



SMS vs OTT Apps: Why SMS is Still the King of Business Messaging



Abstract

Amidst the digital upheaval, SMS messaging emerges as a beacon of reliability and cost-effectiveness for businesses. This whitepaper investigates SMS's enduring significance in comparison to industry giants like WhatsApp and Viber. Delving into its unwavering dependability and economic advantage, this study presents a comprehensive exploration of SMS messaging's unparalleled potential.

Spanning devices, SMS facilitates seamless connections, transcending the confines of smartphone-centric solutions. Dependability takes the forefront as SMS conquers connectivity challenges and disruptions, ensuring unfaltering message delivery. Security gains prominence through SMS's encryption and GDPR-compliant practices, ensuring secure and private communication. Contrary to misconceptions, SMS stands as a budget-friendly alternative, accommodating financially constrained users. In the realm of direct marketing, SMS asserts its dominance, bypassing digital noise with unmatched engagement rates.

In essence, this whitepaper champions SMS messaging as a cornerstone of modern business communication, offering a blend of reliability, affordability, and direct engagement that empowers businesses to navigate the ever-evolving digital landscape with confidence.



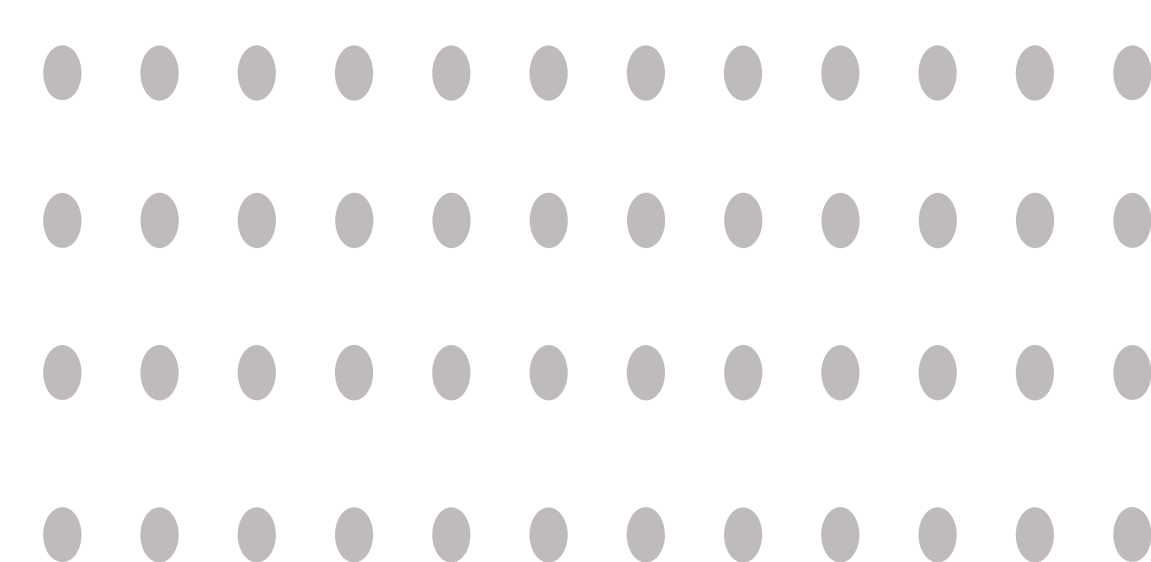
In the age of instant messaging and social media, SMS messaging might seem like a thing of the past. However, it remains a viable solution for business messaging, even in the face of cheaper OTT messaging apps such as WhatsApp and Viber. In this whitepaper, we'll explore why SMS messaging is still the most reliable and cost-effective option for businesses.

1. Widespread Adoption

One of the most significant advantages of SMS messaging is its widespread adoption. SMS messaging is supported by every mobile phone, including feature phones, which means that businesses can communicate with their customers without having to worry about compatibility issues or app installations. Furthermore, while smartphones and messaging apps are becoming increasingly popular, not everyone has access to a smartphone (or messaging app). Therefore, SMS messaging can still reach a much wider audience than OTT messaging apps.

2. Reliability

SMS messaging is a reliable form of communication. Unlike OTT messaging apps, which require a stable internet connection, SMS messaging can work in areas with poor connectivity, making it a more reliable option for businesses operating in remote or rural locations. Additionally, SMS is not affected by app crashes, server outages, or software updates, making it a more dependable option for businesses to ensure their messages are delivered.



3. Security

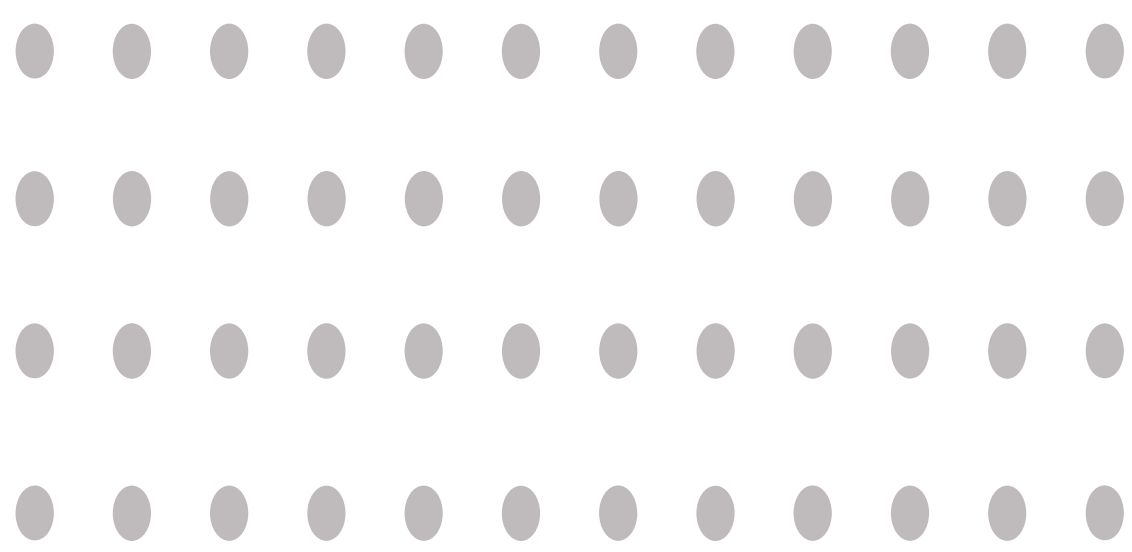
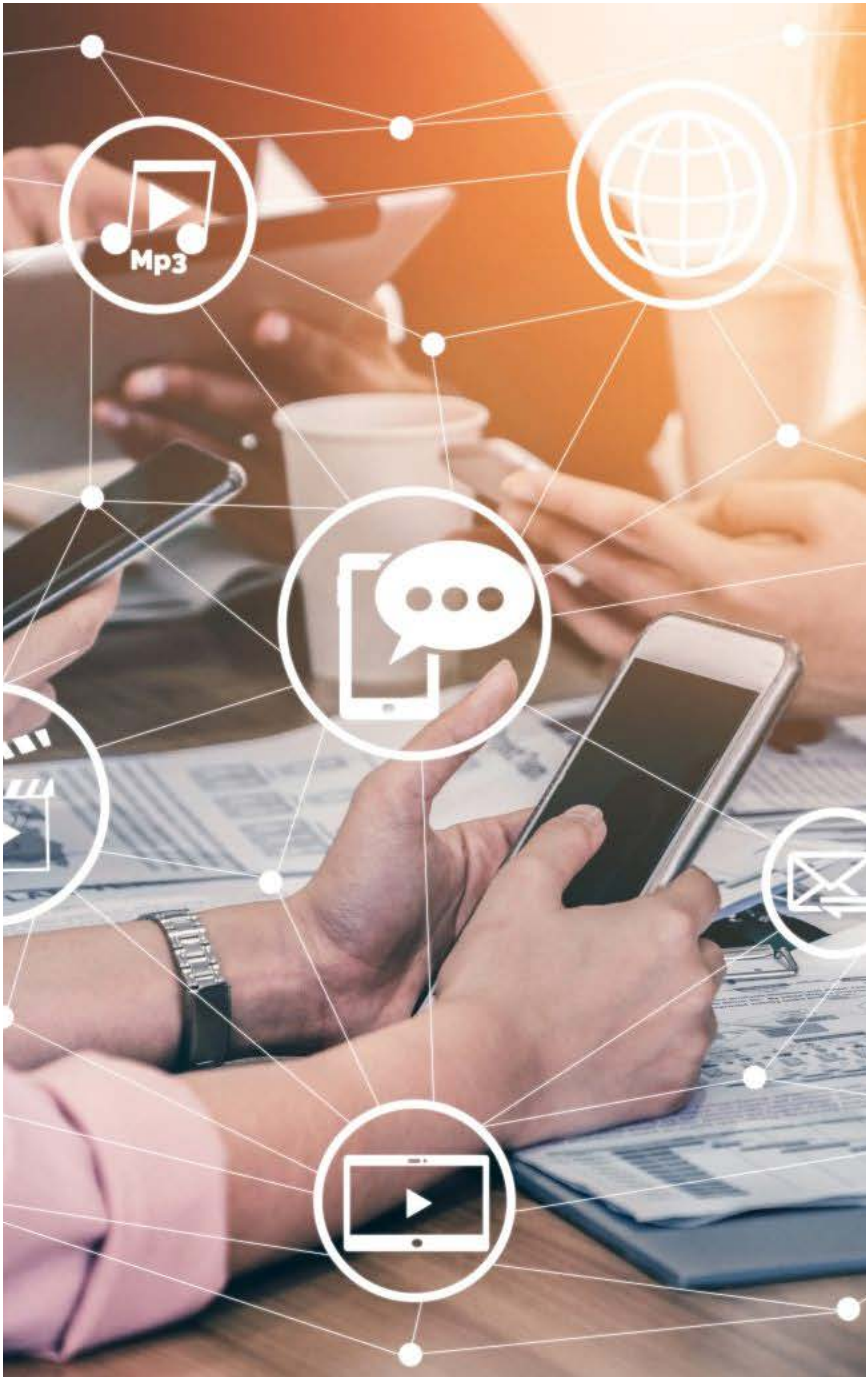
SMS messaging is also a more secure option for businesses. SMS messages are end-to-end encrypted, which means that the content of the message is protected from interception and decryption. Furthermore, businesses can also ensure that their SMS messages comply with data protection regulations, such as GDPR, by ensuring that they obtain explicit consent from their customers to receive SMS messages.

4. Cost-Effectiveness

While OTT messaging apps such as WhatsApp and Viber are often touted as cheaper options, SMS messaging can be a more cost-effective solution for businesses. SMS messaging allows businesses to reach their customers without the need for a data plan or Wi-Fi connection, making it an attractive option for customers who might not have access to these resources. Additionally, SMS messaging plans are often cheaper than data plans, making it a more affordable option for businesses who want to reach a wider audience.

5. Direct Marketing

SMS messaging also allows businesses to communicate directly with their customers. Unlike social media or email, which can easily be ignored or filtered out, SMS messages are delivered directly to the customer's phone, ensuring that the message is seen. Additionally, SMS messages have higher open rates and response rates compared to other forms of marketing, making it a more effective marketing tool for businesses.



Conclusion

In the digital landscape, SMS messaging emerges as a potent force in business communication, rivaling OTT apps like WhatsApp and Viber in terms of both reliability and cost-effectiveness. With its widespread adoption, SMS serves as a bridge connecting businesses with diverse audiences, catering even to non-smartphone users. Its reliability shines through seamless performance in low-connectivity zones, crucial for remote operations. SMS's commitment to security, through encryption and compliance, fosters trust and ensures data protection.

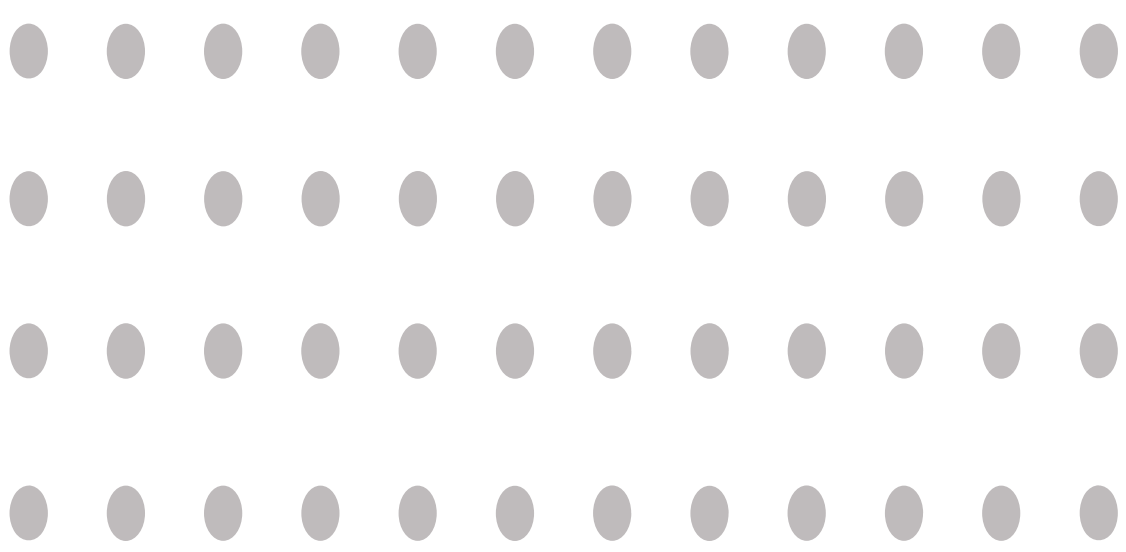
Moreover, SMS's economic efficiency challenges the cost-effectiveness of OTT apps by eliminating data requirements. In the realm of direct marketing, SMS excels with exceptional open and response rates, cutting through digital noise. SMS messaging amalgamates reliability, security, affordability, and marketing prowess into an indispensable business tool. As the communication landscape evolves, SMS doesn't remain a mere option; it becomes the conduit for business triumph.

Boasting a highly experienced team of engineers, Openmind has consistently led the way in bringing new innovations to the mobile messaging market.



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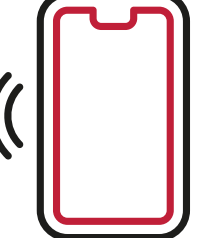
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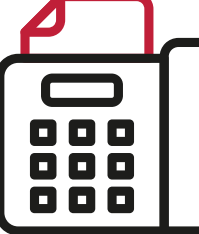


About Openmind Networks

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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