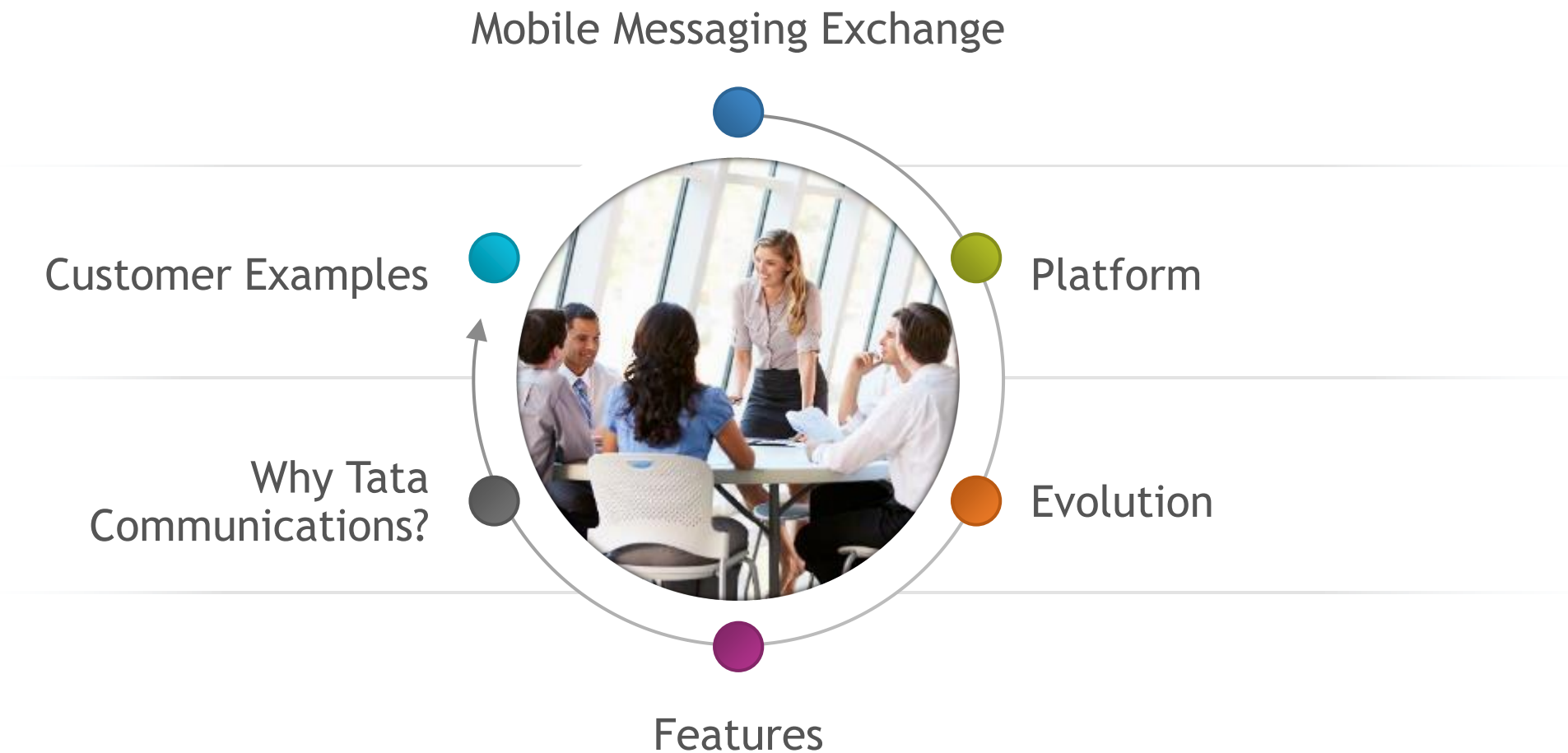


# TATA COMMUNICATIONS ENTERPRISE MESSAGING OVERVIEW

CONNECTING AND TRANSFORMING

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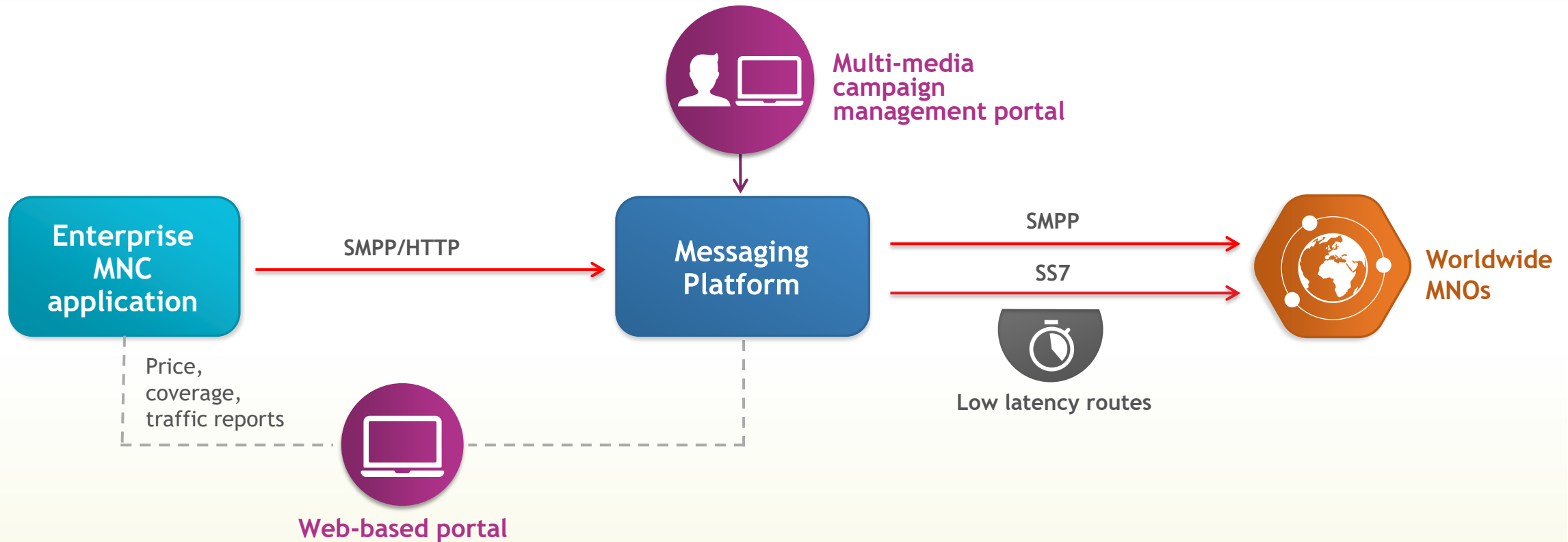
# CONTENT



# MOBILE MESSAGING EXCHANGE

## OVERVIEW

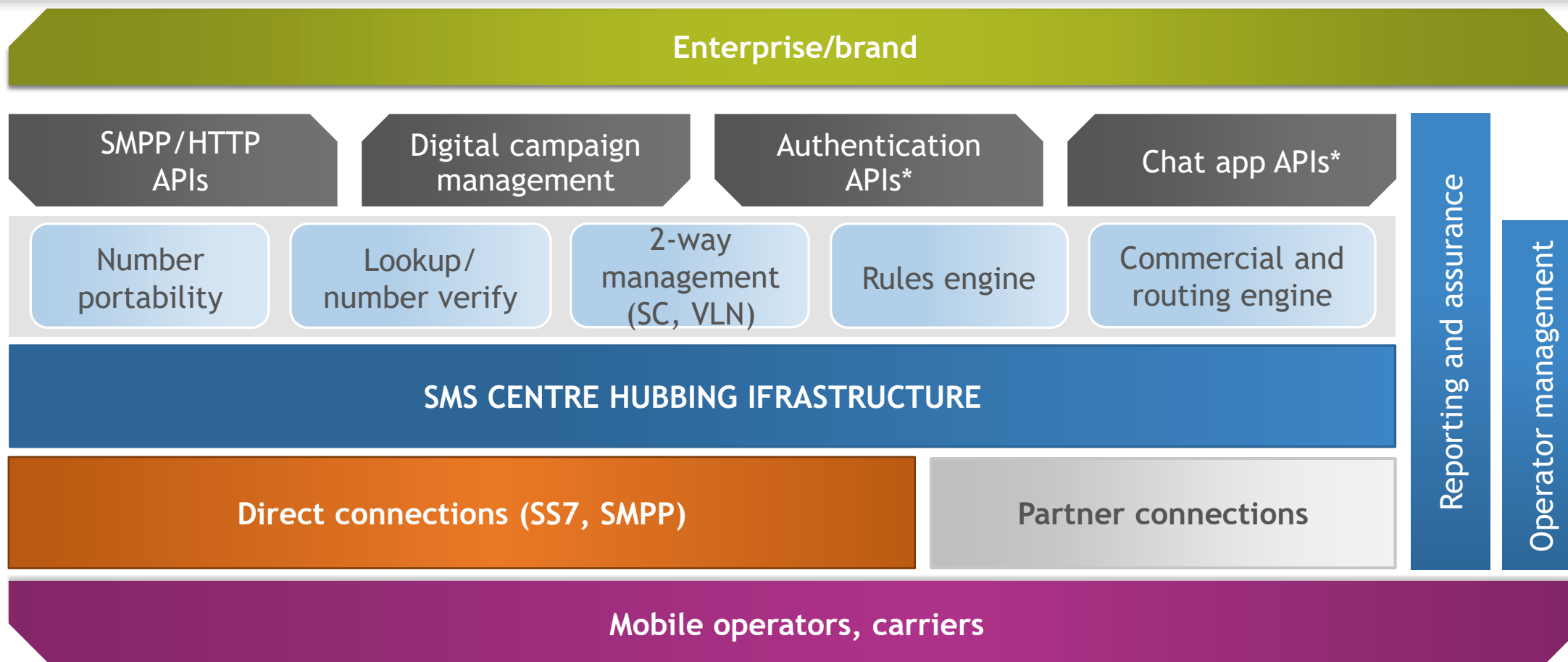
# WHAT IS MOBILE MESSAGING EXCHANGE?



Providing direct and trusted partner routes with high quality A2P SMS termination







# ROBUST PRODUCT STACK BUILT ON CARRIER-GRADE NETWORK







\* FY20 Roadmap

# MOBILE MESSAGING EXCHANGE AT A GLANCE

	Feature	Advantage	Value
 <b>API integration</b>	Integrate messaging with CRM, ERP and other customer systems	Fast, easy and secure integration	Create enriched communications channels to your end customers
 <b>Long / short codes</b>	Use codes instead of phone numbers for SMS responses	Easy-to-use response and promotion codes	Increase interaction with your end customers
 <b>2-way messaging</b>	Increase response with 2-way messaging	Enhance customer interaction	Make it easy for customers to contact you
 <b>Campaign management</b>	Extend SMS to marketing and campaign use cases	Easy to create and manage mobile marketing campaigns	Increase interaction with your customers and promote your products and services via the mobile channel

# MOBILE MESSAGING EXCHANGE AT A GLANCE

	Feature	Advantage	Value
 <b>Web reporting</b>	Traffic report, analytics, pricing / price history, coverage, route monitoring	Near real-time information on customer interactions	Make decisions instantly, based on the current situation
 <b>Rich status codes</b>	Status codes associated with messaging information	An easy reference showing what is happening with your messages	Understand activity quickly and easily
 <b>Auto retry</b>	If a message is not delivered, delivery will automatically be attempted again	No need for manual intervention	See a higher percentage of delivery rates
 <b>2-factor authentication</b>	2FA ensures transaction security and validation	Automated authentication process	Reassure end customers that transactions are secure



# WHY TATA COMMUNICATIONS?



# SINGLE SOURCE FOR ALL YOUR A2P SMS TERMINATION NEEDS

## Robust SMS platform capabilities



**3Bn+**

SMS carried every month

**32Bn+**

Voice minutes - the world's largest voice wholesale carrier

**1500Bn+**

MSUs on SS7 Network

## Global SMS reach



**300+**

Direct on-net MNO termination

**100+**

SMS Aggregator Partners

**1600+**

Carrier connections

## Promising 2-way connectivity



**50+**

Countries with Virtual long number

**20+**

Countries with Short Codes

**FTEU and Toll Free**

Enablement in Select countries

- Carrier-grade highly available platform running on a global secure network
- 'Follow the sun' 24x7 Platform support; traffic transiting on world's largest signaling network
- Easy to integrate API with self service capabilities
- Only direct and trusted partner routes with prime quality A2P SMS termination
- Mobile Number Portability (MNP) supported globally
- Amongst select few providers licensed by Indian telecom regulator to bring international A2P traffic into India
- Opportunity to consolidate voice calling and SMS through the same market-leading vendor

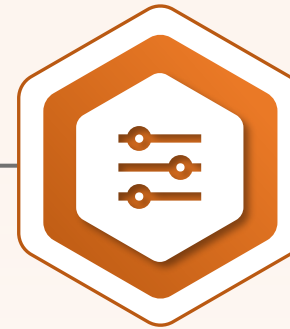
# OUR A2P VALUE PROPOSITION RESONATES WITH CUSTOMERS



Quality  
of service



Optimal  
costs



Adaptable solution  
stack and network



World-class  
credentials



# RESULTING IN KEY WINS ACROSS CUSTOMER SEGMENTS

## Top 3 global social network



Customer uses our reach to global mobile network operators for SMS transport

They send hundreds of millions of SMS every month in signalling mode

**User engagement**



## Social network for professionals

We assisted the customer with SMS enablement

They send millions of SMS on a regular basis as “connect” invites

Ongoing optimisation to maximise delivery and conversion

**‘Connect’ invites**

## Messaging application company



Customer has used other vendors for SMS

They switched to us to use our direct routes for key countries

From engagement to ramp-up of traffic took less than 5 weeks

**2-factor authentication**



## Financial remittance company

Customer runs marketing campaigns targeted at immigrants to Middle East

Remittance service promotion every month

Brand visibility through sender ID registration in difficult market

**Marketing campaigns**



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THANK YOU  
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