



WHITEPAPER | MOBILE SERVICES: MOBILE MESSAGING EXCHANGE

# GET MORE FROM MOBILE MESSAGING

**DELIVER A HIGH-QUALITY USER  
EXPERIENCE, EASILY AND ECONOMICALLY  
WITH TEXT MESSAGE**

## EXECUTIVE SUMMARY: USE SMS TO GET MORE USERS AND MAKE MORE MONEY

Application-to-Person (A2P) Short Message Service (SMS), i.e. text messages, is the powerful medium you need to connect with today's mobile consumer market. Businesses use text messaging to improve the user experience, which results in revenue growth. After all, SMS is the channel of choice for generating leads, increasing sales and building customer relationships across a wide range of industries — entertainment, banking, financial services, insurance, retail, tourism, marketing, media, healthcare and more.

A2P SMS is the optimum technology for delivering targeted, personalised and compelling messaging directly to the smartphones of people who buy what you're selling. In a matter of seconds, you can instantly broadcast an A2P message to millions of consumers around the world at a fraction of the cost of traditional mass media.

The question is — how do you evaluate and choose the best A2P SMS provider for your business? What services do you need? What proven capabilities do they need to provide? This whitepaper is designed to help you in your planning and decision making process.

## GO MOBILE OR GET LEFT BEHIND

Mobile technology is transforming how manufactures and retailers communicate and interact with consumers. It's now estimated that fully half of the world's population has a mobile subscription — an increase from just one in five 10 years ago.<sup>1</sup> And it's just beginning.

In 2014, the number of mobile devices and connections worldwide grew to 7.4 billion, with smartphones making up 88% of that growth.<sup>2</sup> On top of that, global smartphone sales reached 336 million units in the first quarter of 2015, propelled by a 40% sales increase in emerging markets — Asia/Pacific, Eastern Europe, and the Middle East and North Africa.<sup>3</sup> That doesn't even include China — the world's largest smartphone market with 30% of global sales.<sup>4</sup>

If you're now communicating with your market through A2P messaging, it's time to re-evaluate your provider. If you're not using A2P, it's time to get moving.

## CONSUMERS RESPOND TO MOBILE MESSAGING

Unlike other forms of advertising and marketing, consumers respond positively to text messages. In fact, 32% of consumers check their text messages first thing in the morning versus 24% checking email, 8% news and 8% Twitter/Facebook.<sup>5</sup>

People have a personal relationship with their smartphones that's unique among communication technologies and media. By downloading apps, people can easily configure their smartphones to their personal preferences and needs. In fact, consumers have downloaded more than 75 billion apps in the seven years since the first smartphone app appeared in 2008.

For manufacturers, retailers and service providers, messaging provides an immediate and compelling medium for communicating with consumers, establishing trust and building sales.

Tata Communications connects four out of five mobile subscribers worldwide.

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Analysts report by 2017, US customers' mobile engagement will grow mobile commerce to 50% of digital commerce revenue.<sup>5</sup>

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## WHAT TO LOOK FOR IN A MOBILE MESSAGING PROVIDER

**Global Reach.** To ensure that your provider can support you everywhere you do business around the world, look for a Tier 1 global SMS provider that can reach more than 200 countries and territories for one-way and two-way messaging.

- **Scalability.** Wherever volume you start with, chances are your messaging requirements will likely increase rapidly. That's why it's important to choose a provider that has a robust platform that can handle large messaging volumes and can rapidly scale up to meet future needs.
- **Performance.** You expect your messages to be delivered at the right time to the right people. So choose a provider with a proven global network and a track record of dependable performance. Make sure that your provider has the power to deliver the majority of your messages within 15 seconds minimum.
- **Reliability.** Uptime is a top priority. Look for a provider that has a dependable, scalable, secure and proven platform. If the platform is prone to breakdowns, you're out of business every time it goes down.
- **Security.** It's especially important for enterprises in regulated industries and for companies that store a lot of personal customer data. You want a provider that has a strong information security program that supports the most stringent industry standards. Look for an area control framework based on NIST SP 800-53 Rev. 1, with enhancements to address Safe Harbor and GLBA compliance, ISO 27001, U.S. Generally Accepted Privacy Principles (GAPP), and various international data protection laws.
- **Support.** Today's global business environment operates around the clock. You'll want to choose a provider that supports you worldwide, 24/7 to get any needs or issues quickly resolved.

## USE THE POWER OF THE TATA COMMUNICATIONS MOBILE MESSAGING EXCHANGE

Whether you're ready to move into SMS and A2P messaging or are already there, Tata Communication can provide the state-of-the-art global platform you need: our Mobile Messaging Exchange.

Our messaging network provides the highest quality A2P messaging across the worldwide mobile ecosystem, including mobile network operators (MNOs), SMS aggregators, and messaging apps.

For your peace of mind and security, our infrastructure includes our Managed SMS Firewall that identifies and captures spam and fraudulent messages.

What's more, we deliver Mobile Messaging Exchange through a dedicated A2P messaging hub that accesses all high-quality global messaging routes. When you work with us, you work with a single, trusted super aggregator with secure access to global routes.

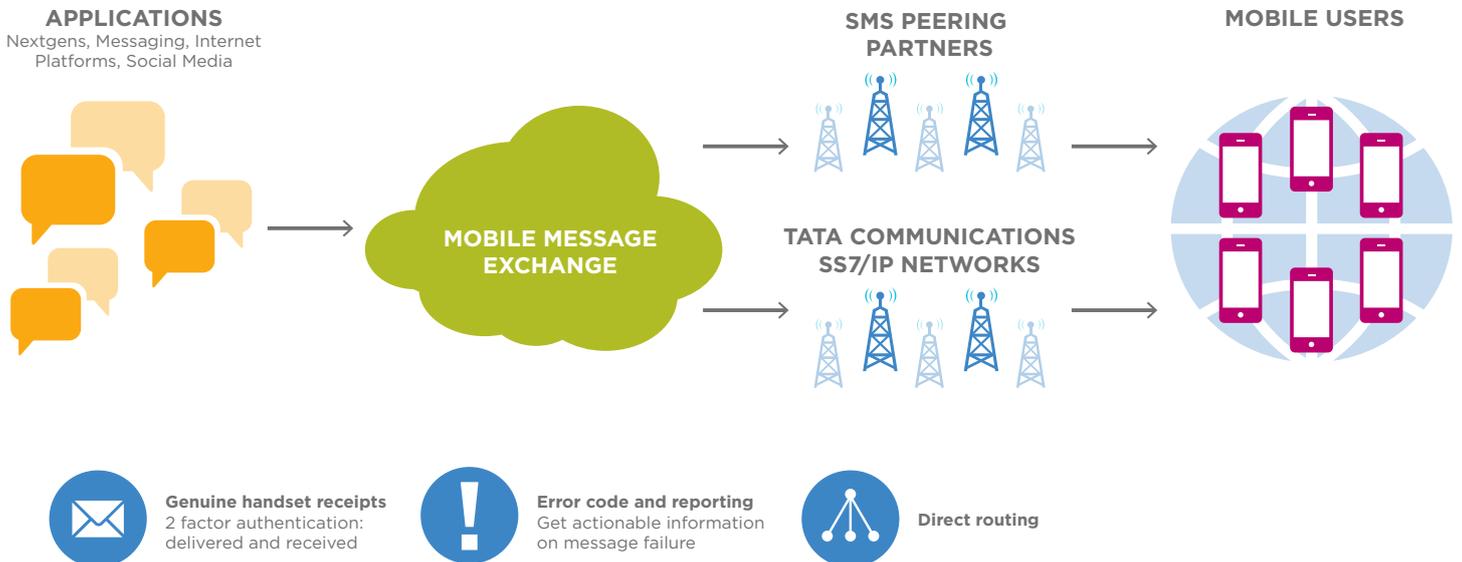
### Mobile messaging works better

- Mobile offers are redeemed 10x more frequently than print offers.<sup>9</sup>
- 85% of smartphone users would rather "give up drinking water" than delete their mobile apps.<sup>10</sup>
- 70% of consumers found all types of push notifications, including order updates and location-based messages, to be valuable.<sup>11</sup>
- Nearly 66% of consumers subscribed to mobile marketing say they've made a purchase as a result of receiving a highly relevant mobile message.<sup>12</sup>
- The open rate of SMS is 98% compared with 22% for emails.<sup>13</sup>

"Text messaging, the most effective direct communications channel, allows platforms and applications in growth marketing to enhance user engagement, drive CRM, increase security and serve as a tool to reach out to emerging market populations. Tata Communications provides a one-stop-shop solution for all SMS needs — a reliable, flexible solution strategy for all OTTs and SMS aggregators."

— MIKE GALVIN, VICE PRESIDENT,  
STRATEGIC ACCOUNTS

## TATA COMMUNICATIONS MOBILE MESSAGE EXCHANGE



“Text messaging is becoming the most effective direct communications media that enables enterprises in both established and emerging markets. Our focus is providing one-stop-shop solutions for all SMS needs — a reliable, flexible provider for all OTTs and SMS aggregators.”

— **MIKE GALVIN, VICE PRESIDENT, STRATEGIC ACCOUNTS**

## EXPERIENCE THE DIFFERENCE THAT OUR NETWORK MAKES

One factor that sets us apart from other A2P SMS service providers is the depth and breadth of our service offering.

- **Global reach.** We deliver high-quality SMS messaging to users at scale. We have more than 135 on-net, mobile network operators with a direct connection and over 300 global operators. You benefit from direct, dedicated and dependable connections to SMS providers that are always available. In addition, we have connections to the world's largest network of SS7 global messaging providers.
- **Scalability.** Your messages travel over our own state-of-the-art network that includes our Tier-1 backbone with global scalability that enables us to deliver millions of messages with a click of a button.
- **Flexibility.** We offer you complete communications capabilities that other messaging providers can't, including innovative solutions for voice and data centre services. We're also able to rapidly create custom communications solutions tailored to your specific business needs.
- **Efficient.** Through our global network and infrastructure you can easily reach new geographical markets and enjoy a lower OPEX and predictable costs.
- **Incisive Reporting.** Working with us you always have a clear picture of your messaging performance. Our deep SS7 capability provides maximum visibility into your delivery statistics. We also provide monthly reports for terminated SMS for both MNOs and OTTs/SMS aggregators.
- **Rock-solid Reliability.** While most enterprise message providers can offer quality connections for a limited, unpredictable time, our network operators have direct connections to our global network ensuring the highest quality and most dependable messaging service available.

### TATA COMMUNICATIONS — ROCCO REPORT, A2P SMS MESSAGING VENDOR PERFORMANCE



*"Punctual, Trusted"\**



Voted #1 in Transparency

TOP  
5

Top 5 for  
Customer Service, Innovation,  
and Global Reach



\* ROCCO Research, A2P SMS Messaging Vendor Performance 2015, Strategic Analysis  
[www.roamingconsulting.com](http://www.roamingconsulting.com)

TATA COMMUNICATIONS BY THE NUMBERS

Reaches **99.7%** of the world's GDP

**24%** of the internet runs on our network

**World's largest submarine cable network**

**210,000 km** of subsea and terrestrial fibre

Only wholly-owned **subsea cable network** that circles the globe

**Gartner Magic Quadrant Leader** for global network service provider<sup>14</sup>

**4 out of 5** mobile subscribers are on our network

We connect **1 out of 10** international calls

**World's largest wholesale voice carrier**

**1,600** Service Provider relationships

**1 out of 2** mobile networks connect with us

**1-MILLION** square feet of data center and co-location across 42 locations

**31** Our global presence

Offices in 31 countries. 70% revenues generated outside of India

## Sources

<sup>1</sup> The Mobile Economy 2015, [www.gsamobileeconomy.com](http://www.gsamobileeconomy.com)

<sup>2</sup> [http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white\\_paper\\_c11-520862.html](http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white_paper_c11-520862.html)

<sup>3</sup> <http://www.gartner.com/newsroom/id/3061917>

<sup>4</sup> <http://www.reuters.com/article/2015/08/20/us-smartphones-gartner-idUSKCN0QP1BS20150820>

<sup>5</sup> Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant and does not advise technology users to select only those vendors placed in the Leaders quadrant. The Magic Quadrant is intended solely as a research tool and is not meant to be a specific guide to action. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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