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SHAPING THE FUTURE OF MESSAGING

Cloud-Based Systems for Public Services Messaging Broadcasts (and more)

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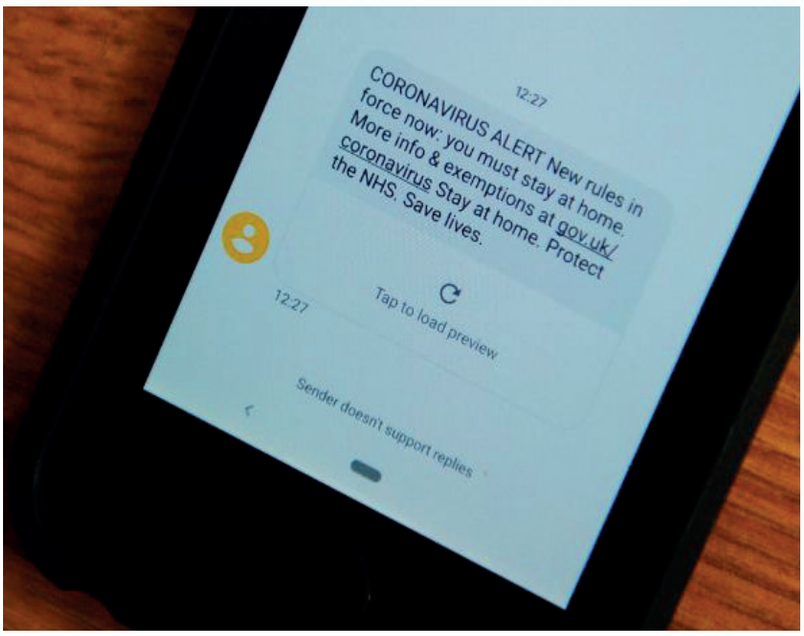
Despite the popularity of OTT applications like WhatsApp, Facebook Messenger and WeChat, SMS remains the only universal messaging application guaranteed to reach 100% of your mobile users. In addition, it is the most trusted channel – 98% of text messages are read, 90% under 90 seconds of receipt. It continues to be the most used app on mobile phones. 80% of people use texting for business purposes.

SMS is the ideal communication channel for messaging broadcasting systems. With the COVID-19 crisis, Governments all over the world have turned to SMS as the most efficient channel to send critical information to their citizens. This has created an urgent requirement on Operators to allow government agencies to conduct broadcast campaigns to all subscribers on their network. At the same time, Operators everywhere are seeing large spikes in regular SMS traffic as subscribers increase their use of this channel to stay in touch with friends and families during the pandemic.

The immediate challenge for Operators is how to quickly deploy and support new broadcast services while simultaneously handling greater than normal traffic volumes on their core messaging platforms. Further, travel restrictions are creating logistical challenges that limit or delay the ability to install new equipment and systems in their network.

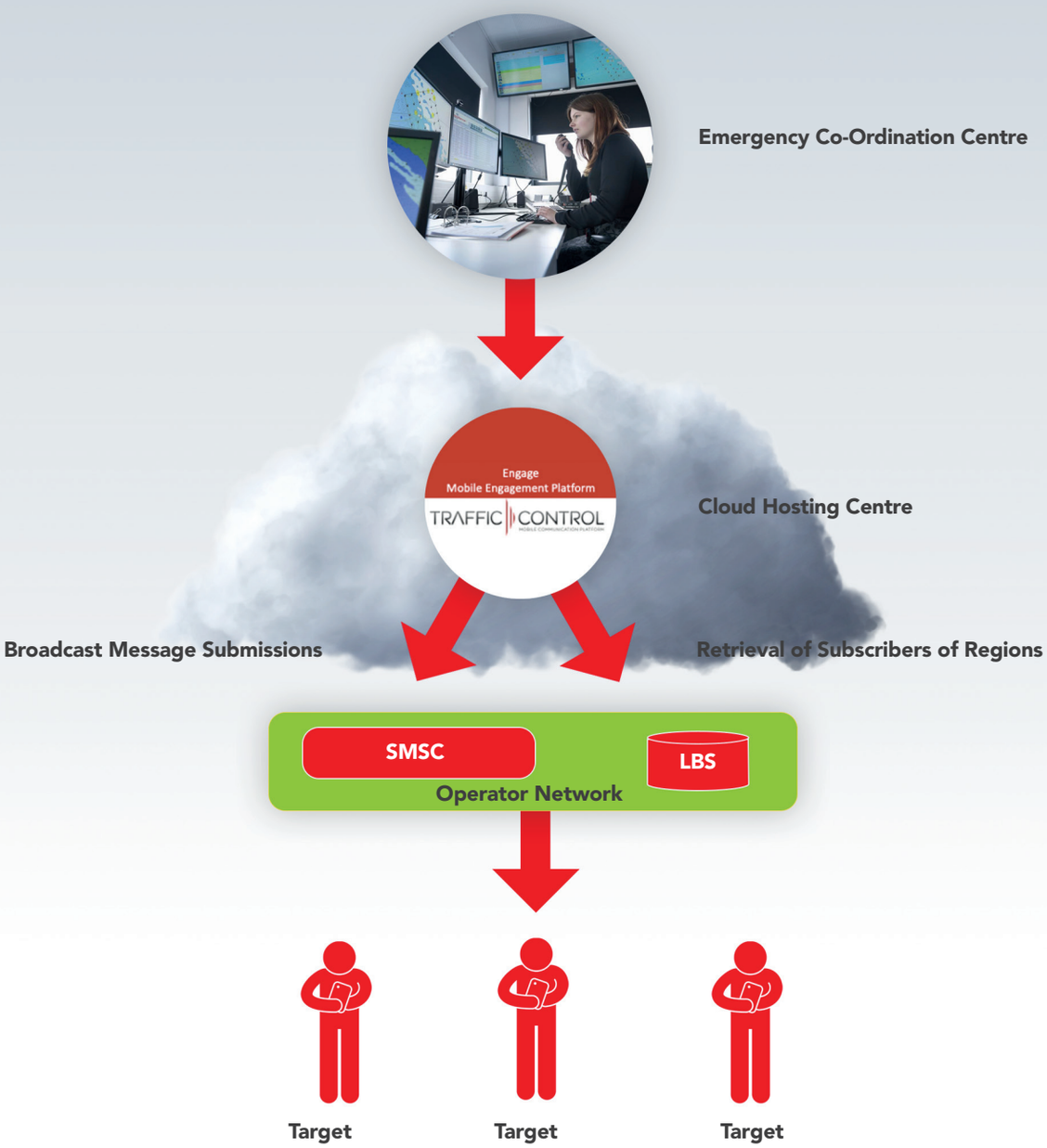


Cloud-based broadcast messaging systems, such as **Openmind Engage**, provide a robust solution – it can be quickly deployed and easily scaled, giving Operators immediate access to the capacity that they need, when they need it. In addition, Engage is highly secure, provides redundancy and high availability, and is designed for remote management.

Openmind Engage

Engage is a multi-purpose, multi-channel Campaign Management System that can be used for public services broadcasts, internal Operator marketing or for commercial Mobile Engagement usage by Enterprise customers. It can be deployed either in-network or in cloud-hosting environments such as AWS.

Engage provides a simple Web application for the Operator's government agencies to create, monitor and manage their broadcasts. If needed, the Operator can run the service themselves on behalf of the agencies. Public Services broadcasts can be prioritised over other types of messaging activity to ensure the immediate delivery of this type of content.



The Advantages of Cloud Deployment

Securing physical infrastructure for new systems is always a challenge for Operators. These challenges are multiplied when many elements in the supply chain are changing work practices to deal with the prevailing pandemic. Cloud hosting providers such as AWS provide an immediate and cost effective solution to these problems. New systems can be quickly deployed in the cloud without the need to add new physical infrastructure in the network. They are also ideally suited to a remote working paradigm involving the vendor and operator. The "servers on demand" model offered by cloud providers allows operators to add capacity as needed to support emergency broadcast requirements.

Rapid, Cloud-Based Deployment

Cloud-based deployments give Operators complete flexibility over the resources they allocate to this type of service. They can implement the system at a small scale to test the service, and then ramp up quickly to a high capacity solution when required by government authorities. By avoiding installation of new equipment in a network, deployment times are measured in weeks instead of months..

Location Specific Broadcasts

Engage allows operators and its customers to create specific broadcasts targeting particular geographic areas. This allows government agencies to provide dedicated content relevant for different regions. Engage can use different data sources to support this functionality, including feeds from Location Based Systems (LBS) and analysis of information contained in subscriber usage records.

Policy Controls

Engage allows operators to implement different policy controls on different types of use cases. It can clearly distinguish between Public Services Broadcasts, Marketing information sent internally from the Operator, and commercial A2P traffic. This allows the system to prioritise different traffic types and provide individual message delivery rules for each use case.

Engage Key Features

- Web-based Campaign Management System
- Supports Broadcast/Bulk (1-to-Many) and Transactional (1-to-1) campaigns
- Provides multiple APIs for transactional messages
- Store & Forward capability
- Flexible Routing
- Bi-directional messaging
- Multi-channel support (SMS, MMS…) with Primary/Secondary Fallback capabilities
- Target Subscriber List Management
- Location Based Messaging
- Integrated Reporting tools
- Template tailoring for different channels
- Differential Policy Controls for different messaging types

Openmind Networks is the only global company 100% focussed on providing high-quality mobile messaging products and services to worldwide service providers. Since our foundation in 2003, we have consistently led the way in bringing new innovations and concepts to the mobile messaging market. Our 75 customers include some of the world's largest Mobile Operators, Wholesale Operators, Aggregators and Social Media providers.

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