

squire technologies



MIRUS

MESSAGING PLATFORM

Unlock the Full Value of Messaging




Signalling Specialists to the Telecoms Industry



To capture continuing global A2P SMS growth, MNOs, MVNOs and aggregators need flexible solutions.

Mirus is an all-inclusive, fully virtualised Messaging Platform that offers superior scalability, advanced routing, high availability, and real-time provisioning to Operators through the following on-demand modules:

- Telco grade SMSC (3G/4G/5G compliant)
- Comprehensive Campaign Management facility
- Robust Billing & Rating engine
- Secure Filtering and Analysis module



As P2P SMS shrinks due to OTT messaging apps, A2P SMS is growing. Healthcare providers, smart homes (IoT), financial services and banks, local governments, public transport, and delivery operators are all adopting A2P SMS as an effective way to communicate with consumers.

A2P volumes are predicted to reach a staggering 8.7 trillion by 2030. This figure represents a 211% growth from 2022 figures, which totalled 2.8 trillion. The MVNO market was valued at USD 70.3 billion in 2022, and it is expected to reach a value of USD 147.7 billion by 2032, registering a CAGR of 7.71% over the forecast period 2020-2032. New Technology enablers, like eSIM, AI, ML, and edge computing are creating new opportunities for MVNOs.



In recent years, MNOs have seen diminishing profit margins from subscribers. At the same time, P2P SMS has dwindled, with OTT players wresting the P2P messaging market away from SMS business operators. MNOs and SMS aggregators have pivoted and taken advantage of the thriving A2P messaging market, but OTT players are seeking to muscle in.

Spam and fraudulent SMS activities are another concern for SMS business operators. Bad actors can damage MNO reputations through spam and fraud that cost consumers, while others can generate artificial traffic and channel A2P traffic through cheaper P2P grey routes impacting SMS business profits. MNOs and SMS aggregators need a messaging platform that protects against bad actors and utilises large-scale network distribution to reach subscribers that OTT players cannot.





ADVANCED ROUTING

- 50,000 SMS/sec
- Any to Any Protocol Routing & Interworking (SS7/SMPP/Diameter/SIP)
- FDA, Store & Forward, Retries Routing
- External Routing API's (HTTP/SQL etc.)
- Throttling and time-based routing
- Local area code translation



CAMPAIGN MANAGEMENT

- Campaign builder
- Contact tagging & segment management
- Campaign web portal
- Custom labelling
- Account management
- Monitoring and reporting



BILLING & MEDIATION

- Automated invoicing
- Future rate facility
- Rate management
- Prepaid and postpaid
- Client online portal
- Billing cycle management
- Profit summary management



FRAUD PROTECTION

- Payment security
- Integrated firewall
- Lawful intercept
- Route active/block
- URL in SMS blocking
- IP login deny/allow listing
- Two-factor authentication
- Internet connection security





Ensure message delivery and easily manage pricing with priority and multi-network routing, least-cost routing, and home location register routing. Leverage throttling, failover systems and the platform's 50,000 SMS/sec capacity to avoid network congestion.

Squire Technologies is the signalling specialist for the telecommunications industry. Using agile routing and interworking solutions, messages seamlessly traverse legacy and next-generation networks, arriving promptly and unaltered.



Core Product Functionality

- Any to Any Protocol Routing & interworking between SS7, SIGTRAN, MAP, SMPP, SMTP, HTTP/2, DIAMETER, SIP
- Open interfaces - HTTP, SMTP, SOAP, SQL, XML
- Multiple SMS character encodings
- Multi-tenant/Multi-country support
- USSD Gateway support
- MMS Relay Support
- HLR Lookup API via HTTP/SMPP
- Flexible External Routing API's (HTTP/SQL etc)
- High Availability
- OA&M Web Based GUI
- SMS CDR's
- Real-time MNP based routing
- OA&M Web-based GUI
- Containerisation - Kubernetes/Docker
- NFV support - AWS/Azure/GCP/Oracle/COTS

Open Flow Service Logic

- FDA, Store & Forward, Retries Routing
- Home Routing, LCR Wholesale, Priority, Multiple Network
- Roaming
- Deny/Allow listing
- Filtering (SMS content, MAP, MTP and SCCP)
- Mobile Number Portability
- Pre-pay and Real-time Charging





Mirus unlocks an array of campaign options and revenue streams.

- Send contacts promotions and notifications, surveys, and self-service messages, and a variety of other messages to enhance your brand or boost income.
- Enhance marketing and communications with masking, segment analysis, contact tagging, campaign monitoring, and more.
- Find new revenue streams through reseller management using an online payment portal and rate management facility.



- Bulk SMS and campaign management facility
- Originating, Terminating and Multi-level Reseller Management Options
- Message scheduling
- Time dependent response messaging eliminates time zone complications
- Contact selection facility from file/DB with dynamic campaign facility
- Custom labelling for branded messages
- Segment management for personalised campaigns
- Region/Zone based SMS
- Interactive client dashboard
- Comprehensive web-based OA&M
- Prepaid/postpaid Billing integration with Campaign Management
- Content allow listing
- Campaign report facility





Effortlessly manage multiple revenue streams using a range of built in charts and graphs for monitoring and analysis, including profit/loss reports, financial analysis per client or destination, and recharge history reports.

Optimise income and SMS trading with multi-level reseller management, profit summary management, future rate facilitation, and mask and unmask rates for the same client.

Enjoy easy accounting and support financial controls using billing cycle management, automated invoice generation and sending in PDF or Excel formats and accrual of revenue through a secure online payment portal.



- Destination/MCC & MNC Based Rate Control
- Upload and Download Rate Plan
- E.164 & E.212 Format Support
- Future Rate Facility
- Rate Management
- Masking and Non-Masking Rate under Same Client
- Billing Cycle Management
- Auto Generation and Sending Invoices
- Invoice Format Configuration
- Automated Invoicing via Email
- PDF and Excel Formats for Invoice Generation
- Client-wise Profit Summary Management
- Online Payment Facility from Client Portal
- Excel File Support for Rate Upload
- Dynamic pricing per customer, Service (Campaign) and destination



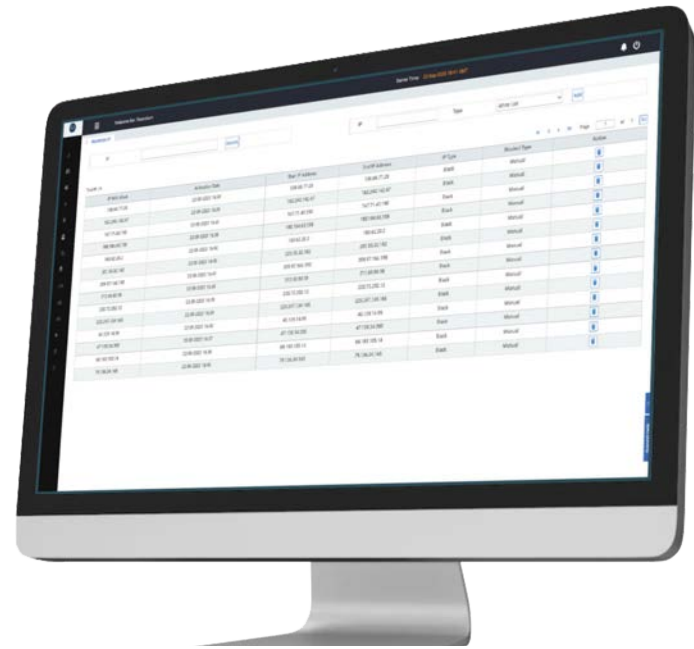


Data is secured by two-factor authentication, SSL support and an integrated firewall, protecting against fraud and other cybercrimes.

Features like lawful intercepts, deny and allow list controls, content filtering, and URL in SMS blocking protect subscribers and brands by reducing spam, smishing and grey route abuse.



- SMS Text and Sender ID Filtering / Translation
- URL Blocking in SMS Text
- Payment security
- Integrated firewall
- Lawful intercept
- Route active/block
- IP login deny/allow listing
- Internet connection security
- App-based 2FA for Login
- User Login Activity
- Authentication by Username and Password
- Network Topology Hiding
- Deny and Allow listing for IP Login
- SSL Support



Trusted by Customers Worldwide

Squire Technologies solutions enable over 30 billion transactions per second and 11 trillion transactions per year.

With deployments over 6 continents, in 150+ countries and with 400+ customers.



Product Services

Choose from our range of Product based services to deliver installation, training, ongoing support and product enhancements to ensure your continued business success.



Managed Platform as a Service

This allows clients to lease core network products while our dedicated network specialists will install and commission products directly into your network with ongoing support provided.



Support Packages

Providing a range of post-sales support packages to meet client requirements and budget.



API



Squire Technologies Limited are a UK based core network product vendor to the Telecoms industry. Talk to us today about your Messaging plans for the future.

International Accreditation ISO9001

Following in-depth evaluation by an independent assessor, Squire Technologies has been successful in achieving ISO 9001 Certification.

This prestigious award is internationally recognised as a benchmark of standardised and quality procedures and systems within the operation of an organisation.

ISO 9001 is a set of requirements against which the quality management system of an organisation is evaluated. This certification assures customers that the production processes in place at Squire Technologies have been measured and achieved a standardised award. This award indicates that Squire Technologies is committed to operating to these requirements and has subscribed to ongoing and regular, internal and external audits of its systems.

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