TATA COMMUNICATIONS

"We believe both companies win, with a high-quality SMS offering for the private and public sectors through a mutually-rewarding strategic partnership."

TIM KING, MANAGING DIRECTOR, 2sms

2sms PARTNERS WITH TATA COMMUNICATIONS TO LEVERAGE MASSIVE GROWTH IN THE APPLICATION-TO-PERSON MOBILE MESSAGING MARKET

TATA COMMUNICATIONS' MOBILE MESSAGING EXCHANGE ENABLES 2sms TO SEAMLESSLY CONNECT SECURE TEXT-BASED APPS TO MOBILE NETWORKS AROUND THE GLOBE

CUSTOMER | 2sms
PRODUCT CATEGORY | MOBILITY

2sms.com

OVERVIEW AND RESULTS

2sms specialises in secure A2P (application-to-person) mobile messaging services. To ensure delivery and receipt of time-critical text messages for its worldwide customers, the company sought a partnership with a leading mobile messaging service provider.

The Mobile Messaging Exchange platform from Tata Communications was chosen, providing 2sms with benefits including:

• One of the most extensive and robust telecommunications networks in the world
• Established business relationships with **over 50 per cent** of the world's mobile network operators
• Low-cost mobile messaging for cost competitiveness

Already, 2sms is sending 1.7 million messages a month over Mobile Messaging Exchange. When it turns on rest-of-the-world traffic, too, that volume will blossom to four million messages a month. Looking to the future the partnership is set to extend, with Tata Communications serving its existing customers by working with 2sms.

About the customer

2sms is a solutions provider offering time-sensitive application-to-person (A2P) mobile messaging services. End-to-end service integrity means the company's clients can instantly send and receive mission-critical messages securely and reliably. Addressing employees, customers and any other audience of choice its global capabilities facilitate multiple delivery methods via all major mobile networks. For more information visit: www.2sms.com

CHALLENGE

Organisations of all kinds have long recognised the power of application-to-person (A2P) mobile messaging. Compared to other channels, research suggests that most A2P messages are read by recipients, who are then more likely to engage with the message and its sender. For that reason, it's an ever-more popular tool in enterprise CRM strategies to improve service levels and enhance loyalty.

2sms serves the A2P mobile messaging requirements of customers in nearly all industry sectors, with a range of SMS services and applications. Tim King, Managing Director at 2sms, says: "To spur global growth, we needed a strategic partner who would help us seamlessly connect secure texting apps to mobile networks around the world."

MOBILE APPS ACROSS ALL INDUSTRIES

Today, A2P mobile messaging is an intrinsic element of many business processes. The originating app collects data from internal sources such as CRM, reservation or billing systems. This data is then sent securely and speedily to people needing the information.

Mobile messaging has wide application for mission-critical customer communication across a range of industries. For example, 2sms clients include logistics companies notifying customers about deliveries; engineering companies scheduling maintenance visits; financial service organisations alerting clients to asset performance; banks securely sending PIN numbers; and healthcare organisations smoothing the patient journey.

"Enterprises today are much more likely to use texting to send priority messaging," Tim confirms. "Those messages must be secure, so all 2sms text messages are fully encrypted for assured protection."

FULLY-MANAGED WITH COMPREHENSIVE AUDIT TRAIL

The fully-managed nature of the Mobile Messaging Exchange service helps 2sms concentrate on what it does best. Jeff Bak, Vice President, Product Management for Mobility Signalling, Messaging and Broadband Management Services, at Tata Communications, says: "2sms runs a lean ship staff-wise, so the Tata Communications managed service lets it focus on creating innovative SMS applications rather than worry about network infrastructure."

With the 2sms service, customers use a simple portal to upload end-customer lists and design personalised mobile messages. Meanwhile, by archiving forever every text sent or received by its customers, 2sms provides a comprehensive audit trail. "Most of our competitors dump text messages after a few days," says Tim. "But we archive everything. So, if a customer needs a specific message string from years ago, they can be sure it's available." That's important in the event of legal issues or contractual skirmishes.

"Mobile Messaging Exchange means our customers' texts are sent instantly, with low latency for immediate delivery."

TIM KING, MANAGING DIRECTOR, 2SMS

UNPARALLELED MOBILE OPERATOR COMMUNITY

With this partnership 2sms has gained access to a ready-made global community of **over 200** mobile network operators, meaning that it doesn't need to replicate relationships that have already been established by Tata Communications. This makes the Mobile Messaging Exchange service easily scalable, enabling 2sms to quickly reach new global markets to help accelerate business growth and profitability.

Jeff Bak explains: "We have relationships with **over 50 per cent** of all mobile operators in the world. These mobile operators serve around **80 per cent** of all mobile phone subscribers globally. That's testament to the reliability and performance of our global network."

COST EFFECTIVE FOR COMPETITIVE ADVANTAGE

The partnership provides 2sms with an additional advantage: cost competitiveness. Both parties have agreed on a volume-based pricing structure. So, the more SMS services sold by 2sms, the lower the price per text it will pay to Tata Communications.

"Texting doesn't sound expensive, but it can be if there are hundreds of thousands of end-customers," says Tim. "But with our volume-based agreement with Tata Communications, we're able to reap savings, which we then pass on to our customers."

SOLUTION

2sms chose Mobile Messaging Exchange from Tata Communications. "Mobile Messaging Exchange means our customers' mobile messages are transmitted securely with low latency for immediate delivery," says Tim.

A key attraction for 2sms was that Tata Communications has established relationships with mobile network operators around the world. This means that messages are carried direct over its own network much of the time. It has also established multiple peering relationships, assuring one-hop delivery to most global destinations.

The partnership is already seeing 2sms customers sending more than 1.7 million messages a month over the Tata Communications global network. When 2sms turns on rest-of-the-world traffic, too, that volume will blossom to four million messages a month. And, because the Tata Communications solution is fully managed, 2sms can contact Tata Communications personnel at any time for immediate assistance in the event of an issue.

Tim says: "We believe both companies win, with a high-quality SMS offering to customers in the private and public sectors through a mutually-rewarding strategic partnership."

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JEFF BAK, VICE PRESIDENT, PRODUCT MANAGEMENT FOR MOBILITY SIGNALLING, MESSAGING AND BROADBAND MANAGEMENT SERVICES, TATA COMMUNICATIONS

WINNING SOLUTIONS WITH ENHANCED REPUTATIONS

Through its partnership with Tata Communications, 2sms is poised to win significant new business. "Potential customers recognise Tata Communications' reputation," says Tim. "They're also aware of its high levels of network reliability, and they know they can count on its deep technical resources."

Now, Tata Communications is making the full suite of 2sms solutions available to its existing customers. Tim concludes: "The partnership between 2sms and Tata Communications is poised for incredible growth. We believe our service will further enhance the pole position Tata Communications has in its own industry."

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ABOUT TATA COMMUNICATIONS' MOBILE MESSAGING EXCHANGE

Offering a comprehensive mobile messaging ecosystem, Tata Communications' Mobile Messaging Exchange enables messaging service providers to capitalise on massive enterprise A2P messaging growth. Backed by the world's largest on-net mobile signalling community and an industry-leading global network, Mobile Messaging Exchange leverages the expertise Tata Communications has in interconnecting service providers worldwide.

About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network, as well as nearly 1.5 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

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