



A2P

Messaging

The new frontier
in telco business

Business-as-a-Service is an innovative concept in A2P managed services, bringing MNOs a complete business without investment or risk.

infobip

WE POWER YOUR MOBILE WORLD

ABOUT US

Since the launch of Infobip in 2006, we've been moving barriers and changing the way people and businesses interact in the ever changing mobile space.

Our proprietary communications platform powers an ecosystem where everyone prospers – telecoms, enterprises, developers and most importantly – mobile users.

With 50+ offices worldwide, more than 400 direct operator partnerships and in-house built infrastructure, we are serving the most demanding industries across the globe.

COMMUNICATION PLATFORM

Connect to our platform to integrate channels your business needs most: SMS, voice, push notifications, email, and chat apps (Viber, Facebook Messenger, LINE, etc). Geo-distributed infrastructure, 150-strong dev force, and the industry's best tech support make sure your communications never stop.

WE POWER

Enterprise

World's largest internet companies, financial institutions and IT companies trust our platform for secure, worldwide delivery of their communications. Exceptional SS7 knowledge, dedicated 24/7 support and an excellent routing system allow us to deliver the most advanced messaging services on the market.

Developers

APIs and libraries built by developers for developers, for easy access to our communication platform. Efficient and seamless integration of SMS, voice, chat apps, push notifications, email, and carrier billing.

Operators

Our years of experience have been translated into technical solutions and innovative business models that enable operators to benefit from the global growth in A2P messaging and carrier billing, without the need for extra resources or investments.

50+ OFFICES
WORLDWIDE

190 COUNTRIES
COVERED

400+ OPERATOR
PARTNERSHIPS

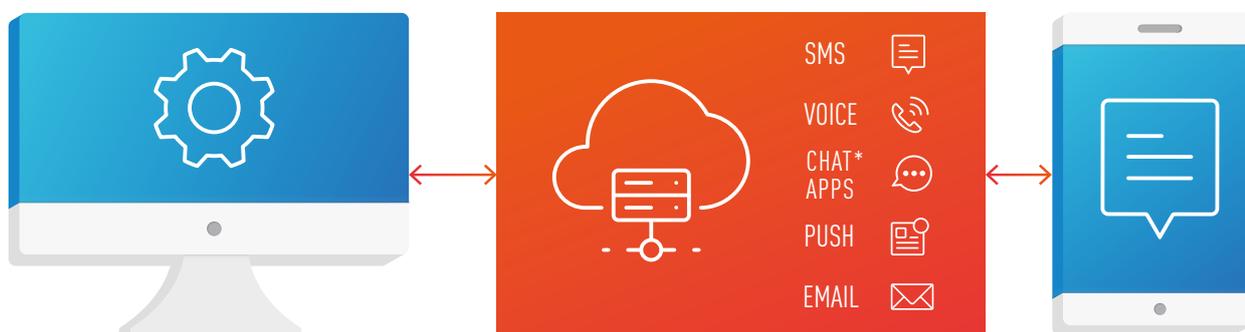
200.000 PLATFORM
ACCOUNTS

99,99% PLATFORM
UPTIME

YOUR BUSINESS

INFOBIP COMMUNICATION PLATFORM

YOUR CLIENTS



* Viber, Facebook Messenger, LINE and more coming soon



ONLINE



FINANCIAL



IT COMPANIES



OTT



OPERATORS



RETAIL



TRAVEL



HEALTHCARE

SERVICES

Messaging

SMS messaging and voice services for authentication, alerting and marketing. Validate mobile numbers and interact with mobile users globally. Top wholesale and reseller offer through top performance, connectivity and support.

Omnichannel solutions

Combine mobile and digital channels for a smooth, cross-platform engagement of your customers. Segment and target users with push, SMS, email, globally popular chat apps and voice calls. Media and geo-functions, actionable reporting.

Telecoms suite

Business-as-a-Service and Enterprise Partnership models, for a quick launch and smooth operation of A2P messaging. Advanced A2P SMS firewall with filtering and monetization components. Fully-featured carrier billing platform.

OUR VALUES

Innovation

People with passion will make a difference.

Reliability

Your business can't afford downtime, and we take it seriously.

Flexibility

Complex doesn't have to be complicated.

Security

Only the highest standards of data protection will do. We are ISO 9001, 27001 certified and PCI DSS compliant.

GET IN TOUCH!

Visit www.infobip.com

A2P MESSAGING IN BaaS MODEL

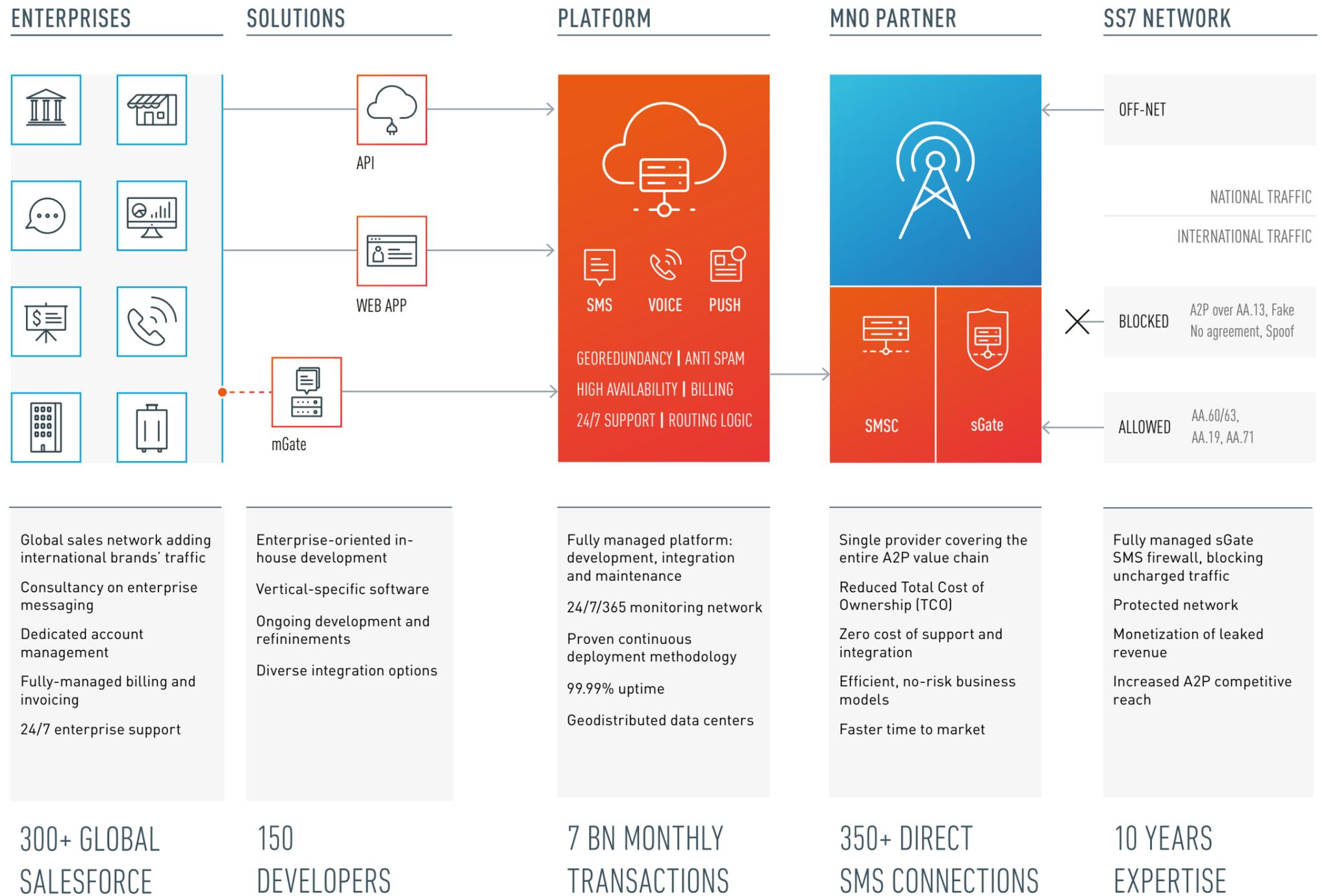
Business-as-a-Service is a new concept in managed services, bringing mobile operators an entire business with a complete customer acquisition flow and support, but without any investment or risk of ownership.

Based on the years of experience in the professional A2P messaging industry, Infobip is uniquely positioned to provide a complete service that goes beyond just connecting a messaging infrastructure with a mobile operator's network.

Through the BaaS model, Infobip brings operators not just the best technical platform in the world of A2P SMS, but also a client portfolio of enterprises, banks, chat apps, online, mobile and e-commerce firms.

With Infobip handling the technology, connectivity and routing, sales and billing, as well as support with the industry's best rated teams, operators can focus on their core business. The A2P SMS market is expected to keep growing and generating significant revenues. Partnering with a specialized technology provider under the BaaS model is guaranteed to drive the revenues of MNOs in any region of the world.

The model requires no investment or risk, eliminates total cost of ownership and enables the fastest possible time to market in the rapidly changing telco industry.



sGate SMS firewall

With A2P messaging traffic on the rise, a growing number of technically advanced providers and operators are entering this market aggressively through the international SS7 network.

However, mobile networks today aren't prepared to handle technical and operational challenges, resulting in outdated SS7 network protection methods. Local and international brands, companies and aggregators are using international SS7 routes to terminate SMS messages without appropriate operator control.

This results in direct loss of revenue, high number of customer complaints and a network out of control as far as messaging is concerned.

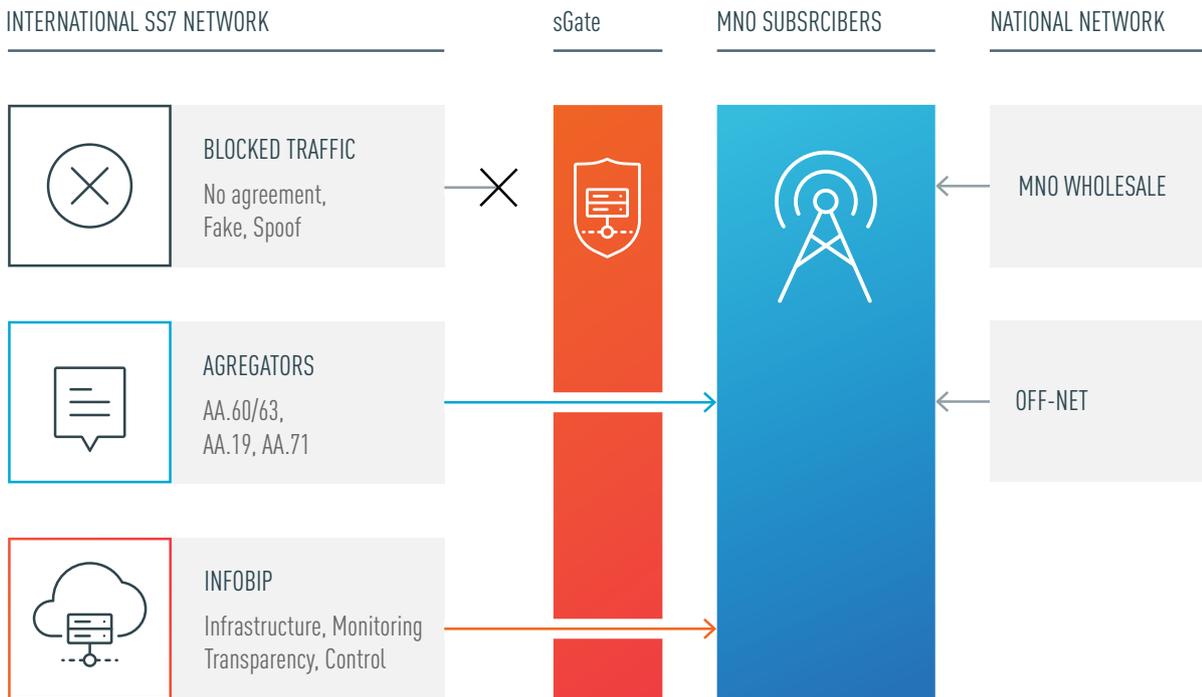
PROTECT YOUR NETWORK

After years of experience and close cooperation with MNOs worldwide, Infobip has developed a unique SS7 analysis platform - sGate. This solution offers proactive protection of the operator's network and its customers. SS7 analysis capability enables an in-depth view of all possible manipulations allowing continuous adoption of blocking and alerting rules to fight fast changing fraud scenarios, thus assuring great network experience for customers and revenue protection for MNOs.

IMPLEMENTATION

sGate is implemented in passive mode for a trial period of up to three months, needed to analyse all possible threats and prepare the necessary measures. Active mode analyses, detects and blocks all unwanted traffic and unlocks the full potential of the messaging ecosystem.

| | Passive mode | Active mode |
|---|--------------|-------------|
| Monitoring of all international messaging traffic | ✓ | ✓ |
| Revenue leakage report | ✓ | ✓ |
| SMS fraud report | ✓ | ✓ |
| Action proposal to consolidate messaging traffic | ✓ | ✓ |
| SS7 stack analysis (MAP, SCCP...) | - | ✓ |
| Full control of complete international messaging traffic | - | ✓ |
| Blocking of fraudulent SMS messaging with content analysis (spam, fake, spoof, flooding, GT scanning, etc.) | - | ✓ |
| Detection of unsolicited traffic origin | - | ✓ |
| Detailed revenue leakage report | - | ✓ |
| Stable SRI/FSM ratio | - | ✓ |
| Messaging traffic disbalance reports | - | ✓ |
| A2P traffic monetization | - | ✓ |



NO ECOSYSTEM

- Fraudulent traffic flow
- Uncharged bulk SMS
- Network congestion
- Potential revenue loss
- Lack of traffic control

SGATE ECOSYSTEM

- Fraudulent traffic blocked
- Bulk SMS charged correctly
- Normal network load
- Maximum revenue achieved
- Total SMS traffic control

CONSULTANCY AND SUPPORT

Infobip sGate enables the optimization of all aspects of the messaging business, by reducing threats, providing visibility and detailed analysis of SMS traffic. The experience, expertise and professionalism of Infobip engineers is at your disposal 24/7 to assist with advanced network management and security issues.

Infobip sGate is designed in line with GSMA IR.71, IR.82 and AA.50 fraud prevention recommendations and procedures.

GLOBAL PRESENCE

EUROPE

| | |
|-------------------------|---------------|
| UK London | +442078374180 |
| RUSSIA Moscow | +74956427243 |
| RUSSIA St. Petersburg | +78129039530 |
| TURKEY Istanbul | +902129100700 |
| FRANCE Paris | +33785080501 |
| ITALY Milan | +390249532430 |
| SPAIN Madrid | +34916034362 |
| SWEDEN Stockholm | +46735103696 |
| POLAND Warsaw | +48664500055 |
| UKRAINE Kiev | +380443383061 |
| CROATIA Pula | +38552638772 |
| CROATIA Rijeka | +38551564759 |
| CROATIA Zagreb | +38516406055 |
| SERBIA Belgrade | +381114142760 |
| BOSNIA Sarajevo | +38733262906 |

ASIA

| | |
|-------------------------|----------------|
| PHILIPPINES Manila | +6324795467 |
| UAE Dubai | +97143687293 |
| KAZAKHSTAN Almaty | +77273110289 |
| INDIA Mumbai | +9102224935063 |
| INDIA New Delhi | +911204242879 |
| INDIA Pune | +9102065287770 |
| INDIA Bangalore | +919742251710 |
| BANGLADESH Dhaka | +8801743628666 |
| MALAYSIA Kuala Lumpur | +60386010105 |
| THAILAND Bangkok | +6626519384 |
| INDONESIA Jakarta | +622157948399 |
| VIETNAM Hanoi | +84945375383 |

| | |
|----------------------------|-----------------|
| VIETNAM Ho Chi Minh City | +84903200065 |
| CHINA Shenzhen | +86075586719514 |
| CHINA Beijing | +8615001300206 |
| TAIWAN Taipei | +886266175988 |
| KOREA Seoul | +821032780565 |
| JAPAN Tokyo | +818077246802 |

NORTH AMERICA

| | |
|----------------------|---------------|
| CANADA Vancouver | +16045669031 |
| MEXICO Mexico City | +525567328916 |

SOUTH AMERICA

| | |
|--------------------------|---------------|
| ARGENTINA Buenos Aires | +541148908619 |
| BRAZIL Curitiba | +554132244879 |
| BRAZIL Recife | +558130388444 |
| BRAZIL São Paulo | +551139001300 |
| PERU Lima | +5114878561 |
| COLOMBIA Bogotá | +5717043487 |
| CHILE Santiago | +56232245960 |

AFRICA

| | |
|-----------------------------|---------------|
| NIGERIA Lagos | +23416322705 |
| SOUTH AFRICA Johannesburg | +27115681555 |
| KENYA Nairobi | +254729774383 |
| GHANA Accra | +233249889408 |
| UGANDA Kampala | +256751461922 |
| TANZANIA Dar es Salaam | +255685048142 |
| MOROCCO Casablanca | +212522364331 |
| IVORY COAST Abidjan | +22522417216 |
| ZAMBIA Lusaka | +260964681335 |

AUSTRALIA

| | |
|--------------------|--------------|
| AUSTRALIA Sydney | +60173394410 |
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Infobip operates one of the world's leading proprietary messaging and communications platforms, designed to connect mobile network operators with enterprises. Offices on six continents and strategic partnerships with major telco groups enable us to provide seamless integration and delivery.

Always looking for innovation and new ideas, fostering a customer-first business philosophy and being at home in every part of the world makes us the reliable provider for thousands of clients worldwide.

www.infobip.com

info@infobip.com

AWARDS:



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