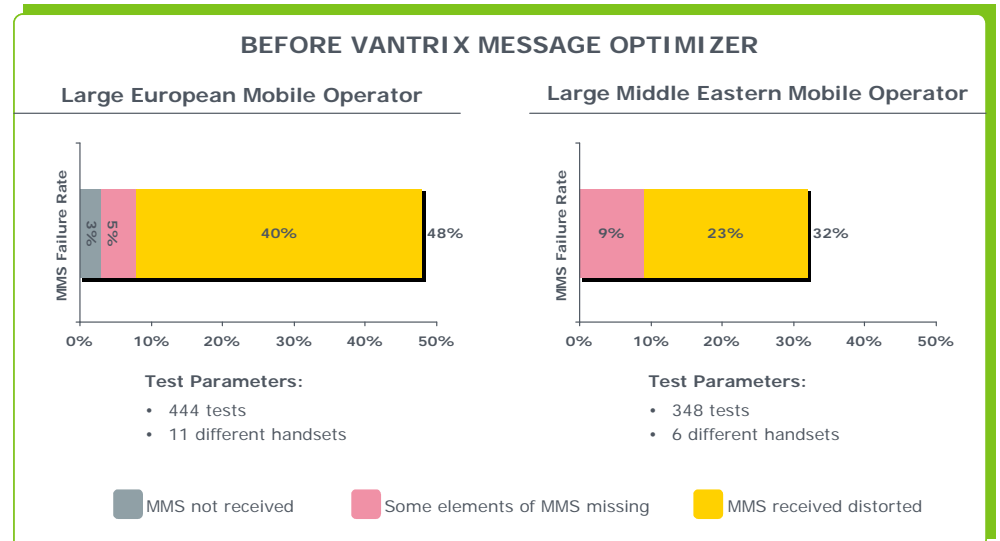


Vantrix Message Optimizer

Customers:	Two tier-1 mobile operators
Challenge:	High MMS failure rates leading to millions of dollars in revenue losses and customer dissatisfaction
Solution:	Vantrix Message Optimizer
Results:	MMS success rate close to 100%, leading to increased usage and revenue

The Challenge

Two of our customers, a large mobile operator in Europe and another one in the Middle East, wanted to stop the millions of dollars in revenue losses they were experiencing as a result of their customers' dissatisfaction with their MMS service. Vantrix conducted hundreds of different tests on many different devices with each operator to gauge the scope of the problem, and observed that between one third and half of all MMS sent were not received or were received with missing elements or distorted:



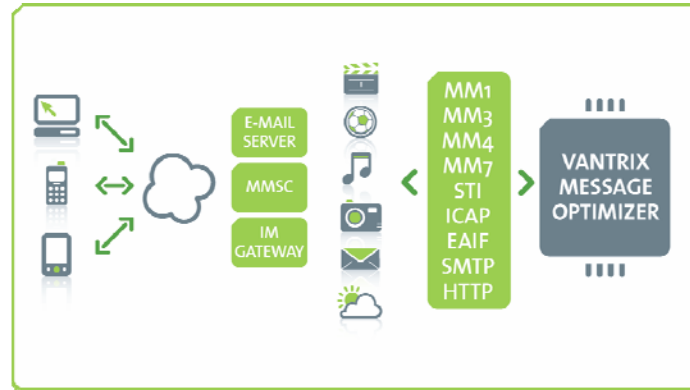
MMS failure rates were due to multiple causes:

- ◆ Non-received MMS typically failed to reach their destination device because of multimedia format incompatibility between handsets and file size constraints; to put this in context, **this represented annual revenue losses of millions of dollars for these operators**
- ◆ MMS with missing elements were often received without some of the video, image or audio elements, leading to a **poor user experience**
- ◆ MMS received distorted included cases of MMS with images that were not sized correctly, or videos that had missing frames, or audio that didn't play completely, again leading to **customer dissatisfaction**

Vantrix Message Optimizer helps carriers maximize MMS revenue by providing the highest delivery rate in the industry and ensuring an optimal user experience

The Solution

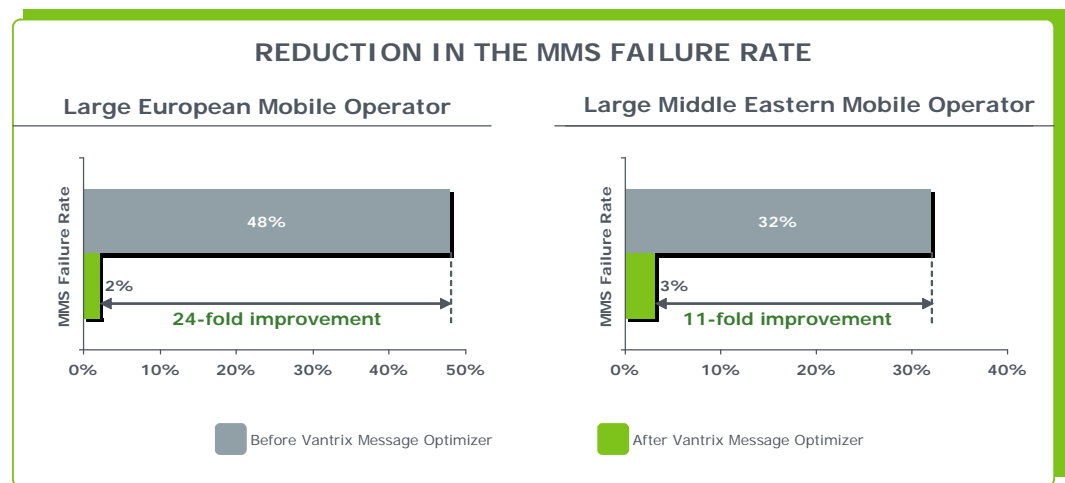
These mobile operators decided to deploy Vantrix Message Optimizer to resolve their MMS delivery problems and ensure that they had a future-proof service that met their customers' expectations and stopped the revenue losses. Vantrix Message Optimizer easily integrates with any MMSC or message gateway through a variety of interfaces.



With support for over 12,000 different device profiles and 35,000 media format combinations, Vantrix Message Optimizer provides the broadest and best quality MMS optimization solution in the market. It runs on standard infrastructure and can easily scale to support bursts of thousands of messages per second.

The Results

After these two mobile operators deployed Vantrix Message Optimizer, they realized a dramatic improvement in the quality of the MMS user experience:



For the European operator, where Vantrix Message Optimizer has been in production for almost two years, it is worth noting that the project achieved **breakeven for the mobile operator in less than three months** following the implementation of Vantrix Message Optimizer, and since then the operator has experienced the **fastest growth in MMS usage among its peers** in the country in the past two years.

Vantrix Message Optimizer provides an almost immediate breakeven for mobile operators and a highly scalable future-proof solution

Contact us to find out more: info@vantrix.com

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