What is claimed is:

1. Within a message processing facility a server-based method for directing a quanta of data, the server-based method comprising:

receiving the quanta of data from a sending entity, the quanta of data comprising a destination address and a content;

identifying from the content a type indicator;

identifying, using at least routing data and aspects of the destination address, a receiving entity;

based on at least (a) a set of rules comprising delivery routes available to the sending entity, (b) the receiving entity, and (c) the type indicator, either (a) returning aspects of the quanta of data to the sending entity or (b) delivering aspects of the quanta of data towards the receiving entity.

2. The server-based method of claim 1 wherein the quanta of data is one of (a) a Short Message Service message, (b) a Multimedia Message Service message, (c) an IP Multimedia Subsystem message, (d) an E-Mail message, (e) audio data, (f) video data, (g) signaling data, or (h) application data.

3. The server-based method of claim 1 wherein at least one of the sending entity and the receiving entity is a wireless carrier.

4. The server-based method of claim 1 wherein the receiving step, the returning step, and the delivering step each utilize at least one of (a) an Internet Protocol or (b) Signaling System Seven.

5. The server-based method of claim 1 wherein the aspects of the quanta of data returned to the sending entity are augmented with one or more new values.

6. The server-based method of claim 1 further comprising transforming the aspects of the quanta of data that are returned to the sending entity.

7. The server-based method of claim 7 wherein transforming comprises the results of one or more transcoding operations.

8. The server-based method of claim 1 wherein the aspects of the quanta of data delivered towards the receiving entity are augmented with one or more new values.

9. The server-based method of claim 1 further comprising transforming the aspects of the quanta of data that are delivered towards the receiving entity.

10. The server-based method of claim 9 wherein transforming comprises the results of one or more transcoding operations.

11. Within a message processing facility a processor-based system configured to direct a quanta of data, the processor-based system comprising:

a first gateway configured to receive the quanta of data from a sending entity, the quanta of data comprising a destination address and a content;

workflow modules configured to perform a plurality of processing steps including at least:

(a) identify from the content a type indicator,

(b) identify, using at least routing data and aspects of the destination address, a receiving entity,

(c) based on at least (i) a set of rules comprising delivery routes available to the sending entity, (ii) the receiving entity, and (iii) the type indicator, either (i) return via a second gateway aspects of the quanta of data to the sending entity or (ii) deliver via a third gateway aspects of the quanta of data towards the receiving entity;

a repository configured to preserve aspects of the results of the plurality of processing steps; and

an administrator configured to control the workflow modules.

12. The processor-based system of claim 11 wherein the quanta of data is one of (a) a Short Message Service message, (b) a Multimedia Message Service message, (c) an IP Multimedia Subsystem message, (d) an E-Mail message, (e) audio data, (f) video data, (g) signaling data, or (h) application data.

13. The processor-based system of claim 11 wherein at least one of the sending entity and the receiving entity is a wireless carrier.

14. The processor-based system of claim 11 wherein the first gateway, the second gateway, and the third gateway are realized as either (a) one single device or (b) two or more separate devices.

15. The processor-based system of claim 14 wherein the realization supports at least one of (a) an Internet Protocol or (b) Signaling System Seven.

16. The processor-based system of claim 11 wherein the aspects of the quanta of data returned to the sending entity are augmented with one or more new values.

17. The processor-based system of claim 11 wherein the aspects of the quanta of data returned to the sending entity are transformed.

18. The processor-based system of claim 17 wherein the aspects of the quanta of data are transformed using results of one or more transcoding operations.

19. The processor-based system of claim 11 wherein the aspects of the quanta of data delivered towards the receiving entity are augmented with one or more new values.

20. The processor-based system of claim 11 wherein the aspects of the quanta of data delivered towards the receiving entity are transformed.

21. The processor-based system of claim 20 wherein the aspects of the quanta of data are transformed using results of one or more transcoding operations.

What is claimed is:

1. Within a message processing facility, logically disposed between a first wireless service provider and a second wireless service provider, a server-based method for directing a quanta of data, the server-based method comprising:

receiving, at the message processing facility, the quanta of data from a sending entity that includes at least the first wireless service provider, the quanta of data comprising a destination address and content;

based on the content, identifying a content type;

encapsulating at least the content, the content type and the destination address of the quanta of data in an internal message object (IMO);

identifying, using at least routing data and aspects of the destination address, a receiving entity that includes the second wireless service provider;

based on at least (a) a set of rules comprising delivery routes available to the sending entity and known to the message processing facility, (b) the receiving entity, and (c) the content type, augmenting, within the IMO, portions of the content to be sent to the receiving entity and portions of the content to be routed back to the sending entity with at least one of: one or more indicators, additional data elements and transformations of various data elements, de-encapsulating the content within the IMO, and returning, to the sending entity, a portion of the content that the sending entity is able to deliver itself before delivery of a portion of the content from the sending entity to the receiving entity that the sending entity is unable to deliver itself.

2. The server-based method of claim 1 wherein the content type is one of (a) a Short Message Service message, (b) a Multimedia Message Service message, (c) an IP Multimedia Subsystem message, (d) an E-Mail message, (e) audio data, (f) video data, (g) signaling data, or (h) application data.

3. The server-based method of claim 1 wherein the receiving step, the returning step, and the delivering step each utilize at least one of (a) an Internet Protocol or (b) Signaling System Seven.

4. The server-based method of claim 1 wherein the portion of the content returned to the sending entity is augmented with one or more new values.

5. The server-based method of claim 1 further comprising transforming the portion of the content that is returned to the sending entity.

6. The server-based method of claim 5 wherein transforming comprises the results of one or more transcoding operations.

7. The server-based method of claim 1 wherein the set of rules is operable to determine whether the sending entity is configured to deliver the quanta of data to the destination address without further assistance from the message processing facility.

8. The server-based method of claim 7 wherein the set of rules comprises an indication that the sending entity has a bilateral agreement with the receiving entity.

9. Within a message processing facility, logically disposed between a first wireless server provider and a second wireless service provider, a processor based system configured to direct a quanta of data, the processor-based system comprising:

a first gateway configured to receive the quanta of data from a sending entity that includes at least the first wireless service provider, the quanta of data comprising a destination address and content;

workflow modules configured to perform a plurality of processing steps including at least:

(a) based on the content, identifying a content a type,

(b) encapsulating at least the content, the content type and the destination address of the quanta of data in an internal message object (IMO),

(c) identifying, using at least routing data and aspects of the destination address, a receiving entity that includes the second wireless service provider,

(d) based on at least (i) a set of rules comprising delivery routes available to the sending entity and known to the message processing facility, (ii) the receiving entity, and (iii) the content type, augmenting, within the IMO, portions of the content to be sent to the receiving entity and portions of the content to be routed back to the sending entity with least one of: one or more indicators, additional data elements and transformations of data elements, de-encapsulating the content within the IMO, and returning via a second gateway, to the sending entity, a portion of the content that the sending entity is able to deliver itself

before delivery of a portion of the content from the sending entity to the receiving entity that the sending entity is unable to deliver itself;

a repository configured to preserve aspects of the results of the plurality of processing steps; and

an administrator configured to control the workflow modules.

10. The processor-based system of claim 9 wherein the content type is one of (a) a Short Message Service message, (b) a Multimedia Message Service message, (c) an IP Multimedia Subsystem message, (d) an E-Mail message, (e) audio data, (f) video data, (g) signaling data, or (h) application data.

11. The processor-based system of claim 9 wherein the first gateway and the second gateway are realized as either (a) one single device or (b) two or more separate devices.

12. The processor-based system of claim 11 wherein the realization supports at least one of (a) an Internet Protocol or (b) Signaling System Seven.

13. The processor-based system of claim 9 wherein the portion of the content returned to the sending entity is augmented with one or more new values.

14. The processor-based system of claim 9 wherein the portion of the content returned to the sending entity is transformed.

15. The processor-based system of claim 14 wherein the portion of the content is transformed using results of one or more transcoding operations.

16. The processor-based system of claim 9 wherein the set of rules is operable to determine whether the sending entity is configured to deliver the quanta of data to the destination address without further assistance from the message processing facility.

17. The processor-based system of claim 16 wherein the set of rules comprises an indication that the sending entity has a bilateral agreement with the receiving entity.