

Croatian Telecom

Infobip enterprise messaging partnership



CROATIAN TELECOM

T-Hrvatski Telekom (T-HT; Croatian Telecom) is a joint stock company in the majority ownership of Deutsche Telekom. Founded in 1998 and headquartered in Zagreb, Croatia, it is the leading provider of telecommunications services in the country, serving more than 1.3 million fixed lines, nearly 2.5 million mobile subscribers and 648,000 broadband connections through its residential and business divisions. It is the only company to offer the full range of telco services - fixed and mobile telephony, data transmission, Internet and international communications. Croatian Telecom is one of the most powerful economic entities in the country, and one of the key drivers of the national economy.

INFOBIP

Infobip is a global provider of mobile solutions connecting mobile network operators and enterprises through an in-house developed and operated mobile services cloud. Founded in 2006 and grown to 600 employees by 2014, it boasts extensive international experience, development resources and global sales network. Operating 34 offices on 6 continents, it serves and partners with leading mobile operators, banks, social networks, IT and messaging companies. Its messaging infrastructure currently serves over 150 000 business accounts. Infobip is an associate member of GSMA, and holds the PCI DSS, ISO 9001 and ISO 27001 certificates.

CHALLENGE

Croatian Telecom was looking for a way to upgrade its offering for key banking clients, and introduce new services to further increase the value for their larger enterprise clients. The company sought to avoid large capital expenditures associated with launching and marketing new products, and was keen to implement a viable solution within a relatively short period of time. A2P SMS messaging seemed like a good way for portfolio expansion, but it required an extensive set of tools, programs and infrastructure to develop a viable business model around the growing A2P SMS potential.

Infobip on the other hand sought an optimal way of approaching the financial institutions with its in-house developed SMS messaging solution for large enterprises. Even though Infobip had extensive experience with mGate deployments in other countries, the awareness among Croatian banks was limited, as most of the decision-makers had yet to understand the mGate solution and its benefits. Furthermore, Infobip needed a reliable national telecoms partner to provide top-level connectivity underpinning the mGate solution, needed for enabling country-wide services.

SOLUTION: ENTERPRISE PARTNERSHIP

The companies have built a mutually beneficial business model which leveraged their key strengths to launch a fully-featured enterprise messaging service. In the partnership, Infobip became a technical provider for SMS solutions with their in-house developed mGate messaging gateway, a proven solution trusted by 100 financial institutions in over 15 countries. The two companies have implemented a sustainable value-added services model based on A2P SMS messaging technologies.

Infobip has a history of successfully implementing enterprise-grade messaging services. Decade-long international experience allowed them to develop a deep understanding of enterprise messaging, and how A2P SMS technologies are best shaped and tuned to meet the needs of large enterprises, both technically and business-wise.

Croatian Telecom on the other hand has a long tradition as the incumbent telecoms provider in Croatia, and excellent relationships with many major enterprises, for whom they remain the main communications partner. Coupled with the public perception of the Croatian Telecom brand, this made it the ideal partner for Infobip's enterprise efforts.



mGate

mGate is a robust SMS messaging gateway for large enterprises. It delivers real-time, event-based SMS notifications, alerts and confirmations – ATM transaction alerts, balance statements, booking confirmations etc. Its event-based messaging feature allows companies to set up an automated messaging flow and then rely on database integration to send A2P SMS messages whenever an actionable event occurs. mGate features include mobile number validation, roles management, graphical reporting and

statistics, and strong security through encryption and VPN tunnelling. It has a comprehensive user interface and advanced front-end tools and capabilities. Connecting with any database, it can pull data from various sources to deliver highly personalised messages, and its fully-featured billing and monitoring systems provide transparency and performance tracking. Deployment and integration is fully managed by Infobip's specialised enterprise support teams who work closely with Infobip developers who designed and continue to work on updating mGate.

mGate:

Advanced management, monitoring and reporting tools for A2P SMS alerts and notifications



RESULTS

By using Infobip's robust enterprise solution mGate, Croatian Telecom brought its clients a significantly wider service portfolio, but also adapted its technology resources to what the enterprise market called for. This enabled an

efficient A2P SMS monetisation through Infobip tools and resources – support, upgrades and maintenance. Partnering under such a model since 2012/2013, the two companies have successfully closed a series of enterprise deals and deployed mGate in the top 10 banks in the country.

PARTNERSHIP HIGHLIGHTS

VALUE FOR ENTERPRISES

With the mGate solution and the underlying Croatian Telecom connectivity, banks got advanced capabilities of today's most popular and engaging consumer communication channel – SMS. Not only is it a user favourite, in Infobip's mGate configuration it brings banks performance and stability, 24/7 technical support, and detailed insight into SMS traffic and costs. mGate put A2P SMS capability to new uses in fraud prevention, communication and alerting, all with the aim of improving end-user communications over mobile phones.

KNOW-HOW

mGate is fine tuned for the needs of enterprises, especially banks and other financial institutions who make up the bulk of mGate client portfolio. Infobip's close interaction with this segment resulted in a deep understanding of the needs and the use cases, and this experience has been shared with Croatian Telecom to best formulate its offering.

NO CAPEX

Croatian Telecom was able to introduce a new solution without any investment in technology development, maintenance, support or other manpower resources. The partnership enabled seamless expansion of Croatian Telecom's enterprise portfolio. Infobip handles mGate integration, full technical support, maintenance and development, as the solution is constantly upgraded by Infobip's developers to meet the needs of most demanding financial institutions across the globe.

CONNECTIVITY

By connecting to Croatian Telecom's infrastructure, Infobip gained access to Tier 1 quality of the A2P messaging channel that is indispensable for providing adequate service quality levels required for excellent enterprise messaging communications.