

received via communications interface 134. Such computer programs, when executed, enable computer system 100 to implement the present invention as discussed herein. In particular, the computer programs, when executed, enable processor 104 to implement the processes of aspects of the present invention, such as for example the steps discussed below ~~under paragraphs 43-116~~. Accordingly, such computer programs represent controllers of the computer system 100. Where the invention is implemented using software, the software may be stored in a computer program product and loaded into computer system 100 using removable storage drive 114, interface 122, hard drive 112 or communications interface 134.

[0046] The invention is also directed to computer program products comprising software stored on any computer useable medium. Such software, when executed in one or more data processing devices, causes data processing device(s) to operate as described herein. Embodiments of the invention employ any computer useable or readable medium, known now or in the future. Examples of computer useable mediums include, but are not limited to, primary storage devices (e.g., any type of random access memory), secondary storage devices (e.g., hard drives, floppy disks, Compact Disc Read-Only Memory [CD-ROM] disks, Zip disks, tapes, magnetic storage devices, optical storage devices, Microelectromechanical Systems [MEMS], nanotechnological storage device, etc.), and communication mediums (e.g., wired and wireless communications networks, local area networks, wide area networks, intranets, etc.).

[0047] In the discussion below aspects of the present invention are described and illustrated as residing within a centrally-located, full-featured MICV facility.

What is claimed is:

1. A server-based method for dynamic message throttling, the server-based method comprising:

identifying a message pool to be processed, the message pool comprising a plurality of messages;

partitioning the message pool into a plurality of subdivisions; and

performing a plurality of processing steps while a delivery window is open, including at least:

- (a) opening a subdivision for processing, yielding an open subdivision,
- (b) selecting a message from the open subdivision, yielding a selected message,
- (c) performing one or more processing steps on the selected message,
- (d) dispatching through a gateway aspects of the selected message for subsequent delivery to a message recipient, and
- (e) pausing zero or more units of time.

2. The server-based method of claim 1 wherein the message is one of (a) a Short Message Service message, (b) a Multimedia Message Service message, (c) an Internet Protocol Multimedia Subsystem message, or (d) an Unstructured Supplementary Service Data-based message.

3. The server-based method of claim 1 wherein the partitioning step employs one of (a) a uniform means, (b) a random means, or (c) an algorithmic means.

4. The server-based method of claim 1 wherein the delivery window is open based on one or more of (a) a day of week, (b) a time of day, and (c) one or more quiet periods.

5. The server-based method of claim 1 wherein the unit of time is seconds.

6. The server-based method of claim 1 wherein the gateway employs one or both of (a) an Internet Protocol-based communication protocol or (b) Signaling System 7.

7. A processor-based system on a server configured for dynamic message throttling, the processor-based system comprising:

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

(a) identifying a message pool to be processed, the message pool comprising a plurality of messages,

(b) partitioning the message pool into a plurality of subdivisions, and

(c) performing one or more processing steps while a delivery window is open, including at least:

(i) opening a subdivision for processing, yielding an open subdivision,

(ii) selecting a message from the open subdivision, yielding a selected message,

(iii) performing a plurality of processing steps on the selected message, and

(iv) pausing zero or more units of time;

a gateway configured to dispatch aspects of the selected message for subsequent delivery to a message recipient;

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

an administrator.

8. The processor-based system of claim 7 wherein the message is one of (a) a Short Message Service message, (b) a Multimedia Message Service message, (c) an Internet Protocol Multimedia Subsystem message, or (d) an Unstructured Supplementary Service Data-based message.

9. The processor-based system of claim 7 wherein the partitioning step employs one of (a) a uniform means, (b) a random means, or (c) an algorithmic means.

10. The processor-based system of claim 7 wherein the delivery window is open based on one or more of (a) a day of week, (b) a time of day, and (c) one or more quiet periods.

11. The processor-based system of claim 7 wherein the unit of time is seconds.

12. The processor-based system of claim 7 wherein the gateway employs one or both of (a) an Internet Protocol-based communication protocol or (b) Signaling System 7.

What is claimed is:

1. A server-based method for dynamic message throttling, the server-based method comprising:

identifying, using a processor in communication with a memory, a message pool to be processed, the message pool comprising a plurality of messages stored in the memory;

partitioning the message pool into a plurality of subdivisions; and

performing a plurality of processing steps while a delivery window is open, including at least:

(a) opening a first subdivision for processing, yielding an open subdivision,

(b) selecting a message from the open subdivision, yielding a selected message,

(c) performing one or more processing steps on the selected message,

(d) dispatching through a gateway aspects of the selected message for subsequent delivery to a message recipient, and

(e) pausing zero or more units of time,

wherein the steps of (b) selecting a message from the open subdivision and (c) performing one or more processing steps on the selected message are based on whether a predetermined number of messages from the open subdivision have been sent, and when the predetermined number of messages from the open subdivision have been sent, opening a second subdivision and performing steps (b)-(d) on messages in the second subdivision.

2. The server-based method of claim 1 wherein the message is one of (a) a Short Message Service message, (b) a Multimedia Message Service message, (c) an Internet Protocol Multimedia Subsystem message, or (d) an Unstructured Supplementary Service Data-based message.

3. The server-based method of claim 1 wherein the partitioning step employs one of (a) a uniform means, (b) a random means, or (c) an algorithmic means.

4. The server-based method of claim 1 wherein the delivery window is open based on one or more of (a) a day of week, (b) a time of day, and (c) one or more quiet periods.

5. The server-based method of claim 1 wherein the unit of time is seconds.

6. The server-based method of claim 1 wherein the gateway employs one or both of (a) an Internet Protocol-based communication protocol or (b) Signaling System 7.

7. A processor-based system on a server configured for dynamic message throttling, the processor-based system comprising:

a memory;

a processor communicatively coupled to the memory;

workflow modules, in the form of computer control logic stored in the memory, configured to perform, in combination with the processor communicatively coupled to the memory, a plurality of processing steps including at least:

(a) identifying a message pool to be processed, the message pool comprising a plurality of messages,

(b) partitioning the message pool into a plurality of subdivisions, and

(c) performing one or more processing steps while a delivery window is open, including at least:

(i) opening a first subdivision for processing, yielding an open subdivision,

(ii) selecting a message from the open subdivision, yielding a selected message,

(iii) performing a plurality of processing steps on the selected message, and

(iv) pausing zero or more units of time;

wherein the steps of (ii) selecting a message from the open subdivision and (iii) performing a plurality of processing steps on the selected message are based on whether a predetermined number of messages from the open subdivision have been sent, and when the predetermined number of messages from the open subdivision have been sent, opening a second subdivision and performing steps (ii)-(iii) on messages in the second subdivision;

an interface configured to dispatch aspects of the selected message for subsequent delivery to a message recipient;

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

an administrator.

8. The processor-based system of claim 7 wherein the message is one of (a) a Short Message Service message, (b) a Multimedia Message Service message, (c) an Internet Protocol Multimedia Subsystem message, or (d) an Unstructured Supplementary Service Data-based message.

9. The processor-based system of claim 7 wherein the partitioning step employs one of (a) a uniform means, (b) a random means, or (c) an algorithmic means.

10. The processor-based system of claim 7 wherein the delivery window is open based on one or more of (a) a day of week, (b) a time of day, and (c) one or more quiet periods.

11. The processor-based system of claim 7 wherein the unit of time is seconds.

12. The processor-based system of claim 7 wherein the interface employs one or both of (a) an Internet Protocol-based communication protocol or (b) Signaling System 7.