



MITTO AG SUPPORTS ROSHAN IN AFGHANISTAN as SMS Firewall Provider

MITTO AG, leading global A2P SMS and messaging monetisation company, today announces a new customer for its A2P SMS firewall solution, Roshan Afghanistan

ZUG, SWITZERLAND, March 12, 2018 /EINPresswire.com/ -- "[MITTO](#) provides its A2P SMS Firewall solution to [Roshan](#), Afghanistan

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*Faiz Hassan, Roshan's
Director of International
Roaming*

" Also becoming its most trusted and preferred partner for A2P SMS

" Roshan detects and monetises revenue leakage associated with mobile messaging

" Also ensuring its subscribers are protected from unsolicited messages

MITTO AG, leading global A2P SMS and messaging monetisation company, today announces a new customer with whom it has launched its carrier-grade A2P SMS firewall solution: Afghanistan's leading mobile operator, Roshan (Telecom Development Company Afghanistan.)

Mobile operators are always looking for innovative and advanced ways to improve their networks and deliver the best experience for their customers. In addition, the ability for operators to optimise SMS revenues, means an A2P SMS Firewall solution pays for itself while also generating new revenue streams for the operator.

As is well known in the industry, SMS is the only truly ubiquitous mobile engagement channel working on any phone, on any network, anywhere in the world. That means companies can enhance engagement with their customers, reaching them anytime and anywhere with time-sensitive information. Unsolicited messages make the channels for communication congested and may come from sources that have not been approved by the Mobile Network Operator (MNO) or its subscribers. Detecting these messages can bring great challenges without the right support. From the point of view of an MNO, protecting its subscribers from receiving unsolicited SMS and ensuring proper charging for any terminated message are the two key factors for a sustainable A2P business.

Roshan, which began its mobile operations in 2003 in Afghanistan, chose MITTO to invest in A2P SMS Messaging to ensure protection for its subscribers against unwanted SMS traffic.

"For a while now we have been thinking about how best we can optimise our A2P SMS business, to maximise our A2P SMS Revenues, secure our SS7 network, spot potential revenue leakage and simplify reporting and invoicing," Faiz Hassan, Roshan's Director of International and Roaming said. "We reviewed many vendors in the market and chose to outsource these operations to MITTO as the staff and tools they provide are already matching our expectations," he added.

MITTO is one of the world's most well-known A2P SMS vendors which has also made its name in

helping mobile operators to protect their SMS revenues with SMS Firewalls. These solutions which are completely managed by MITTO, ensure little impact on the human resources at the MNO side. An SMS Firewall is a key requirement of MNOs who seek to monetise on their SMS business by keeping close control of SMS traffic received to their networks.

Managing Director of MITTO, Andrea Giacomini, explains: "Mobile operators looking to maximize their revenue streams from A2P messaging need SMS Firewalls. Additionally, Mitto's carrier-grade platform has unique proprietary technology which filters spam and fraudulent messages, therefore any type of unwanted traffic can be blocked." He added, "It's a great pleasure to work with Roshan, who we believe, like other operators we support, will be delighted with the results that they will see".

ABOUT ROSHAN

About Roshan

Roshan (Telecom Development Company Afghanistan Ltd) is Afghanistan's leading total communications provider with over 6.5 million active subscribers and a network that covers over 287 districts and cities in all of the country's 34 provinces.

Roshan is a true Afghanistan success story, serving as a catalyst for economic growth and actively contributing to the country's long-term development. Since its inception in 2003, Roshan has invested approximately 700 million in Afghanistan and is the country's single largest investor and taxpayer, contributing approximately five percent of the Afghan government's overall domestic revenue. Roshan directly employs around 700 people, 20 percent of whom are women, and provides indirect employment to more than 35,000 people.

Roshan is deeply committed to Afghanistan's reconstruction and development. The Aga Khan Fund for Economic Development (AKFED), part of the Aga Khan Development Network (AKDN), is a major shareholder of Roshan and promotes private initiatives and building economically sound enterprises in the developing world. Also owned in part by Monaco Telecom International (MTI) and Telia, Roshan brings international expertise to the country and is committed to the highest standards of network quality and coverage for the people of Afghanistan.

To learn more about Roshan visit www.roshan.af or <http://www.facebook.com/RoshanConnects>. You can also follow us on twitter, Instagram and Youtube @roshanconnects.

For any questions, please contact:

Media.relations@roshan.af
+93 799 99 9065

ABOUT MITTO

Mitto enables mobile operators, brands and internet companies to easily integrate messaging services and mobilise their business. Thanks to our connections to the largest operator networks, we provide access to seven billion subscribers worldwide and help businesses communicate with their customers securely, consistently and efficiently. Our unparalleled technology combines continuous, real-time monitoring of service quality and advanced supply processes which optimize the speed, quality and costs associated with communicating worldwide.

MITTO HQ PRESS
MITTO

+41 41 588 05 49
email us here

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