

**So you've purchased an MMSC and deployed picture messaging. Now what?**

*How do I really capture the return on investment in my MMSC? How do I handle high volume messaging? Can I reap the same benefits with premium MMS that I did with premium SMS? How do I get the other 98% of my subs to upgrade to MMS capabilities? There are a thousand vendors in the MMS marketplace. Who are the top 3 to consider for my premium MMS rollout?*



# Tough questions, Realistic results. Burning Door.



A text to say "goodnight." A photo with the message "wish you were here." With MMS, a picture is worth well more than 162 characters. Mobile text culture has boomed around the world, and MMS is poised to become the next high-margin, value-added data service for operators. But phone-to-phone and phone-to-email messaging within your network is just the beginning.

Most operators have only deployed MMS within their own network, yet it is clear that the single biggest move you can make is to enable inter-carrier MMS quickly. In Hong Kong, where inter-carrier SMS was opened among the six carriers simultaneously, operators saw 5x increases in SMS traffic. As the network expands, so do the possibilities, but internetworked MMS is not trivial. Aside from designing a secure interaction with other carriers that does not allow spam onto the network, the most important thing is how to degrade messages gracefully when MMS is transmitted to a legacy handset. Doing this across GSM and CDMA networks is another challenge - but if done correctly it can entice your subscribers to upgrade so they can see what they've been missing!

Value added services are the other obvious revenue generator for MMS, but how do you design a Value Added Services Provider interface to keep your content up to the quality you expect while evading the one-time novelty trap?

Burning Door LLC has worked with operators around the world on all of these fronts, having demonstrated inter-carrier MMS before most operators had MMS deployed across the gamut of MMSC vendors. Burning Door has also helped operators define content provider interfaces to their VASP architectures, and has helped design the leading MMS Alerts offerings on the market today.

**We know all the vendors on the market. We know what works and what does not. Burning Door can help you design solutions drawn directly from our experience in wireless. Contact us today for a no-obligation assessment of your MMS fortunes. No crystal ball required!**

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## As part of MMS market development strategy, we provide:

### Inter-carrier MMS

- ◆ Best practices for technical implementation and usability assurance. We design and prototype MMS applications that will drive subscriber adoption and handset upgrades to support next generation MMS service features.

### Value Added Services Providers

- ◆ Best practices for technical implementation and usability assurance
- ◆ Analysis of vendors based on the services you wish to provide and your geographical market
- ◆ For in-house development, Burning Door can help you get through the common "gotchas" in implementing a high traffic MMS system, including how to optimize for alert-based delivery
- ◆ Solutions based on the likely interplay between the emergent technologies in your market

### Proof of concept

Unlike most consulting companies, we go a step further and actually help you design solutions for deployment based on the possible and likely interplay between the emergent technologies in your market. Other strategists may leave you with a report and a good luck handshake. Burning Door will assist you in converting the possible outcomes into market-anticipatory infrastructure and application designs.

Burning Door also provides usable, practical solutions for degrading MMS to EMS or even SMS in order to maximize handset availability and compatibility for value added services.