

PORTFOLIO : SERVICE

ENHANCE MOBILE CUSTOMER ENGAGEMENT

TAP INTO A GLOBAL BASE OF MOBILE NETWORK OPERATORS (MNOS) WITH 'MOBILE MESSAGING EXCHANGE' FOR REAL-TIME CUSTOMER SERVICES, MOBILE MARKETING, AUTHENTICATION AND SECURITY

JUNE 2022 | TATA COMMUNICATIONS

MARKET BACKGROUND

Whether you want to enhance customer service, launch a new mobile enabled authentication service or develop new revenue from mobile marketing, our managed messaging service gives you a single point of connection with a wide network of Mobile Network Operators (MNOs). But that's not all, Mobile Message Exchange:

- Enables reliable, predictable delivery to key destinations with maximum 1-hop delivery (via our extensive eco-system of peering partners)
- Increases efficiency with a streamlined interconnection that supports different message types and handles optimal routing
- Offers the benefits of a mobile ecosystem supported by the largest SS7 signalling network.
- Provides visibility and transparency, with an online portal for control and analysis.

As one of the largest global SS7 signalling providers, with unmatched infrastructure and technical capabilities, we deliver the best A2P message termination experience.

ONE AGREEMENT, MULTIPLE ADVANTAGES

According to projections by analyst Juniper Research, A2P messaging will grow in value from around 3.9 trillion messages sent in 2021, to 4.8 trillion messages sent by 2026. International messaging is expected to make up more than 20% of the total of messages sent by 2022. This means you need a partner with strong cross-border mobile messaging credentials.

Simplify Mobile Messaging Interconnection: with streamlined interconnectivity, Mobile Messaging Exchange makes sense of the fragmented mobile messaging marketplace. We provide managed termination between enterprises and MNOs, ensuring a seamless, profitable and reliable service. Mobile Messaging Exchange also supports interworking across different message types - and handles optimal routing too.

Deliver Optimum User Experience: Benefit from a premium service, quality mobile ecosystem supported by the largest on-net signalling network and SS7-based termination. As one of the largest and most successful wholesale communications companies in the world, you can trust us to deliver.

Broaden Your Reach: Use Mobile Messaging Exchange to reach an ever-expanding base of users, across multiple MNOs. One connection enables you to send traffic to a global community of MNOs, without the need for complex, individual negotiations.

CPAAS INTEGRATION

Integrate bulk messaging with Tata Communications' CPaaS and CCaaS capabilities, including cloud contact centre solutions, omnichannel communications, short codes, long codes, authentication services, mobile marketing and related services, so that you can deliver a more comprehensive customer experience and engagement mix.

APPLICATION INTEGRATION

Providing an easy-to-integrate & scalable interface with REST APIs for A2P messaging. Shorten the time required for ordering and reporting of Tata Communications' messaging services by enabling self-management capabilities for those services.

Sandbox Implementation or Developer Portal available - helps you get familiar with the API and develop your own applications.

Messaging Termination - connect to Mobile Messaging Exchange on REST/HTTP interface to build SMS communication channels over a global network for trusted routes and terminations.

Account Administration - enable self-service & real-time reporting capabilities. Includes Pricing; Sender ID Whitelisting; Usage Reporting.

Other APIs - those that are not specific to any one Tata Communications product or service. Examples include Standardized Address API (physical address validation) and Trouble Ticket API (raise tickets and incident management).

Additional product-specific APIs are available for Tata Communications range of Voice, Networking and Cloud services.

For more information, visit us at www.tatacommunications.com.

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HOW DOES MOBILE MESSAGING EXCHANGE WORK?

Tata Communications:

1. Has signed multiple mobile messaging termination agreements with hundreds of MNOs around the world
2. We sell this global capacity to our enterprise customers and SMS Aggregators
3. We manage all routing required for mobile messaging termination
4. We provide a user portal for visibility on traffic termination and costs, along with support for mobile marketing activity and API integration

Tata Communications Mobile Messaging Exchange is built on technology that's tried, tested and trusted. It's the simple route to mobile reach, reliability and rewards streams.

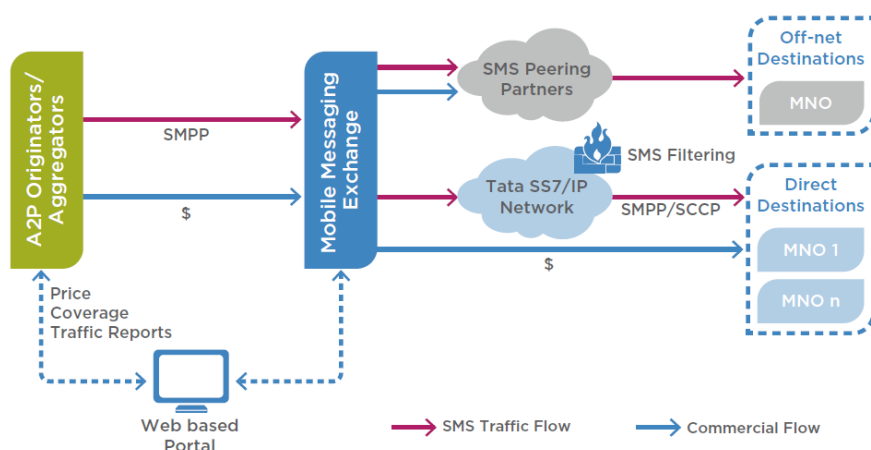


Figure 1: Tata Communications Mobile Messaging Exchange Traffic and Revenue flows.

WHY TATA COMMUNICATIONS MOBILE MESSAGING EXCHANGE?

We provide a fully-hosted platform, eliminating the need for CAPEX investment and significantly reducing resourcing and OPEX requirements.

As a single connection to route A2P messaging traffic globally, the exchange simplifies the process of inter-connecting with multiple MNOs on a global scale.

We bring proven capabilities in A2P messaging and are one of the largest and most successful wholesale communications companies and SS7 signalling providers in the world. With unmatched infrastructure and technical capabilities, we deliver win-win A2P messaging service quality. Our size and reach means we can negotiate access to the best routes and destinations.

Tata Communications Mobile Messaging Exchange

- Dedicated A2P Messaging Hub, no blending of A2P and P2P messaging traffic
- Cloud-based centralised messaging exchange between Enterprises and MNOs
- Routing of traffic over quality routes
- 300+ on-net destinations for direct SMS termination
- Standards-based platform integration
- Integrated campaign management capability
- Monthly reports for terminated SMS
- A risk free roadmap toward launching RCS services
- API integration for convenience, control

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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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