



# AI Powered Messaging Firewall

Protecting Telecom Networks from  
SMS Frauds and Grey Routes

## EVOLUTION OF A2P SMS

Juniper Research estimates that the A2P messaging market's value will grow from **\$48 billion** in 2022 to \$78.2 billion by 2027. The heavy adoption of A2P messaging by businesses is attributed to real time, automated and targeted communication between applications and individuals.



Did  
You  
Know?



**2.8 Trillion**  
SMS Traffic



**\$78.2 Billion**  
Market Value



**81.3%**  
Operators  
Adopted Next  
Gen Messaging  
Firewall

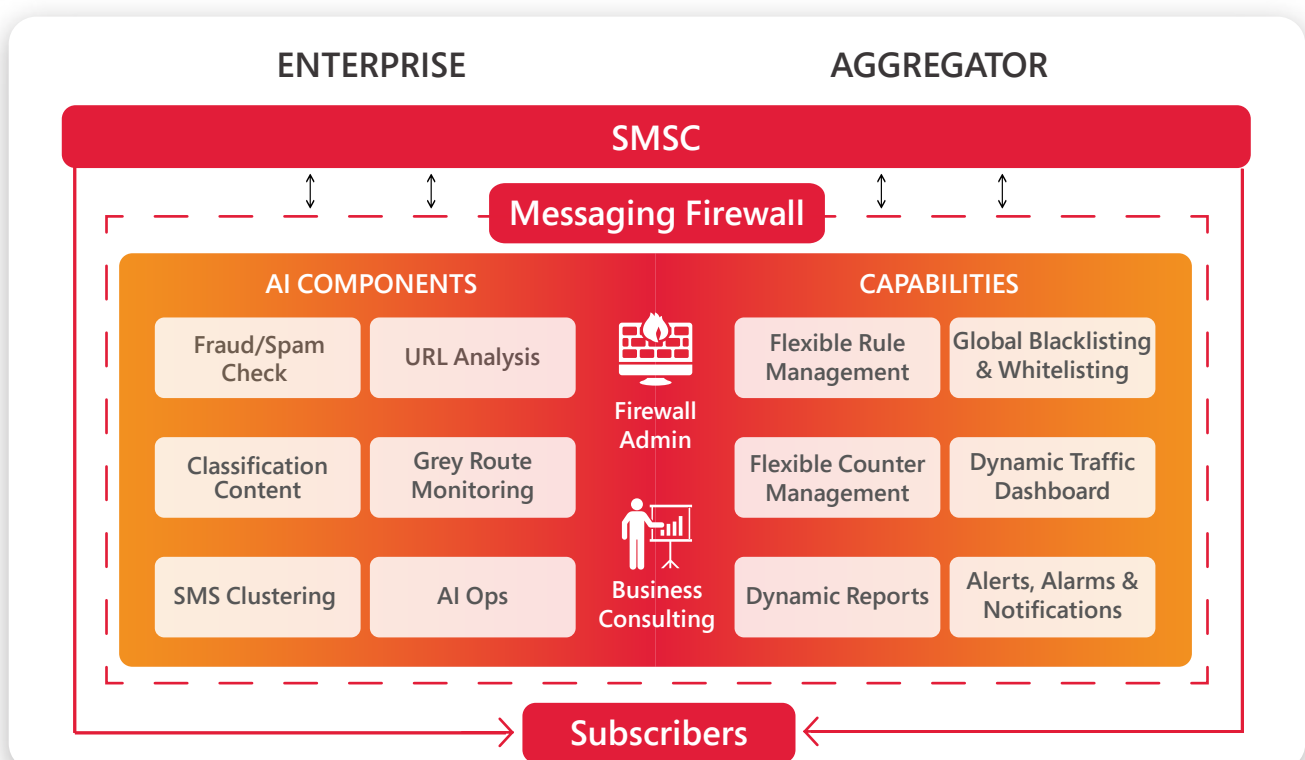


**\$24.46  
Billion**  
Revenue

## COMVIVA'S MESSAGING FIREWALL SOLUTION

**Comviva's Messaging Firewall** offers robust network and content-based security, empowering operators to monetize A2P traffic and safeguard subscribers from network abuse. It uses real-time AI and advanced machine learning to classify SMS traffic, preventing spam and fraud, minimizing revenue loss, and reducing operational efforts.

Additionally, Comviva offers Revenue Protection and Services for optimal platform operation, providing a comprehensive solution for enhanced security and subscriber retention



## CAPABILITIES OF MESSAGING FIREWALL



### Machine Learning Techniques

ML algorithms for fingerprinting commercial messages with fast changing patterns



### Domain Filtering

Inline domain/ URL analysis integrating with world renowned malicious domain list provider

### Greater Control over Traffic

Flexible rule and counter management with content and threshold control



### Global Threat Intelligence

Access to repository of global signatures with periodic updates for proactive action



### Reporting & Analytics

Comprehensive suite with dynamic dashboards and report builder



### Risk and Reputation Assessment

Ascertain behavioural reputation of A2P sender to detect bad sources and arrest suspected threats

### Content Fingerprinting

Fingerprinting with custom configuration, keyword transformation and vernacular language analysis



### Regulatory Compliance

Adherence to GDPR regulatory compliance; Fully compliant to global industry accepted Firewall security standards such as GSMA SG.22



## MESSAGING FIREWALL'S REVENUE PROTECTION & SERVICES

Messaging Firewall's Revenue Protection and Service team consists of skilled consultants with thorough knowledge of market, product and operations. They help the operators in deriving maximum revenue out of the Messaging Firewall solution.

### 01 | ANALYTICAL SUPPORT FOR TRAFFIC MANAGEMENT

By analyzing the network traffic, Messaging Firewall's Revenue Protection and Service team helps the operator in providing platform management support. These services include penetration testing to detect any anomalies in the network and prevent revenue loss.

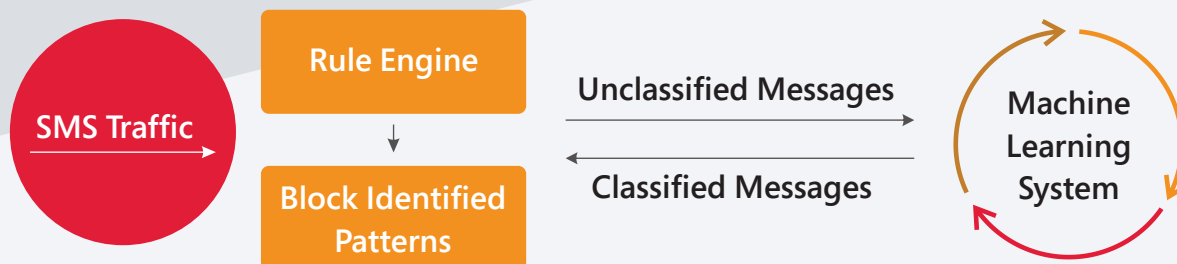
### 02 | THREAT INTELLIGENCE AND CONSULTATION

The Revenue Protection and Support team helps the operator drive A2P revenues by carrying out a market assessment of the local Enterprise Messaging business opportunity and assists with potential business value and risk.

### 03 | NETWORK AUDIT WITH GREY ROUTE PROBE

Grey Route Probe is designed to detail out potential weaknesses in an operator network with respect to cases of network fraud and grey route traffic. With a testing penetration scheme, it carries out a thorough inspection of the operator network. The analysis on results of Grey Route Probe is used by the Revenue Protection and Service team to build an action plan to curb security threats of fraud and grey route.

# MESSAGING FIREWALL MACHINE LEARNING FRAMEWORK



## BENEFITS OF MESSAGING FIREWALL

### 01| LEVERAGING AI TO ENHANCE FIREWALL CAPABILITIES

Employing Machine Learning to detect ever-evolving fraud & spam SMS patterns, capture malicious URLs and reduce manual intervention for identifying grey route.

### 02| INCREASED A2P MONETIZATION

Messaging Firewall arrests grey route revenue leakages and ensures increase in A2P revenues that bypass authentic SMS routes to prevent A2P charges.

### 03| HIGHER CUSTOMER SATISFACTION AND REDUCED SUBSCRIBER CHURN

AI Firewall safeguards A2P channel for brand enterprises and creates a secure space for communication resulting in reduced subscriber churn.

### 04| ADHERES TO REGULATORY COMPLIANCES

Empower your Telco with our cutting-edge Firewall solution, ensuring seamless compliance with government regulations.

## WHY COMVIVA?



**25Bn**  
messages  
processed yearly



Reduced spam  
by **95%**  
for an operator



Up to **5X**  
revenue boost  
for operators



**4000**  
international  
brands monetized



UNO Firewall  
featured in **5**  
of Rocco's reports

### About Comviva Technologies Ltd.

Comviva empowers organizations to drive transformative growth with measurable business impact. Our AI-driven digital solutions and intelligent platforms enable our customer to unlock new revenue opportunities, enhance customer experiences, and simplify operational complexities to achieve exponential success. From maximizing customer lifetime value to enabling large-scale digital transformation, Comviva is trusted by 200+ global communication service providers and enterprises to solve complex challenges and prepare for the future. With our solutions deployed across 100+ countries, Comviva has brought the benefits of digital innovation and mobility to billions worldwide.

As a subsidiary of Tech Mahindra and a member of the Mahindra Group, Comviva is committed to driving growth, efficiency, and transformation for tomorrow. For more information, visit us at [www.comviva.com](http://www.comviva.com)