



SMS Firewall Evaluation Toolkit

HELPING YOU CHOOSE THE RIGHT SMS FIREWALL FOR YOUR ORGANISATION





Evaluation through comparison is tough

⋮ **Not all SMS Firewalls have the same capabilities and so evaluating through comparison can seem daunting and difficult to get right.**

This is why we have created the SMS Firewall Evaluation Toolkit to help you assess each SMS firewalls capabilities and align them to your organizations goals.

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Stay in control



A Vendors A2P SMS Revenue Growth Capability	Capability Y/N (or further notes)
1 Vendors Proven Monetization Ability Demonstrated in the PoC to Identify lost revenues from International A2P SMS Traffic	
1.1 Capability to identification and only process traffic that was in scope for the PoC.	
1.2 Capability to identified and block monetizable A2P SMS	
1.3 Vendors understanding of current Revenue Loss based on the PoC Data	
1.4 Capability to identified unique Sender ID (SID as SIM Boxes)	
1.5 Capability to categorise blocked traffic by application type.	
1.6 Capability to differentiated normal A2P Traffic from borderline legitimate or suspicious traffic to ensure no incorrect blocking.	
1.7 Capability to process, identify, block A2P SMS Traffic in real-time to ensure A2P Monetization efficiency	
1.8 Vendors market knowledge to immediately monetize A2P traffic that is processed using verified pre-configured logical business rules	
2 Vendor Projected Revenue Growth in current financial year	
3 Vendor Projected 3-Year Revenue Growth	
B Vendor's Commercial Offering Requirements	
1 Vendor offers a zero investment solution - No CAPEX / No OPEX	
2 Vendor offers attractive monthly revenue share	
3 Vendor only shares in the increased revenue generated, based on current baseline revenues	
4 Vendor must provide local 24 x 7 Managed Services at zero cost for duration of contract	
5 Vendor must provide local 24 x 7 Support & Maintenance at zero cost for duration of contract	



C Vendor's Rapid Delivery Capabilities	Capability Y/N (or further notes)
1 Vendor must propose acceptable and achievable project timeline for RFS & Ready For Monetisation	
2 Vendor must have the capability to manage big projects	
3 Vendor must provide a Highly Scalable Solution that has proven references in Networks with greater than 50M Subscribers	
4 Vendor must propose acceptable and achievable timeline to setup the system (H/W & VM)	
5 Vendor must be able to integrate (co-exist) with the current deployed Firewall.	
6 Vendor must have the capability to replace the current firewall either during initial project phase or in the future.	
7 Vendor must prove to have comprehensive Logical Business Rules for traffic filtering that will be effective in the Network from Day-1 to ensure immediate recovery of current lost revenue.	
8 Vendor must have extensive Library of Global Title and SIM Box information ready from day-1 to ensure immediate recovery of current lost revenue.	
9 Vendor must have extensive Library of A2P phrases utilised for traffic categorisation and blocking rules from day-1 to ensure immediate recovery of current lost revenue.	
10 Vendor must have Local Project Team to Deliver the Project on-time (even during Pandemic)	
11 Vendor must show compliance with local Data Privacy Policy and Regulation to ensure no delays in project start.	
D Vendor's Managed Services for Optimum Monetization	
1 Vendor's Solution must include Global and an experience Local 24x7 Managed Services Team.	
2 Vendor's Managed Services Team must Perform continous self-audit with Real-time Probe/Penetration Testing tools to ensure certain KPI's are being achieved.	
3 Vendor's Managed Services Team must have the capability to feedback Probe/Penetration Testing results into the system for continuous rules optimisation.	



E Vendor's System's Technical Capabilities

E1	General SMS Firewall & A2P SMS Basic Functionalities	Capability Y/N (or further notes)
1	Vendor's System must be capable to handle all incoming SMS traffic (including on-net, OLMNO , SMPP and international)	
2	Vendor's System must be able to Block/Allow SMS traffic by GT, in Real-Time	
3	Vendor's System must be able to Block/Allow SMS traffic by SID, in Real-Time	
4	Vendor's System must be able to Block/Allow SMS Traffic by subscriber's IMSI/MSISDN in Real-Time	
5	Vendor's System must be able to Block according to different types of signalling messages in Real-Time	
6	Vendor's System must be able to Compound Parameters to build complex blocking rules	
7	Vendor's System must be able to detect large numbers of SMS from a certain source in Real-Time	
8	Vendor's System must be able to Detect content manipulation in the message.	
9	Vendor's System must be able to Detect Spoofed SMS MO messages in Real-Time	
10	Vendor's System must be able to Set rules according to frequency criteria	
11	Vendor's System must be able to perform Detection of sophisticated character injections in Real-Time	
12	Vendor's System must be able to perform Real-time SCCP / MAP GT Correlation Functionality	
13	Vendor's System must be able to perform Real-time SID / GT Correlation Functionality	
14	Vendor's System must be able to perform Real-time Content Fingerprinting, Volumes & Time	
15	Vendor's System must be able to Detect real-time GT Faking attempts on the network	
16	Vendor's System must be able to perform Anti-flooding Protection	
17	Vendor's System must be able to perform Protection from GT Scanning	
18	Vendor's System must be able to perform Home-routing functionality	



E Vendor's System's Technical Capabilities

E1	General SMS Firewall & A2P SMS Basic Functionalities	Capability Y/N (or further notes)
19	Vendor's System must be able to perform Screening based on packet type (MAP operation Mode)	
21	Vendor's System must be able to perform Time-based Rule Function	
22	Vendor's Solution Designed/Developed Must be in accordance to the Industry Standards	
E2	Advance A2P SMS Features & Functionality for Monetisation	
1	Vendor's System must be capable to perform Real-time Detection of A2P traffic from all entry points (incoming International SS7 Traffic, Domestic Off-net (OLMNO), SMPP connections and On-net traffic)	
2	Vendor's System must be able to perform Proactive SIM Box Detection, with the capability to block/filter and control on-net traffic based on message content and other effective techniques.	
3	Vendor's System must include and harness Worldwide & Local SIM box Databases that must be constantly & accurately updated to ensure optimum control of SIM box's in the network.	
4	Vendor's System must be able to perform Real-time A2P Monetization, not just Message Blocking. The solution should ensure that grey route and SIM Box traffic is channelled to the right monetizable channels, revenue is maximised and unwanted messages are blocked from reaching subscribers without impacting subscriber QoE.	
5	Vendor's System must be able to perform Real-time Blocking according to SMS content, keywords and patterns.	
6	Vendor's System must be able to perform Real-time Bulk Blocking according to similar traffic patterns, where the content is slightly manipulated. This content manipulation is a technique used by SIM box operators to go unnoticed.	
7	Vendor's System must have Pattern Recognition Capabilities based on Traffic Type Categorisation (determination of A2P traffic vs. P2P Traffic)	
8	Vendor's System must be able to perform Real-time Identification and blocking of non-default characters sets	
9	Vendor's System must allow A2P Charging Optimization (Strategic Market Price Increases)	
10	Vendor's Solution must have efficient Invoicing Reconciliation Process	



E Vendor's System's Technical Capabilities

E3	System Management, Reporting and Analytics	Capability Y/N (or further notes)
1	Vendor's System must be able to generate Event-based Data Records (CDRs)	
2	Vendor's System must be able to generate CDR Files in customised format for all SMS Data Records	
3	Vendor's System must be able to show / hide sensitive content in generated CDR Files	
4	Vendor's System must have GUI Based Intelligent Management System	
5	Vendor's System must be able to perform Real-time Analytics and Statistics Tools for A2P Traffic	
6	Vendor's Solution must provide Customize Reporting & Intuitive Dashboards for A2P Business Management	
7	Vendor's Solution must include Rule-Based Statistics	



Stay in touch

sales@haud.com

WEB

haud.com

linkedin.com/company/haud

facebook.com/haudsystems

OUR OFFICES

Malta

HAUD Systems Ltd
230, First Floor,
Eucharistic Congress Rd
MST 9039 Mosta

Singapore

HAUD Systems Asia Pte Ltd
1175A, Bencoolen Street
No 06-09, Burlington Square
Singapore 189650

United Kingdom

HAUD Systems UK Limited
6th Floor One London Wall
London, EC2Y 5EB
United Kingdom

Sweden

Haud Systems AB
Vaksalagatan 2
75320 Uppsala
Sweden

Indonesia

PT HAUD Systems Indonesia
Telkom Landmark Tower
Lt18, Jl. Gatot Subroto No.Kav. 52
Jakarta 12710, Indonesia