

INFOBIP — High Performance Mobile Transaction Platform

INTRODUCTION

Infobip SMSC solution and more than 50 international SMS routes in Infobip's portfolio provide coverage and competitive pricing in more than 150 countries through more than 700 network operators.

The primary goal of the company is to bring professional messaging solutions to entrepreneurs, mobile operators, ISPs, message aggregators and resellers globally.

Infobip High Performance Mobile Transaction Platform is built on its own logic and follows industry standards. Acquiring advanced control of the messaging process, Infobip offers cutting edge solutions such as **SMS MT**, **SMS MO**, **Real Time Network Query** and **SMS Hubbing**.

INFOBIP TECHNOLOGY

Superior technical solutions enable **reliable, efficient** and **cost-effective channels** for bringing your messages to consumers.

Our messaging platform is based on open standards and can be easily deployed in any technical platform of any mobile operator without additional development.

Infobip SMSC Solution

To ensure more quality and advanced messaging services for our clients, we offer our **SMSC solution via SS7 signaling protocol** and more than **10 direct SMSC connections via SMPP protocol** with mobile operators worldwide. All in-house developed solutions enable sending SMSes directly to mobile phones providing secure and reliable message transmissions around the world.

Highlight: With SMSC solutions via SS7 and SMPP protocols to mobile operators worldwide, Infobip provides **secure and reliable SMS transmissions** directly to mobile phones around the world.

PRODUCT OVERVIEW

With cutting edge and reliable messaging solutions, any business is now able to globally deliver and receive messages from a mobile business application to a mobile subscriber's handset.

Financial Institutions

Banks, insurance companies, stock brokerages and asset management firms can benefit from Infobip **SMS MT** and **SMS MO** messaging services by establishing secure and cost-effective communication with clients through SMS alerts and SMS notifications.

Marketing Agencies

SMS marketing is one of the most responsive marketing communication media. Marketers and brands can benefit from Infobip **SMS MT** and **SMS MO** messaging services by running successful SMS promotion and advertising campaigns of their products and services.

Software Development Companies

Using high-standard messaging solutions – Infobip **SMS MT**, **SMS MO** and **SMS Gateway** – software development companies achieve a cost-effective and optimized SMS broadcast to mobile phones of subscribers around the world.

Enterprises

Infobip **SMS MT** and **SMS MO** are perfect solutions for content providers, Internet service providers and social networks, enabling them to benefit from an unrivalled solution, a geographically redundant and fault-tolerant infrastructure for successful SMS broadcasting when connected to the Infobip SMS Gateway. Infobip **HLR Number Lookup** is a tailor-made product which offers cost-efficient solutions for voice call routing and SMS routing. Using this solution VoIP providers achieve optimized and successful SMS and voice transmissions, avoiding costs and undelivered messages thanks to the Mobile Number Portability (MNP) system which identifies invalid or unused numbers.

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We power your mobile business!



INFOBIP is an Associate Member of the GSM Association®

COMPANY

Using the fully flexible and reliable in-house developed messaging platform, our clients benefit from first class messaging solutions guaranteed by a strict **SLA (Service Level Agreement)** and full **24/7/365 technical support**, available with no limitations regarding their location.

Infobip is a member of the GSM Association and makes it a matter of policy to follow the newest world trends in mobile technology, at the same time remaining aware of the importance of constant improvement in order to bring new ideas and new sources of revenue to customers.

Company business philosophy includes strategic partnerships with **mobile operators** in order to ensure quality SMS services on a global scale. With our A2P messaging traffic we are bringing an increase of **tens of millions of additional SMSes** to mobile operators on a regular monthly basis. Our built-in **anti-spam** and **anti-spoof** services guarantee a stable SMS broadcast without any risk of interruption.

BENEFITS OF CONNECTING TO INFOBIP

In order to ensure high quality **SMS services on a global scale**, we have developed reliable in-house solutions enabling businesses to increase their competitiveness, extend their market reach and gain additional profitability through competitive pricing, worldwide coverage and full 24/7 support.

Worldwide coverage

Connecting to multiple SMSC solutions and over 50 available international SMS routes, the customers gain coverage and competitive pricing in more than 150 countries through more than 700 network operators.

Secured Messaging Services

High quality messaging solutions are confirmed by a strict SLA (Service Level Agreement), guaranteeing successful, reliable and fast message delivery to handsets world-wide.

Full 24/7 technical support

Constant availability of service is a crucial feature, providing the clients with year-round full 24/7 technical support with no limitations regarding their location.