



Future Ready & Cost-effective
Hybrid Messaging Softswitch

Phoenix FEATURE

V.35

Our latest version comes up with a bundle of additional features to make the job easier for you. Continuing with our singular mission – to provide our customers with the most reliable, robust carrier-grade SMS Hubbing platform in the industry – we have added some phenomenal features to our latest version.



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Logs

General

- Resource Monitor
- Live Traffic Stream Monitor
- Connection Status Monitor
- CR Tracking API
- Mo Traffic Monitoring
- API Based Testing service Integrations
- SMPP Based Testing service Integrations
- Multiple Currency Billing
- Pre integrated Payment gateways
- Multiple Entity Invoicing
- Prefix Based MCC MNC Database
- Range Based MCC MNC Database
- Marketing Campaigns DB
- Custom SMPP Error code Mapper
- Self Service DB Maintenance Wizard
- OSS Reports Dashboard
- BSS Reporting Dashboard
- Route Quality Monitor
- Flood Prevention
- Time Restrictions
- Volume Capping
- Enterprise Dashboard

Connetions

- HTTP MO-MT Connections & Trunks
- SMPP MO-MT Connections & Trunks
- Connection Groups
- Testing SMPP Connections
- Test Data Quality Analysis
- Vendor Connection button in OSS Dashboard
- Quarantine Messages

Routing

- Least Cost Routing
- LCR Exclusion Manager
- Quality based LCR
- Conversion Ratio (CR) Based Routing
- Percentage Routing (Load distribution)
- Margin %age based Load distribution
- Sender ID (ANI) Based Routing
- Static Routing (Route Plans)
- Rerouting on Submission Error Codes
- Custom Product (HQ maker)
- Rerouting on Delivery Status
- Automated Backup Vendor
- Manual Repush Messages Tool
- Routing Report Exports
- Scheduled Routing
- 1 to 1 Routing
- MSISDN Routing
- Content Based Routing
- Margin %age based LCR Routing

HLR

- HLR Integration
- HLR Dip on Live traffic
- HLR Response Based SMS Billing
- Multiple HLR Vendors
- MCC-MNC finder
- In-App HLR Check
- Destination specific HLR Vendor Selection
- HLR as a Service
- HLR invoices
- HLR (Home Location Register)
- Failover Routing for HLR
- Custom Error Code Mapper

Modifications, Translations

- Vendor Specific Regex based Content Modification
- Customer Specific Regex based Content Modification
- Originating content based Content Modification
- Text Append
- Range Selection in Tagged Contact Lists
- Regex Based Sender Modifications
- Trunk Specific Destination Prefix
- Vendor Specific Number Translations
- Customer Specific Number Translations

WhatsApp Business

- WhatsApp Campaigns
- 2-way WhatsApp Chat
- Template Management
- Message logs
- Authentication API (OTP via API)
- Multiple Account Creation

Protocols Supported

- Inbuilt SMPP Server/Client Protocol
- FlashCall functionality
- HTTP MT Vendor API via Bridge
- Native Inbuilt MT Vendor HTTP Protocol
- Native inbuilt MO Vendor SMPP Protocol
- Native inbuilt MO Vendor HTTP Protocol
- SS7 Over Sigtran (Via Addon SMPP | SIGTRAN Bridge)

Work flows

- Sender ID request (Retail/Enterprise)
- Content Template Approval
- Routing Setup Workflow
- Customer/ Vendor Provisioning Workflow

Sales Tools

- Route Availability & Price Simulation (LCR Simulation)
- Inbuilt Route Testing Module
- Message Simulator - Quickly check Rate & Routing settings for a Customer
- Smart Rate plan Generator
- Barter Deal management

Rate Management

- Multi currency rate plans
- Product type rates for Enterprises
- Termination Rate plans
- Automatic Rate updates
- Auto Vendor Rate update Imports
- One Click Rate Plan Copy
- Dynamic Rate Increase Setups
- MT Vendor SID Rates
- MT Customer SID Rates
- Scheduled Rating (Future Rates)
- Rate Audit Trail
- Smart Rate plan Generator
- Re-Rating
- Tiered Pricing

Messaging Service Channels

- MO (Mobile Originating) over HTTP & SMPP
- MT (Mobile Terminating) over HTTP & SMPP
- MO SMPP Client Connection Mode
- MO SMPP Server Connection Mode

Finance

- Prepaid Billing
- SMS Credit Validity
- Post Paid Billing
- Automatic Invoicing as per billing terms
- Vendor Invoicing
- Vendor Payment tracking
- SOA Generation
- Tax Management & Reporting
- Billing Setup Workflow
- Maker-Approver Credit Limit Workflow
- Statements
- Billing & accounting Audit Trail
- Customer Credit/Balance Control
- Vendor Credit Control

Firewall

- Regex Based Content Blocking
- Regex Based Content White listing
- Data Mediation+A161:A196
- Opt-Out Manager
- Number Blacklisting
- Customer based Country blocking
- Regex Based Sender Blocking
- Sender White listing
- Fraud Detection mechanism

API

- Single & Bulk SMS API via HTTP
- Added API for Traffic Stats Report
- Verify (OTP) based Verification API
- Voice OTP API (Multilingual)
- Token Based API Authentication

Administration

- Dynamic Roles
- Page Level Access control
- Company (Customer/Vendor)
- Level Access Control
- Customer Notifications & Emailers via Email
- Sales Account Manager Setup
- Procurement AM Setup
- Account Sign up- API
- Top-up API
- API & Portal IP address Authentication
- Number Range Based MCC MNC DB
- Teams & Groups
- Group Based Access control
- Data Mediation
- Customer Specific Self Service
- Auto Archiving

Web Tool

- SMS Campaigns
- Contact Lists
- Dynamic SMS Campaigning
- MO Channels
- Auto Reply & Auto Post MO SMS
- 2-Way Communication
- Conversational 2-Way over SMS
- Landing page Creator
- Customized URL Shortener

Tool

- Queue Management
- Campaign Manager
- DLR Override

Security

- AES 256 Data Encrypted SMS Content
- Storage & Transmission
- App based Two Factor Authentication
- Email based Two Factor Authentication

Alerts & Alarm

- Email based Alarms /Notifications
- In App Notifications
- Telegram notifications
- Route Quality Level Alerting
- Insightful Alarms
- Route Quality Alarms
- Alarm Monitoring Screen

Workflows

- Bot Designer for channels
- Mobile app for channel

Logs

- Rate change logs
- System Audit Logs
- PDU Logs (Linked to message records)
- MO SMPP Debug Level logs
- MT SMPP Debug Level Logs
- Services Logs
- Email Logs