



Syniverse Mobile Enterprise Services (MES) Overview

Syniverse Mobile Enterprise Services help you sharpen your competitive edge by enabling you to send time- and event-based messages and alerts to customers, employees and partners—both domestically and internationally.

Today's enterprises face soaring operating costs, intense global competition and rapidly disintegrating brand loyalties. So to remain competitive, companies are doing everything they can to keep in constant touch with customers and employees who are always on the move.

Because there are more than 5 billion mobile subscribers worldwide¹, and mobile devices are so common that market penetration has reached nearly 100 percent in many international markets², one viable option is for businesses to turn to mobile messaging to cost-effectively mobilize their enterprise.

Syniverse MES helps you sharpen your competitive edge by enabling you to send time- and event-based messages and alerts to customers, employees and partners—both domestically and internationally. This next-generation, cross-operator mobile messaging solution lets you gain the reach, reliability and security your enterprise needs to achieve its business objectives.

With global connections and a proven track record in providing mobile messaging services, choose Syniverse to help you bring your business to the mobile space.

Benefits of MES

- Enables you to deliver personalized, time-sensitive actionable information, including reminders, notifications, news of sales or promotions, weather updates, and public safety alerts via short message service (SMS) text messages. SMS text messages:
 - Are universally available on most mobile phones.
 - Are gaining widespread use due to their low cost and ease of use.
 - Allow you to reach users directly and instantaneously 24x7x365.
 - Bring immediacy and two-way interactivity to every communication.
 - Are secure and – unlike email – are much less susceptible to spam.
- Attracts and retains customers by ensuring user satisfaction.
 - Expand your services to offer more than SMS with value-added rich media alerts that include images, videos and more.
 - Provide personalized updates to strengthen customer relationships by keeping them informed.
 - Accommodate the unique capabilities of mobile devices and the preferences of each user with this robust, device-agnostic solution.
 - Provide timely and accurate message delivery
- Reduces labor expenses with automated SMS alerts.
- Streamlines operations and communications by integrating SMS with enterprise voicemail systems.
- Increases revenues
 - Generate new business by offering last-minute or carefully targeted specials.
 - Increase profitability and customer awareness via faster routing and reduced call center inquiries.
 - Upsell new or frequent customers with time-sensitive offers or packages.
 - Uncover new revenue streams with interactive, ad-sponsored messages.

¹ PortioResearch, 2011
² Strategy Analytics, 2008



Syniverse Technologies

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse Technologies offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers. For more information visit www.syniverse.com or call (866) 951-4271.

Features of MES

- Offers advanced group messaging/broadcasting for administrators to create and send messages from a website, create broadcast groups and set custom priority levels to different types of messaging. Additional features include:
 - Group Creation — Supports automated group creation through an upload or via connectors into corporate directories or lightweight directory access protocol and open database connectivity compliant databases.
 - Two-Way Messaging — Enables users to respond to notifications delivered to their mobile device.
 - Multilingual, Multiple Time Zone Support — Unicode provides the ability to send messages in multiple languages. Administrators also can schedule messages across multiple time zones
 - Enterprise Connectors — Has standard XML formats for accepting streamed content over HTTP or TCP/IP.
- Allows administrators to use near real-time, web-based monitoring tools to:
 - View the status of messages and retry and/or escalate delivery via another specified format, so urgent alerts are delivered to recipients according to pre-defined preferences.
 - Create and send messages from a website, create broadcast groups and set custom priority levels to different types of messaging.
 - Trace delivery path, status and delivery receipt confirmation for each message.
 - Generate and analyze usage reports by end user, application and service.
- Processes messages intelligently.
 - Supports multiple routes to networks and uses intelligent routing to help determine the best route available for message delivery.
 - Includes message retry, load balancing, bulk send, intelligent keyword-based routing, message specifications and device rendering.
- Enables you to confidently upgrade services through multiple secure technologies and send large volumes of messages.
- Enables true “push and pull” mobile messaging.
 - Push one-way, or mobile-terminated, alerts to users, requiring no response to complete the transaction.
 - Or, use an SMS message to push a WAP link that encourages customer interactivity.
- Provides advanced security measures.
 - Prevents “clear text” from being transmitted over wires.
 - Provides 3DES encryption for data stored in the system and two-way cipher encryption within the system.
 - Includes secure connectivity for accessibility to the integrated networks.
- Enables you to take advantage of Syniverse’s proven track record so you can:
 - Use our proven messaging infrastructure.
 - Meet service level agreement (SLA) obligations by leveraging our industry-leading SLA performance.
 - Leverage our commitment to security, with a redundant network, Systrust certified solution, 3DES encryption, user-level authentication, data masking and extensive physical security.
 - Rely on our world-class account management and technical support, automated escalation paths to minimize downtime, and a secure web-based interface for tracking messages and viewing reports.
 - Leverage industry-standard APIs that are easy to deploy and require no prior experience in mobile messaging.

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