



Capture the Value of A2P Messaging with ENGAGE from Openmind Networks

The Market

Enterprises and brands want to effectively communicate with their customers. Mobile messaging, including SMS, MMS and RCS, are perfect channels to connect content providers, brands and enterprises with their customer base. Messaging communication is also key for mobile operators, who must lead the way by managing and controlling their own brand & promotional communications.

During the COVID-19 pandemic, messaging is proving to be an indispensable service. SMS and MMS are the primary mobile communications channels for governments, enterprises and operators.

In the first half of 2020, Openmind saw significant uptake in person-to-person (P2P) and application-to-person (A2P) messages. This was driven by alerts from government agencies, mobile operators, and brands. The ubiquity and simplicity of SMS and MMS has allowed mass distribution of necessary information to keep people safe and well.

Having a platform such as Openmind's Engage, that can support large bursts of traffic, and scale automatically based on load, is indispensable during such an unpredictable time.



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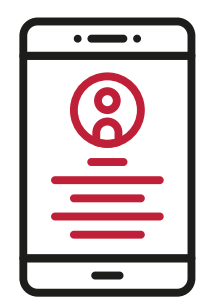
During the covid-19 pandemic, sms is proving to have one of the highest read and response rates of any marketing channel, reaching an open rate of 93%

Source: Gartner, 2020

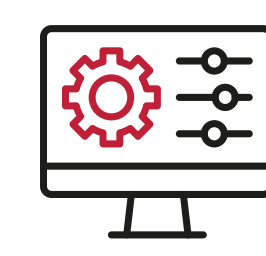
Operator Benefits

Openmind's Mobile Engagement Platform: ENGAGE

Openmind's customers are capturing new revenue streams by targeting the high value A2P messaging market. Operators are perfectly positioned to take a bigger share of revenue by utilising Openmind Networks' Engage product to connect enterprises and brands directly to their customers.



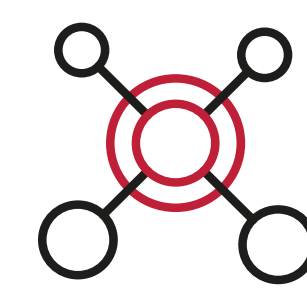
Increase margin by providing messaging access direct to Enterprises, by-passing aggregators and other intermediaries.



Have a single system for contact policy controls, ensuring subscribers are not spammed from multiple departments.



Create new revenue streams by monetising access to network-based information such as location and identity.



Exploit RCS to deliver a richer range of A2P services for enterprises and consumers.



Capture the real value of different transaction types – create tiered pricing for different A2P use cases, and apply separate policies and control.

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The worldwide revenue of the A2P Messaging Market is expected to be worth \$16bn by the end of 2023

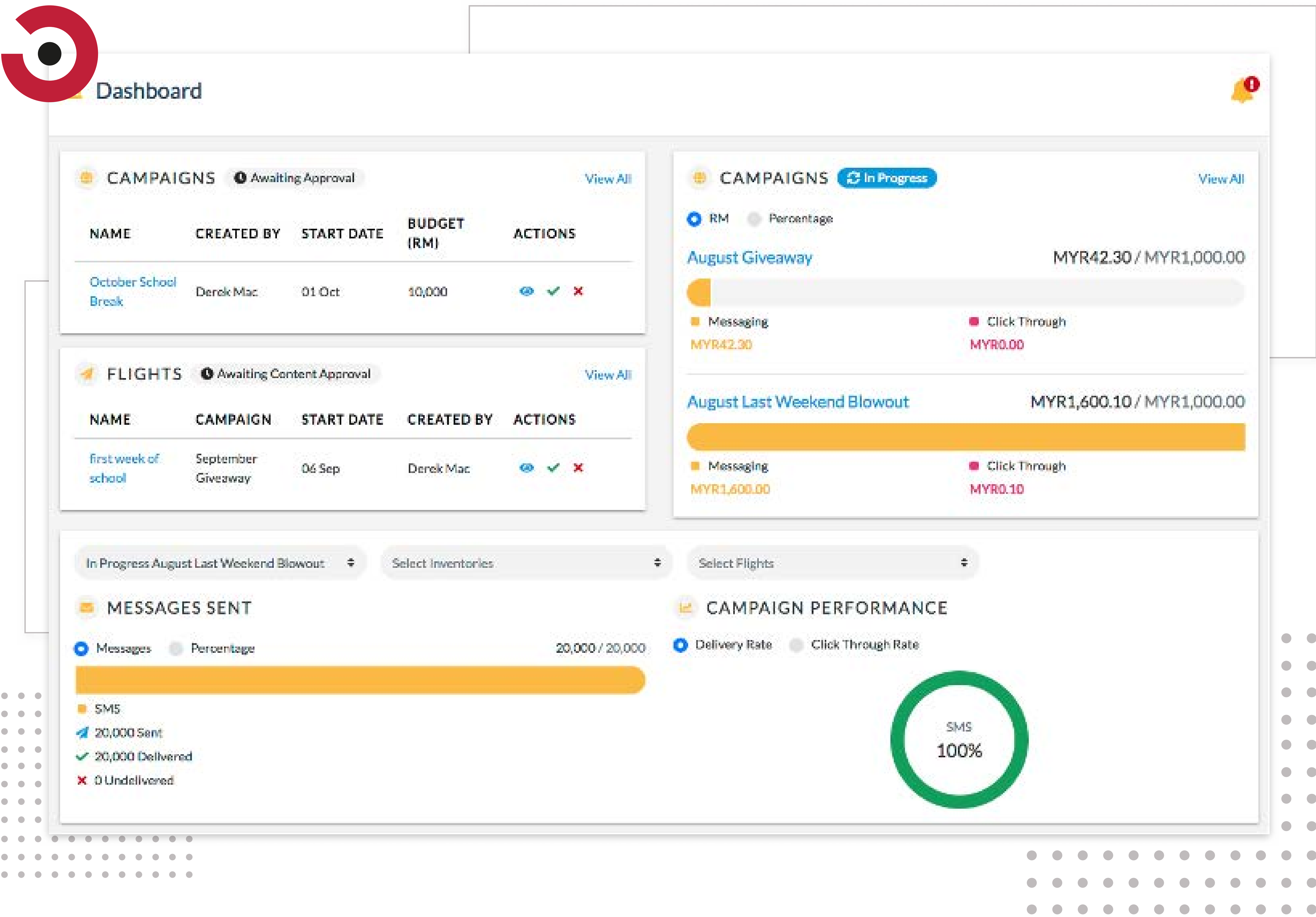
Source: MEF Securing A2P SMS Business Messaging, 2020

The Product

Engage is a complete Mobile Engagement Platform and Application-to-Person (A2P) messaging solution for mobile operators. It provides a comprehensive set of access protocols and an intuitive web interface that marketers need to reach their customers.

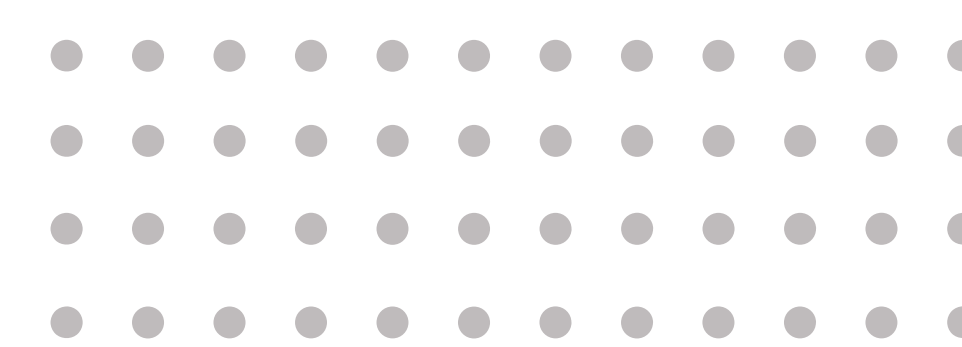
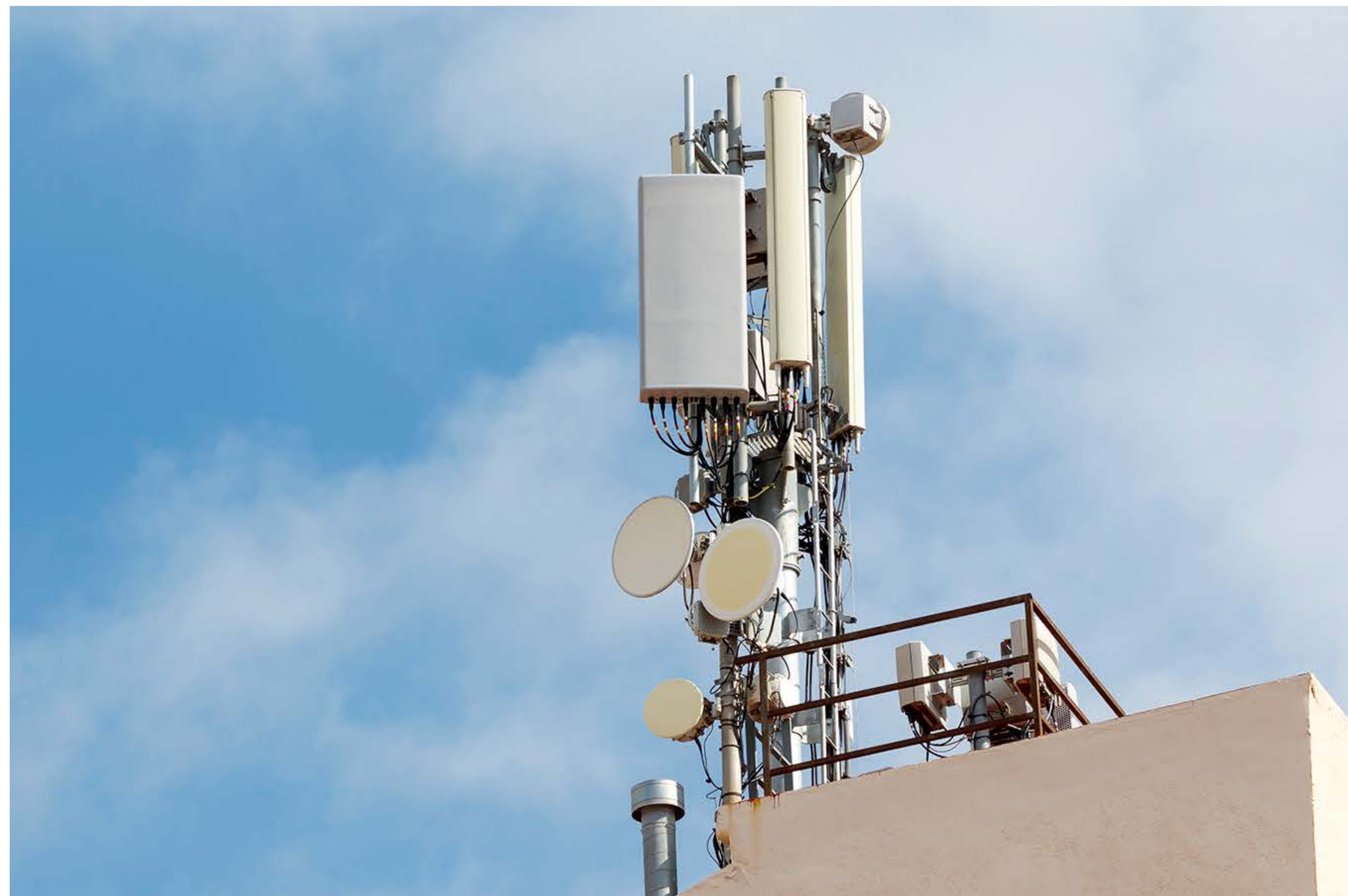
Engage supports both one-to-one and one-to-many use-cases. Operators who deploy Engage have a single platform that can be used to manage all their transactional A2P message routing (alerts, banking, news, 2FA, etc.), as well as marketing broadcasts (product announcements, nextbest action, etc.).

Engage has proven itself in the most demanding networks. One such customer of Openmind has successfully migrated all internal campaign systems into one unified platform using Engage and has doubled their traffic within 6 months, delivering over 350 million messages per month.



For Operators

Openmind's Engage is built using the Traffic Control platform, which has been proven in mobile operator networks across every region of the world. This gives our customers the confidence they require to offer A2P access to enterprises, governments and across internal departments. Having a single platform allows the operator to have a unified user experience across all departments. It allows them to apply consistent contact policy controls, correlate all A2P billing, and reduce operational and capital costs.

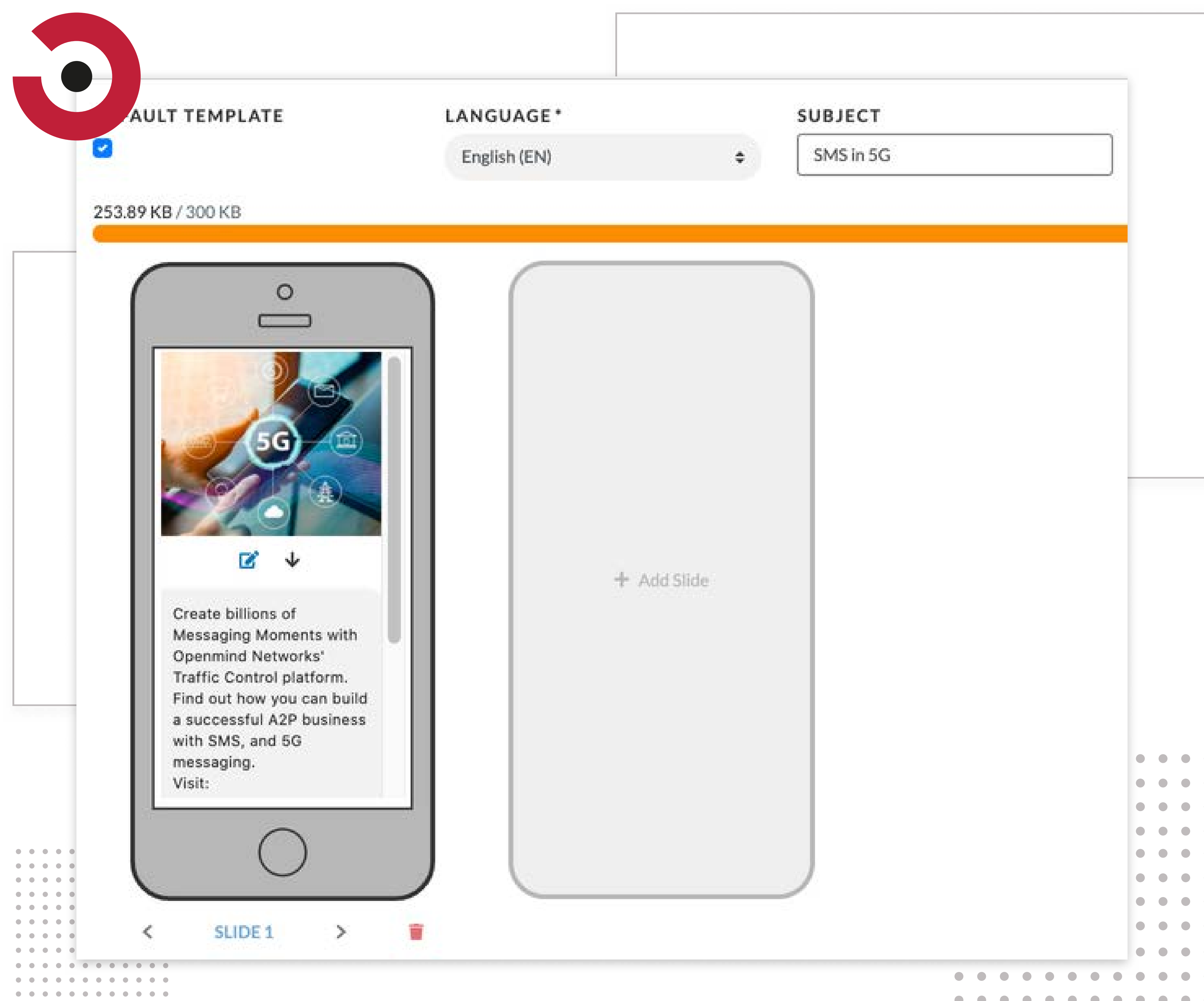


For Marketeers



Engage ensures marketeers have the right product and feature set, so they can adhere to the SMART (Specific, Measurable, Achievable, Relevant, Timebound) guideline when creating campaigns. It allows them to simply create, plan, execute and report on each campaign that they run. Campaigns run with Engage are proven to allow marketeers to specifically target the right customer with the right message using contact lists, personalisation profiles and location information. By selecting the start and expiry time of messages, operators can ensure the campaigns are time-bound, and when the messages reach the customer the content is relevant. Measuring the success is simply available through the Engage dashboard view, or through detailed performance and history reporting visualisation.

Rich Product Features



Self Sign-Up

allows any marketer or small business to sign up and start utilising the service.

SenderID Controls

ensure marketers have true name recognition with their consumer base

Guided Creation Process

leads marketers through a few simple steps to create engaging content

Contact List Management

Web-based Reporting

gives marketers the insight they require on all their campaigns.

Scheduling and Message Expiry Settings

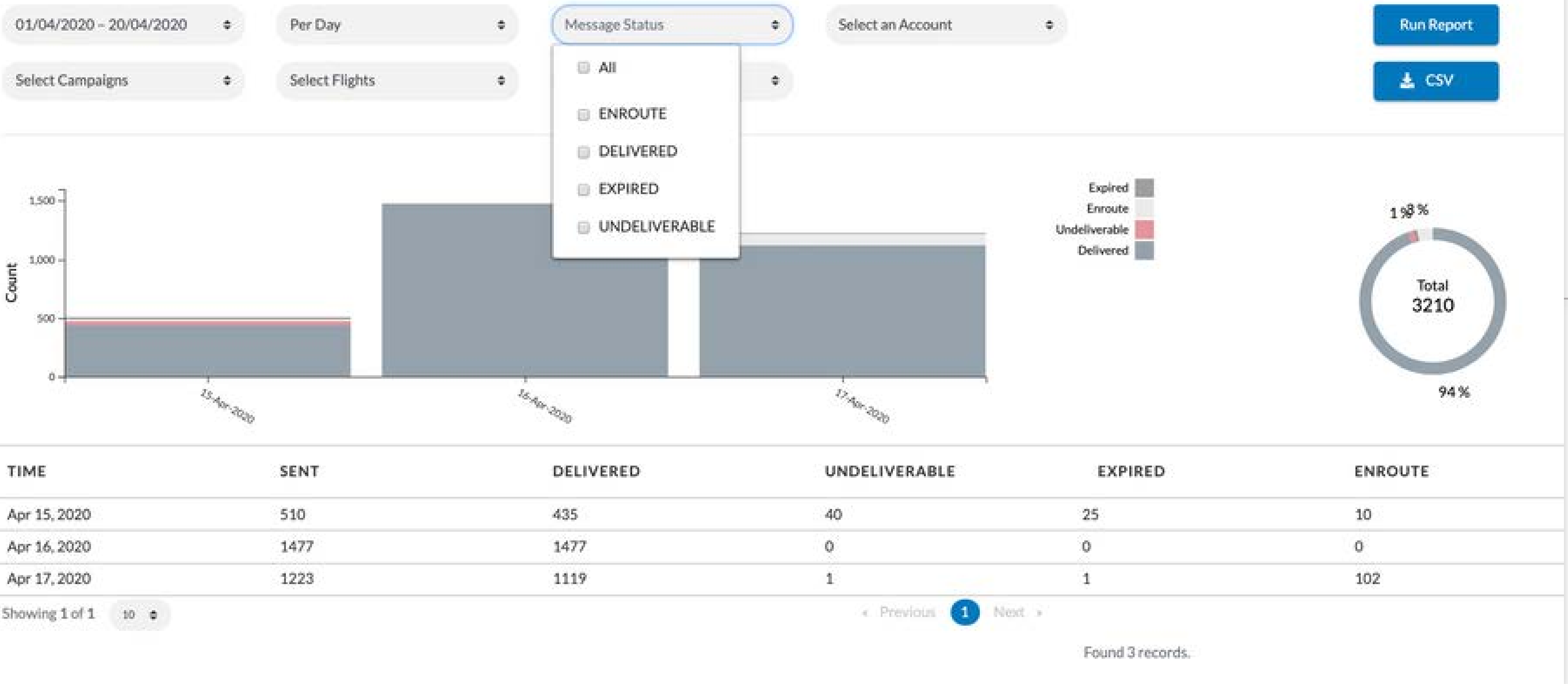
enable marketing campaigns to be time-bound and delivered only when relevant to the consumer

Approval Process

ensures marketing content can be reviewed and approved before it is sent



Performance Reporting



Profile Database

allows any marketer or small business to sign up and start utilising the service.

Location Based Targeting

may be utilised to target customers based on their location

Parameterised Messages

create a way to deliver personalised messages with a single step

Tag-On Advertisements

can be appended to missed call and other notifications

Allow/Deny Lists

provide control so that customers can opt-in or opt-out of receiving messages

Policy Control Mechanisms

to ensure customers are not spammed

Parameterised Messages

create a way to deliver personalised messages with a single step

Rich API Support

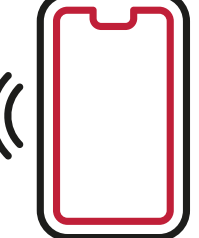
APIs for simple text messaging and rich media content include SMPP, SOAP/XML, MM7 and GSMA One API (HTTP/REST)



About Openmind Networks

Openmind are world leaders in mobile messaging. Our consolidated and flexible platform, delivered via a DevOps process, provides our Mobile Operator, Wholesale Operator and Messaging Aggregator customers with new revenue-driving opportunities at the lowest total cost of ownership.

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Years Running 2015 - 2019





Delivering and Connecting more Messages between **International Mobile Operators** than any other Vendor in the World



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