



# UNO

Unified Messaging Platform  
for All Messaging Needs

# CAPITALIZING ON THE GROWTH OF A2P SMS

Juniper Research estimates that a total of **3.4 trillion** A2P SMS messages will be delivered in 2028, a growth of **55%** from 2024. SMS is a cost-effective and reliable channel for brand marketing and business applications, offering fast and internet-independent communication for widespread customer engagement.

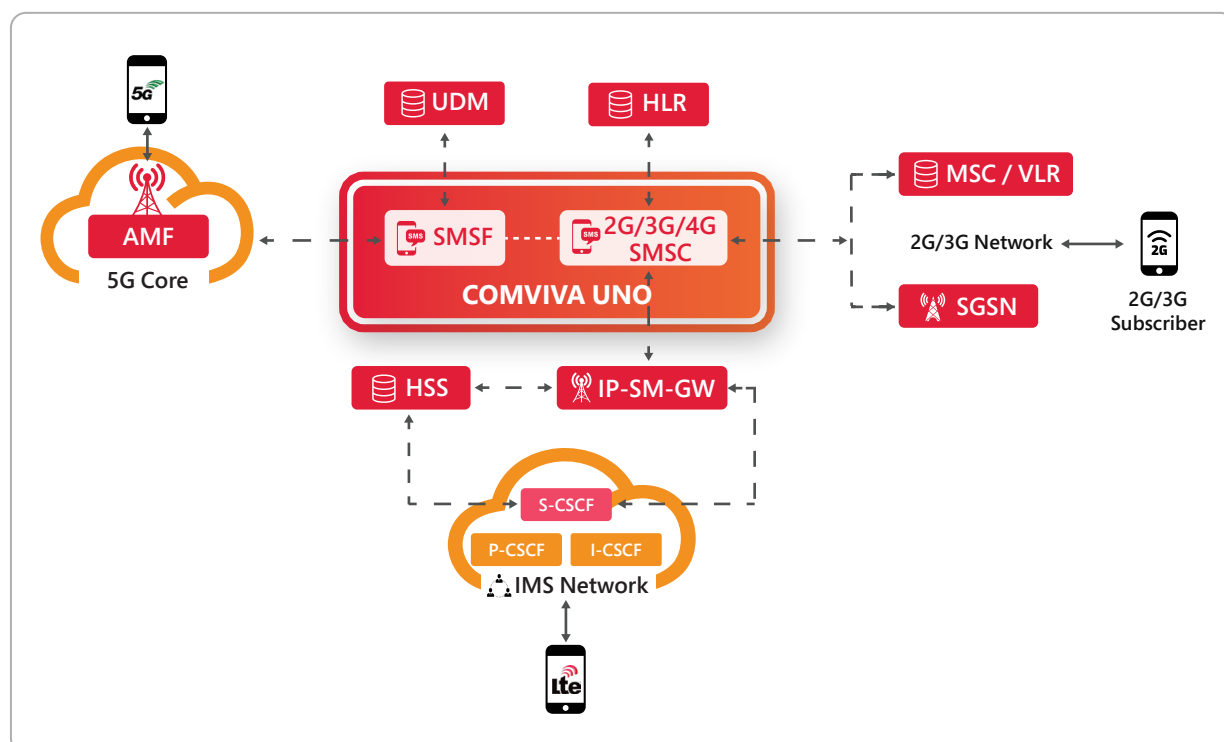
## UNIFIED MESSAGING PLATFORM

Inadequate standalone messaging systems hinder operators from effectively addressing business challenges. To propel their business, operators require consolidating Value Added Services (VAS) nodes into a versatile messaging engine.

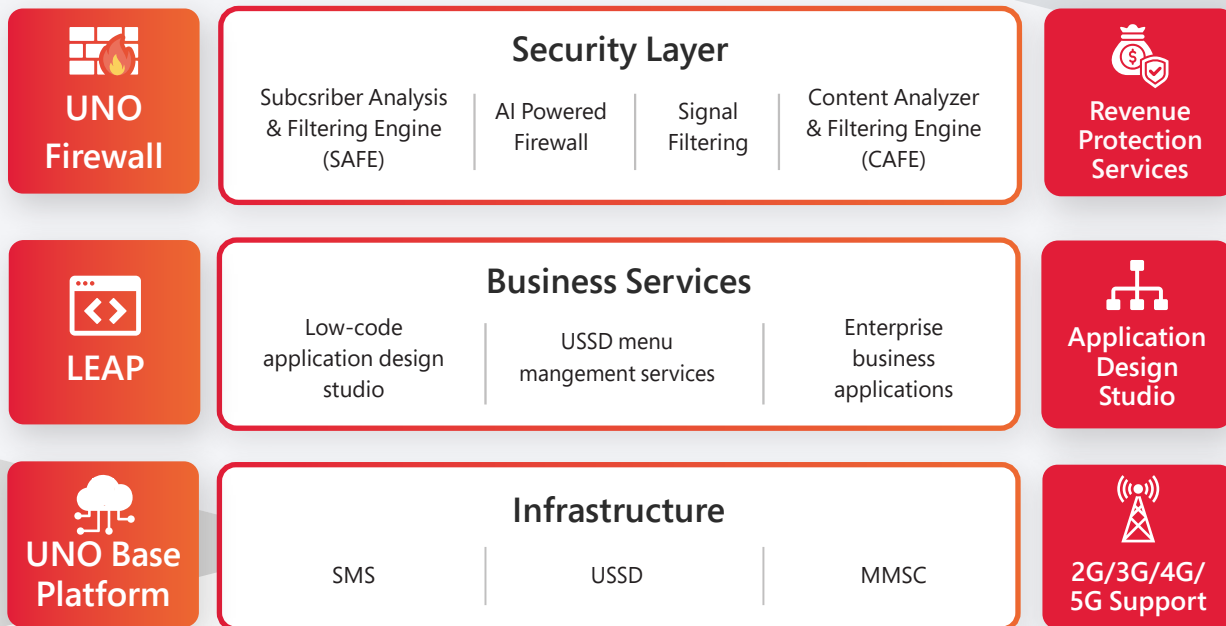
**Introducing Comviva UNO**, a converged communication and monetization platform to help Telcos with cloud deployments for SMS, USSD, MMS services with multiple value added service systems bundled into a cohesive solution. UNO offers add-on modules like Firewall, SAFE (DND services), LEAP (Application builder platform) to cater to various business needs ranging from security services to business application development.

Offering **an intelligent and modular design with scalable and robust architecture** as the core of the platform, UNO changes the way operators monetize their offerings, powering a shift from fragmented, disparate architectures into a cohesive, targeted solution.

## UNO NETWORK DIAGRAM



# CONSOLIDATED MESSAGING COMMUNICATION PLATFORM



## UNO KEY CAPABILITIES

### Support for 2G through 5G

- ✓ Consolidated SMS platform supporting 2G/3G and SIP/LTE channels
- ✓ SMSF Gateway supporting SMS over 5G channel



### AI/ML based Firewall

- ✓ State of art AI powered Antispam solution capturing SMS frauds and spam messages in the network
- ✓ Grey Route Blocking solution using Machine Learning to detect patterns and simulate SMS journeys for route deviations



### Policy and Configurations

- ✓ Strong policies on user consent, opt-in/out and privacy
- ✓ Security policies such as signaling filters and content filters.



## Robust Architecture

- ✓ Fully containerized and NFV compliant solution ready for cloud deployments.
- ✓ Cloud-Ready infrastructure supporting CI/CD and Orchestration.



## Reporting and Analytics

- ✓ Real time view of the performance KPI's
- ✓ Create your own dashboards
- ✓ Automating and streamlining operational workflows with Artificial Intelligence



## BENEFIT ACROSS THE BOARD : FOR TELCOS

- ✓ Latest 4G and 5G capability support
- ✓ State of the art technology with AI enabled solutions

### Technology

- ✓ Easily pluggable Add-On modules to meet security and monetization needs.
- ✓ Containerized solution with industry standard efficient architecture

### Modular

- ✓ Reduced OPEX and infrastructure costs
- ✓ Floating license across different channels
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### Efficient

- ✓ Monetize services with application builder platform
- ✓ Protect and increase A2P Revenue with AI Firewall services

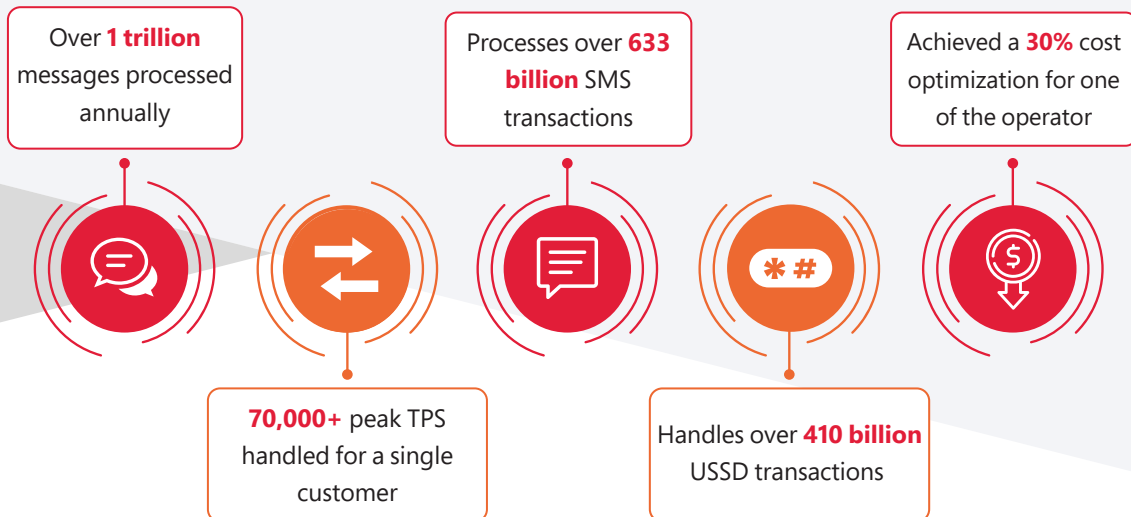
### Monetization

## EMBRACE FUTURE WITH UNO

The **A2P SMS** market has grown significantly as a result of the extensive use of mobile devices and the rising demand for direct and secure communication channels between businesses and customers. A2P SMS makes communicating with customers easier besides making the experience fast and reliable. Customer interaction, marketing initiatives, and transactional notifications are made simpler. The A2P SMS market is growing significantly as businesses focus on enhancing their reach to a wider set of audience globally.

UNO enables Telcos to monetize these opportunities with its array of business usecases over channels like **SMS, USSD, MMS and Firewall**. UNO provides latest stack of technologies like LTE & 5G for SMS, Artificial Intelligence enabled Firewall, industry standard cloud-native infrastructure and low code platforms for building business applications.

## WHY COMVIVA



### About Comviva Technologies Ltd.

Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow.

Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group. For more information, visit us at [www.comviva.com](http://www.comviva.com)