

syniverse®

Syniverse A2P
Messaging and
Voice Solutions

Reach anyone, everywhere, securely, and instantly **with Syniverse omnichannel messaging and voice solutions.**

Market Problem

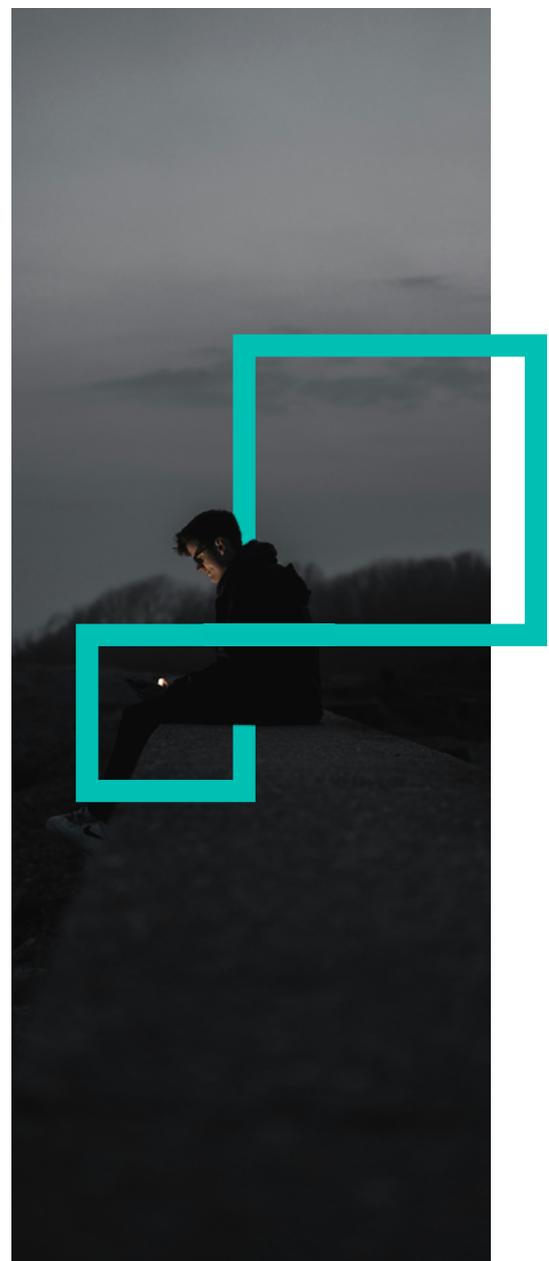
Organizations are looking for better ways to deliver timely, relevant, and critical information to their end customers worldwide. To reach customers, enterprises need the ability to rapidly deliver secure, compliant messaging and voice services at scale.

Traditional email and marketing channels are less effective. As brands continue to send increased email messages to end users, it's more challenging for important messages to stand out in a crowded inbox.

The market has also changed. Consumers are spending increased time on their mobile devices. As consumers move more of their daily activities into the mobile space, enterprise businesses must leverage mobile messaging and voice services as a key customer engagement strategy. This ensures that time-sensitive and relevant communications reach end customers on their preferred communication channel.

Solution

A fast and reliable omnichannel messaging and voice solution enables enterprise businesses to reach anyone, everywhere, securely, and instantly. Our omnichannel messaging and voice solutions support SMS, MMS, Push, WhatsApp, Voice, Wallet, as well as other communication channels. A dedicated support team works with your team to design and build a mobile messaging and voice services solution to suit your unique business needs.



Product Highlights

Trusted Global Messaging Provider

As the most connected company in the world®, we have a large footprint that allows us to reach customers on a global scale. With many Fortune 500 companies as happy customers, we are the preferred global messaging provider for many renowned brands.

Omnichannel Solution

Syniverse supports a wide range of messaging and voice services including SMS, MMS, Push, WhatsApp, Voice, Wallet, and more. You can choose the channel(s) your customers use most, to reach them on the platforms they use most, for the smoothest customer experience (CX).

Secure and Compliant

Security and compliance are at the heart of all we do. White routing, governance, and a defense-in- depth security strategy protect data, networks, and communications. This ensures that we are delivering peace of mind with every message that moves through our ecosystem.

Easy Integration

Flexible connectors and proven API integrations ensure that our messaging and voice solutions can seamlessly integrate with customer platforms. Our dedicated team of solution engineers guide you every step of the way.

Trusted Advisors to Co-Create Success

A team of trusted advisors works with you from start through to execution to co-create success. We offer 360-degree support that includes dedicated Implementation and Ops teams, Customer Success, a Technical Service Manager, Professional Services, and Solution Engineering, to ensure the project is completed to your satisfaction.

Benefits

- Secure
- Compliant
- One-stop shop
- Increases ROI (Return on Investment)
- Improves CX (Customer Experience)
- Delivers operational efficiencies



Omni-Channel Message and Voice Solution Use Cases

Syniverse’s omni-channel messaging and voice solutions can solve business problems for the most critical, as well as common, use cases. Depending on the general purpose, use cases can be categorized into three types:

Marketing

- This group of use cases is related to business products or services, including offers and promotions, shopping cart reminders, and any communications that promote the business or its brand. Brands can engage with end-users in a more conversational context, using options other than email or direct mail.

Customer Care and Support

- This category relates to product purchases or service transactions, including post-sale notifications, recurring billing statements, and appointment management. As end-users are always on the go, businesses need to leverage omnichannel solutions to provide great CX, by delivering the relevant and critical information that end-users need, in the place they will most likely see it.

Authentication

- This type of use case provides end-users with one-time passcodes to ensure account authenticity. As end-users pay more attention to their account security, it is more common for businesses to leverage this use case at any stage of the user journey, including account signup, account recovery, or account update.



Here’s how it works





Channels Supported

In our omni-channel solution portfolio, Syniverse offers various options for customers to choose from, to reach end-users via their preferred channel. Enterprises must prioritize their business needs and goals when selecting the most appropriate channel(s). Some things to consider include the business use case, subscribers' channel preferences, geographic reach, pricing, and specific technical requirements.

Syniverse A2P Messaging and Voice Key Features

A2P Messaging Channel Comparison

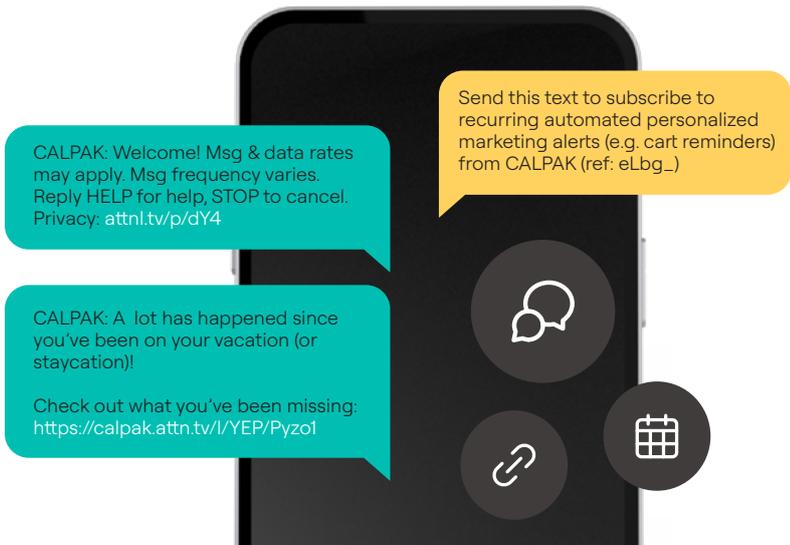
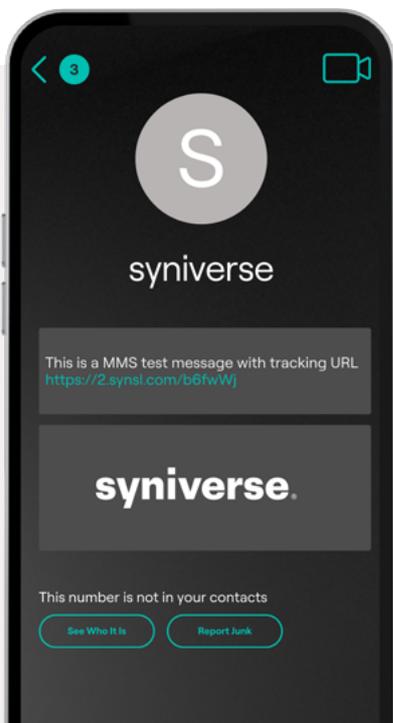
Feature	SMS	MMS	WhatsApp	Push
Template Management	✓	✓	✓	✗
Messaging Scheduler	✓	✓	✓	✓
Language Translation	✓	✓	✓	✗
Threshold/Rate Limit Messaging	✓	✗	✗	✗
Branded URL Shortener and Link Tracking	✓	✓	✓	✓
Keyword Management	✓	✓	✓	N/A
Rich Media	✗	✓	✓	✓
Pre-Recorded Message	✗	✗	✓	✓
Do Not Disturb Messaging	✓	✓	✓	✓
Public and Private Channels	✓	✓	✓	N/A

A2P Voice Feature

Feature	Voice (outbound)
Template Management	✓
Messaging Scheduler	✓
Language Translation	✓
Pre-Recorded Message	✗
Interactive Voice Response	✓
Text-to-Speech	✓
Conference	✓

SMS

- Messaging Scheduler
- Threshold/Rate Limit Messaging
- Branded URL Shortener and Link Tracking
- Real-time Text Translations (RTT)



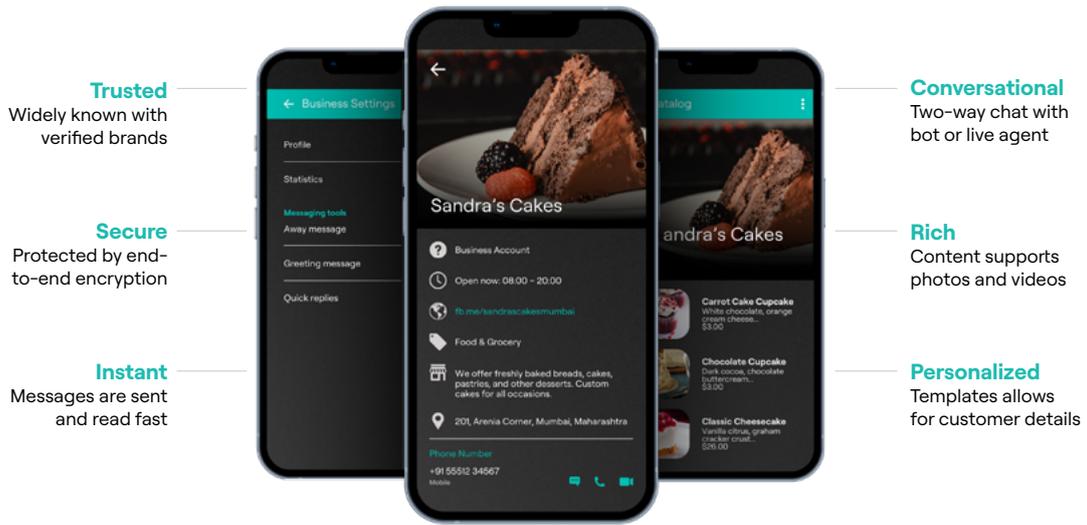
MMS

- Rich Media
- Branded URL Shortener and Link Tracking
- Keyword Management
- Template Management
- Messaging Scheduler
- Language Translation
- Threshold/ Rate Limit Messaging
- Do Not Disturb Messaging
- Public and Private Channels
- Real-time Text Translations (RTT)

Push

- Branded URL Shortener and Link Tracking
- Threshold/ Rate Limit Messaging
- Messaging Scheduler
- Normal and In-App Notification
- Send Media Attachments
- Auto-Badge Increment
- Specified Badge Count
- Default and Customized Sound Option
- Mutable Content for Apple iOS

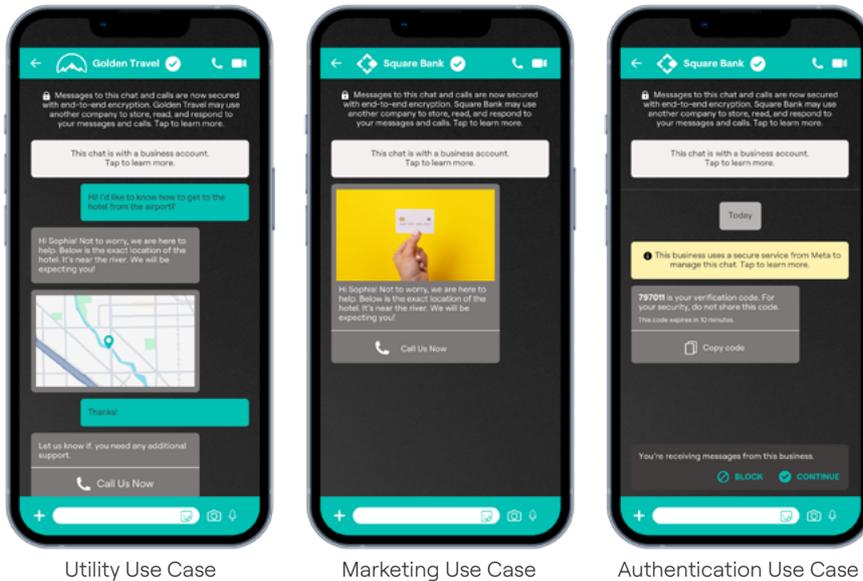




WhatsApp

- Rich Media with interactive features, such as quick reply button, product catalog, etc.
- Branded URL Shortener and Link Tracking
- Keyword Management
- Template Management
- Messaging Scheduler
- Language Translation
- Threshold/ Rate Limit Messaging
- Do Not Disturb Messaging
- Public and Private Channels
- Pre-Recorded Message
- Verified Business Account
- Works for both Android and iPhone devices
- Does not require mobile network and can send messages via Wi-Fi
- Template-based conversations for easy tracking

WhatsApp Use Case Example



Utility Use Case

Marketing Use Case

Authentication Use Case

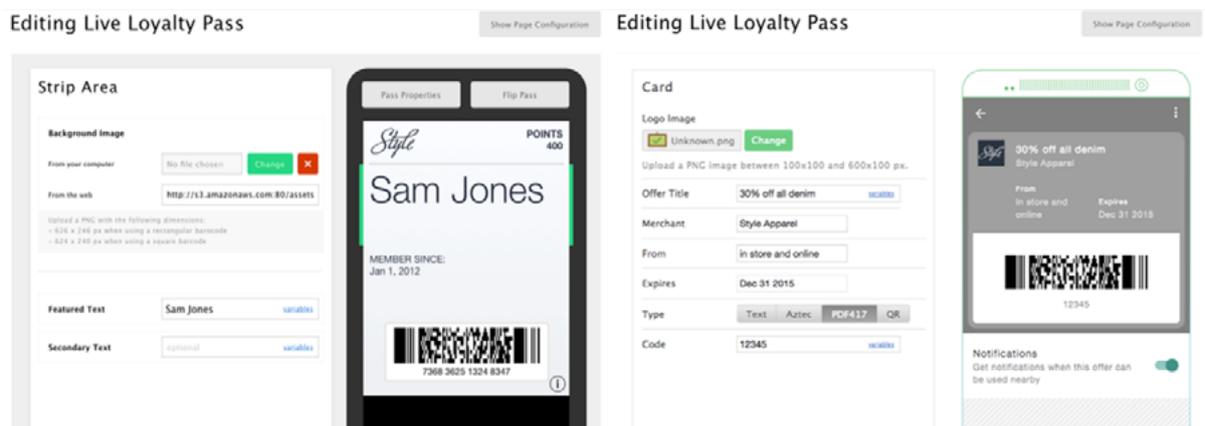
How Voice (outbound) Works



Available Enhancements

Wallet (supporting channels such as SMS, MMS, and WhatsApp)

Wallet reduces fraud by keeping data stored safely on mobile devices, enabling end-users to store important information from SMS, MMS, WhatsApp, and other messaging channels. Wallet also enhances the CX for travelers using boarding passes and digital room keys, as well as customers who have digital memberships or loyalty cards. Other use cases include event tickets and digital passes.



Why Syniverse?

We reach more people and devices than anyone on earth, empowering you to transform how you connect, engage, and exchange with the world. Every day, we power billions of transactions, continually improving how the world exchanges information, money, and more. Our reliability, security, and long-standing expertise has made us one of the most chosen and trusted messaging providers for the world's largest enterprises, across all industries.

For more information, please visit our website:
[Mobile Customer Experience Solutions | Syniverse](#)

The world's
most connected
company®

syniverse®