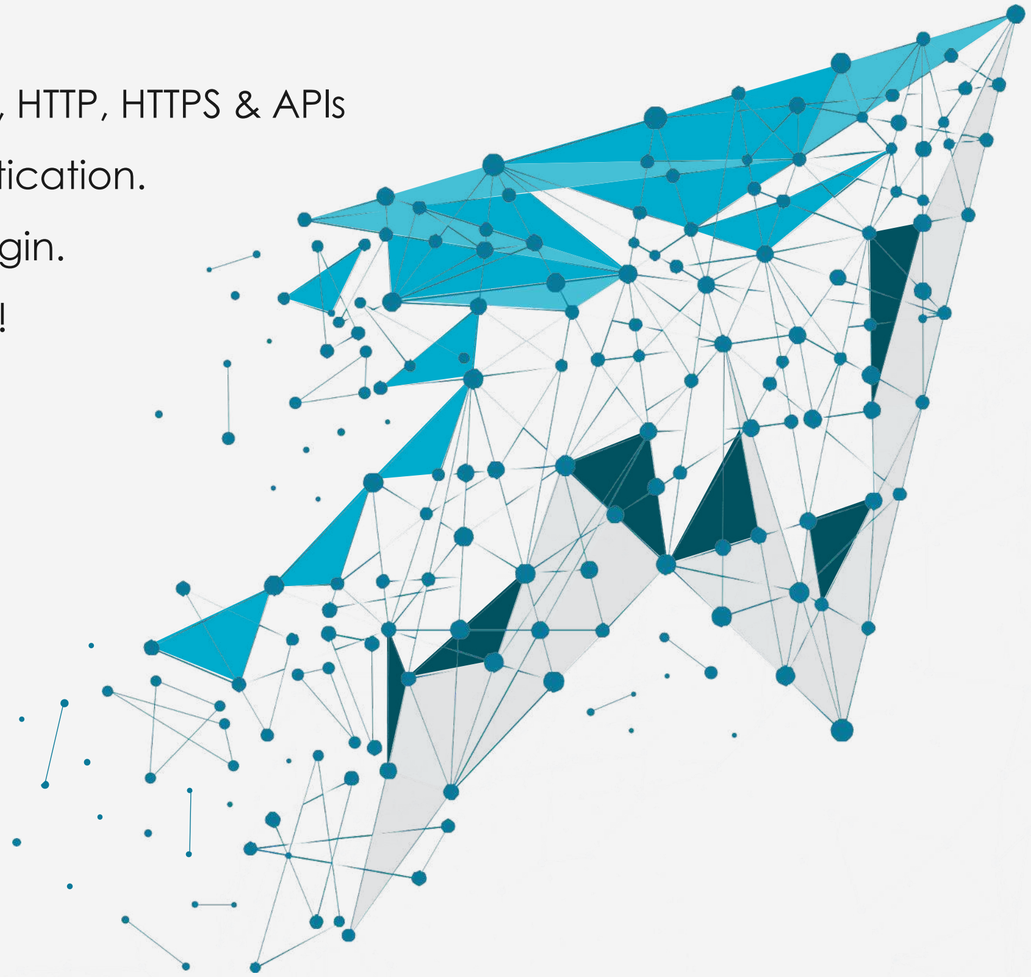
Technical Proposal:

- Secure & Swift: Our Platform Boasts SSL 256 Encryption for SMPP, SMPPS, HTTP, HTTPS & APIs
- 100M+ Transactions, Smoothly Secured with Digest & Layer 3 IP Authentication.
- Empowering Users with Infinite SMPP Connections & A Secure 2-way Login.
- Beyond Speed: Sending 10,000 SMS a Second, and That's Just the Start!
- Instant Control: Modify SMSC, Users, & Firewall Rules in a Flash!
- Resend or reroute pending messages.
- Precision SMSC Routing: Prioritized & Balanced
  (Simple & Static, Round robin, Failover, Least cost).
- Decoding Words Smartly
- Sender & Timing-Based Security
- Control with 10 Priority Queues & Traffic Module.
- Message Control (Transparent Filter, Connect or Filter, User Filter).
- Texts-per-Second: SMSC Boundaries



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Technical Proposal:

- Web Management for All User Roles.
- Real-Time SMSC & User Rule Edits.
- Users get SMPP, SMPPS, HTTPS & API with SSL 256-bit security
- AI & ML: Boosting Content, Filtering & DB Efficiency
- Infinite User Access
- Layer 3 IP authentication
- Digest Authentication
- Proven: 10K SMS/s, up to 36M SMS/hour
- Smart architecture framework / permission module
- 2-way login authentication module
- Define users speed, timeout, number of sessions, access…
- Unlimited numbers of SMPP Connections

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SMS Firewall

Robust Revenue Partnership

AI-powered system detects fraud in:

- real-time,
- analyzing message traffic with advanced algorithms,
- customizable for telecom needs,
- optimizing revenue and protection.

Unwanted SMS traffic? Not on Our Firewall's watch! such as:

- Grey Routes
- SMS Spoofing
- SMS Flooding
- Cutting edge AI tools
- SMS Spamming
- Anti-generating traffic
- Flash Calls and other malicious activities
- Multi Language support, Global Compliance Support

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SMS Firewall

SMS Gateway Software

- Spam Filter
- HLR
- Routing
- MO/MT
- DND
- Reporting Analytics
- Billing
- Load Balancing
- Http/smpp
- Logging

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SMS Firewall

- **Real-time** guard against digital invaders
- **AI & ML:** The future of threat prediction
- **No more fake texts:** We block them all!
- **Smart word detection:** Content filtered just right
- **Click with confidence:** We scan each URL for risks
- **Premium SIM Oversight:** Beat the SIM box tricksters.
- **Message Shield:** Zero unauthorized messages.
- **Grey Route Guardian** and GTs scanning, Detect & block sneaky pathways.
- **Flash-Free Network:** No fraudulent calls welcomed.
- **Whitelisting and blacklisting** Define who/what gets in or stays out.
- **Performance Pulse:** Analytic insights on demand.
- **Tailor-Made Tech:** Customize to perfection!

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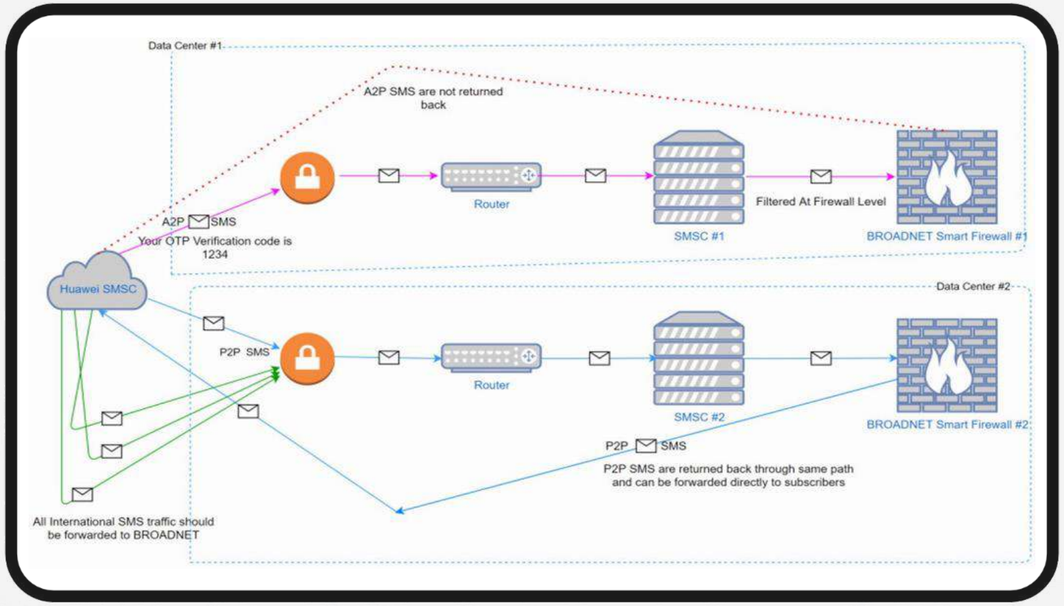
WHY **BROADNET**

A2P SMS Firewall

- MNOs have a significant advantage to make new business cases and meet targets as overall SMS traffic is expected to reach 12 trillion in 2024, with A2P SMS traffic reaching 3.1 trillion at a growth rate of 4.8%. This means that A2P SMS will continue to account for over a quarter of all SMS traffic.
- Security, Simplified! Budget-light international solutions versus full-armored domestic defenses.
- Anticipate, Act, Secure! Our firewall uses history lessons to outsmart today's threats.



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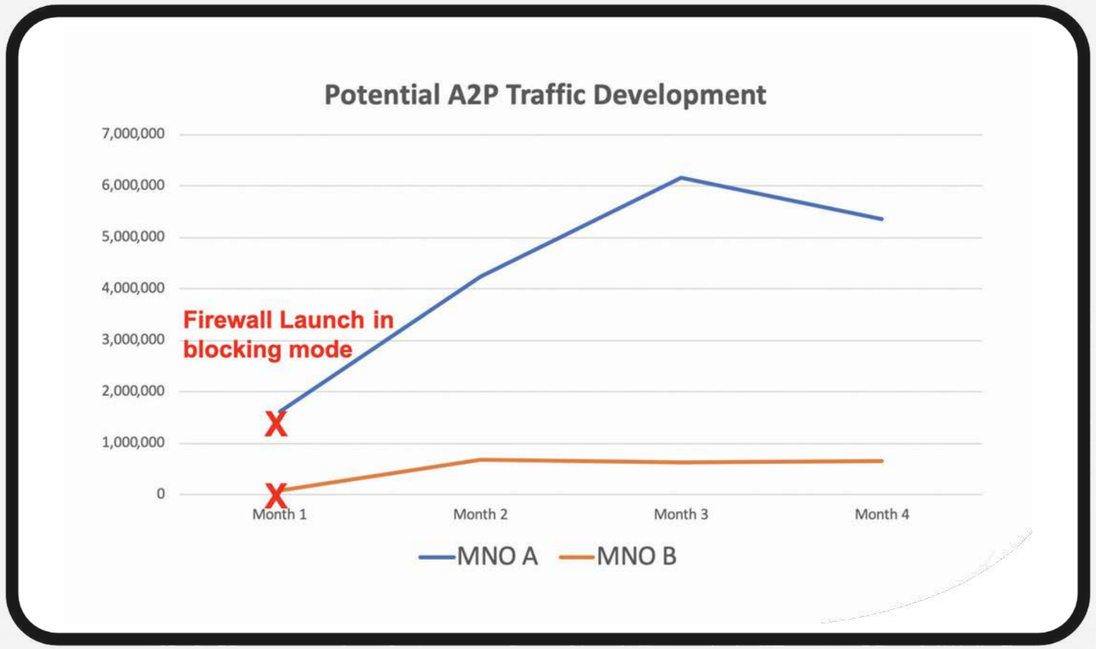
WHY **BROADNET**

A2P SMS Firewall

- Many operators put their SMS traffic trust in the hands of the known, thinking smaller, domestic connections are less risky
- When protection isn't quite protective: The tale of two MNOs, faced with:

- Fraud
- Spa
- Revenue leakages



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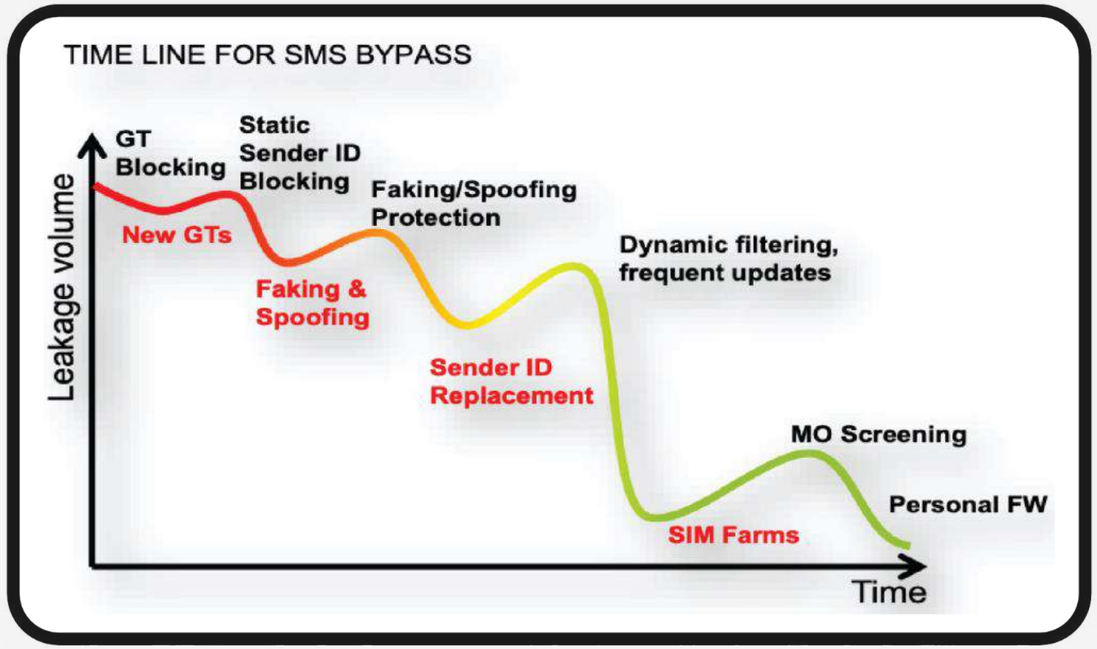
WHY **BROADNET**

A2P SMS Firewall

- MNO A Takes Control: Deployed a robust SMS firewall, managing both global and local SMS traffic.
- A2P traffic surged in a flash. Four months in? Zero distractions, pure authentic traffic.
- It's a wild road in traffic control—even with the best gear.
- Stay ahead: threats evolve, so should our solutions.
- Blink and Miss: MNO B was globally alert but domestically distracted.

  The cost-efficient local routes turned into traffic sinkholes, mirroring MNO A's and MNO B's traffic disparity.



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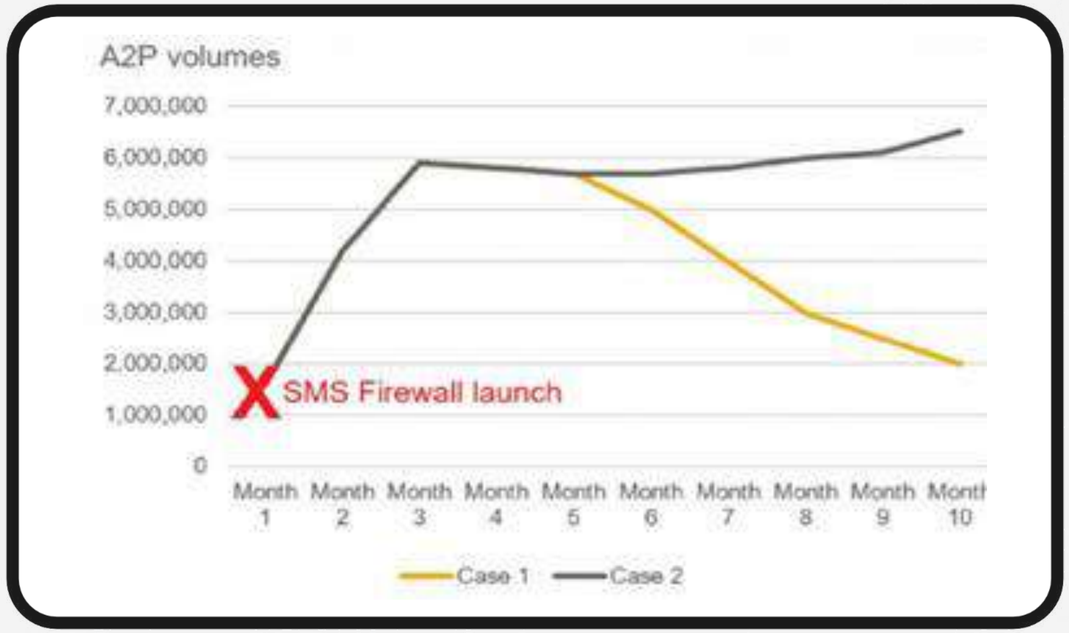
WHY **BROADNET**

A2P SMS Firewall

- Everyday Experts: An SMS firewall isn't "set & forget." It craves the daily dedication of A2P and P2P gurus to fend off sneaky bypasses.
- 5G vs. Firewall: While many operators race towards 5G's future, only a handful truly master the art of SMS firewall management.
- Firewall Alert! See how neglect can crash A2P traffic in just two case studies

Case 1: Depicts Poor Management

Case 2: Demonstrates the efficacy of a well-managed and experienced SMS firewall.



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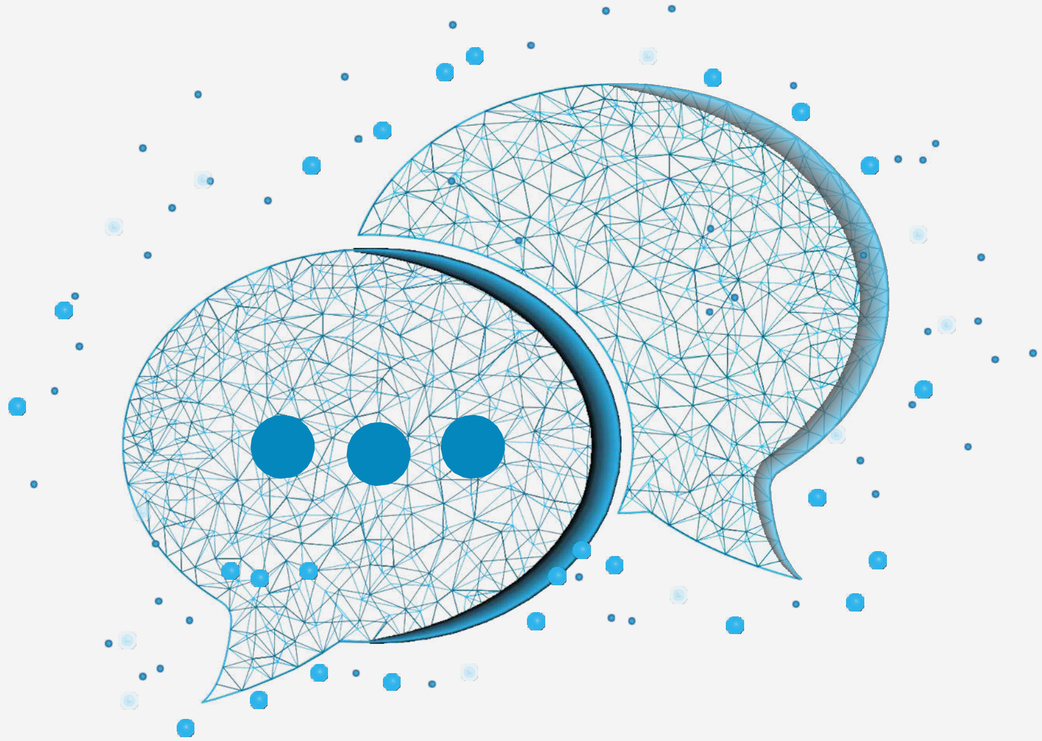
Global A2P SMS: A Glimpse

1. **BroadNet's Firewall: Your gateway for international texts.**
2. **We're on the watch: analyzing and reporting in real-time.**
3. **Rule-making: Thorough and effective.**
4. **P2P messages? Whitelisted and sent right back!**
5. **A2P international texts? Blocked.**
6. **Daily and weekly traffic check-ins.**
7. **Adapting our rules to keep things smooth.**



Commercial Proposal:

Broadnet's Boost! 10,000 SMS every sec with our 5K TPS. Solid dual backup. Can double power without the price!

Unlocking the World: Broadnet - Your Single Gateway for International SMS!

From Purchase to Power: Only 15 Business Days with Our Solution!

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Commercial Proposal

Scenario 1:

- The monthly rental fee for our services is XXXXX Euro per month, which includes setup, monitoring, and 24/7 support under an SLA agreement. Additionally, free basic updates are included.
- For International A2P SMS, the standard selling cost will be 0.xxx Euro per SMS, with **BroadNet** receiving 0.xxx Euro per SMS.

Scenario 2:

- A comprehensive SMS service at a rate of 0.0x Euro per SMS, which covers setup, monitoring, and 24/7 support with an SLA agreement. Our service also includes free basic updates to ensure that you always have access to the latest technology.
- For International A2P SMS, our standard selling cost is 0.xxx euro per SMS, with **BroadNet** receiving 0.xxx Euro per SMS.

A flexible pricing plan for local SMS messages based on volume.
For quantities sold above xxM, the selling price will be XXXXXX per SMS.
For lower quantities, the selling price will be XXXXXX per SMS.

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Your Passport to Universal Coverage

- Text the World! 900+ Direct Operator Links Globally.
- Broadnet: Integration Flexibility, including Http/Https/XML/SMPP/SMPP SS7/ SIGTRAN over SSL, with an optional VPN for enhanced security.
- Daily, we push 200M+ SMS, showcasing our high-traffic prowess
- Not just compliant; we're SMPP co-creators
- Smooth integrations, often in just a day
- Daily issues? 98% solved the same day!

Always on: 24/7/365 support via call, Skype, & email

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A2P SMS & Firewall Modules

BULK SMS

A2P SMS

2 WAY SMS

SMSC GATEWAY

SMS FIREWALL

HLR LOOKUP

A2P SMS AUDIT

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Reference List:

We're proud to have 80,000+ clients and partners on board. Here's a glimpse of our diverse clientele:

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Lebanon | UAE | UK | Italy | Malta | India | Egypt | KSA | Australia | Jordan | USA | Bahrain | Qatar | Oman | Singapore | Nigeria | Turkey

www.broadnet.me