

Fact Sheet

Wireless carriers want to exploit the tremendous revenue potential of short messaging services (SMS) and multimedia messaging services (MMS)—yet concern about the substantial financial, technical and customer-related issues presented by wireless spam is growing. How can carriers protect themselves and their subscribers from wireless spam without negatively impacting network services and customer satisfaction? It's easy. Install the best carrier-grade anti-spam solution available: TCS' Wireless Messaging Gateway™

Wireless Spam Defined

Wireless user spam refers to unwanted or unsolicited messages received on a wireless handset; network spam refers to multiple messages sent to solicit or harass a carrier's subscribers or to negatively impact a carrier's network. Spam can take the form of solicitations, harassments, scams or frauds.

Anti-Spam Solutions

Due to the variety of spam sources, wireless carriers need gateways that provide comprehensive anti-spam solutions. These range from global blocking of known spammers to throttling mechanisms that prevent network overloads. Gateways should also empower subscribers to be involved in the process of preventing spam. For this reason, TCS' Wireless Messaging Gateway offers both carrier- and subscriber-level solutions.

Subscriber-Level

- Opt-out – Subscriber can either send the spam message back to the carrier or call the carrier to request all future messages from that address be blocked
- Black List – Subscriber blocks messages from a sender's address or email domain, from specific registered user aliases or from a particular source
- Filtering – Subscriber can block messages based on criteria such as subject line or body text
- White List – Subscriber identifies acceptable message sources for receipt, and all other messages are blocked

Carrier-Level

- Carrier Configuration – Enables the maintenance of a global spammer database and a periodic refresh of detection data
- Known Spammer Defense Mechanisms / Black List – Utilizes customized detection methodologies of known spammer email addresses and email domains
- Blocking – Blocks or denies messages if they are transmitted from a Mail Transport Agent (MTA) relay server known for spamming
- Count Thresholds – Sets a limit on the number of messages received from input sources specified by source IP address, domain name or protocol
- Denial of Service Protection – Blocks or denies spam or malicious messages that arrive in large volumes
- Throttling Defense Mechanisms – Recognizes spam based on the rate of message traffic
- White List – Specifies that any messages containing certain criteria will bypass existing defense mechanisms
- Pattern Matching – Provides the ability to block messages containing phone numbers and to detect key words and exact or partial expressions

Download our White Paper

For a more comprehensive overview of anti-spam solutions and the TCS Wireless Messaging Gateway, download our free white paper, *Wireless Spam: Issues and Solutions*, at www.telecomsys.com/WMG.



275 West Street, Annapolis, MD 21401, USA • Toll Free: 1.866.356.3535 Outside US: +1.410.263.7616