Global Enterprise Messaging A2P

One-stop global messaging solution for bulk SMS delivery through the best quality routes

Global Enterprise Messaging (GEM) is an Application to Person (A2P) messaging solution that allows you to manage bulk messaging services around the world, taking advantage of an instant and direct way of leveraging mobile communication with the best quality routes.

The GEM A2P service offers a centralized tool to manage advanced messaging services worldwide quickly and easily, with no need to set up time-consuming agreements with all the destination operators.
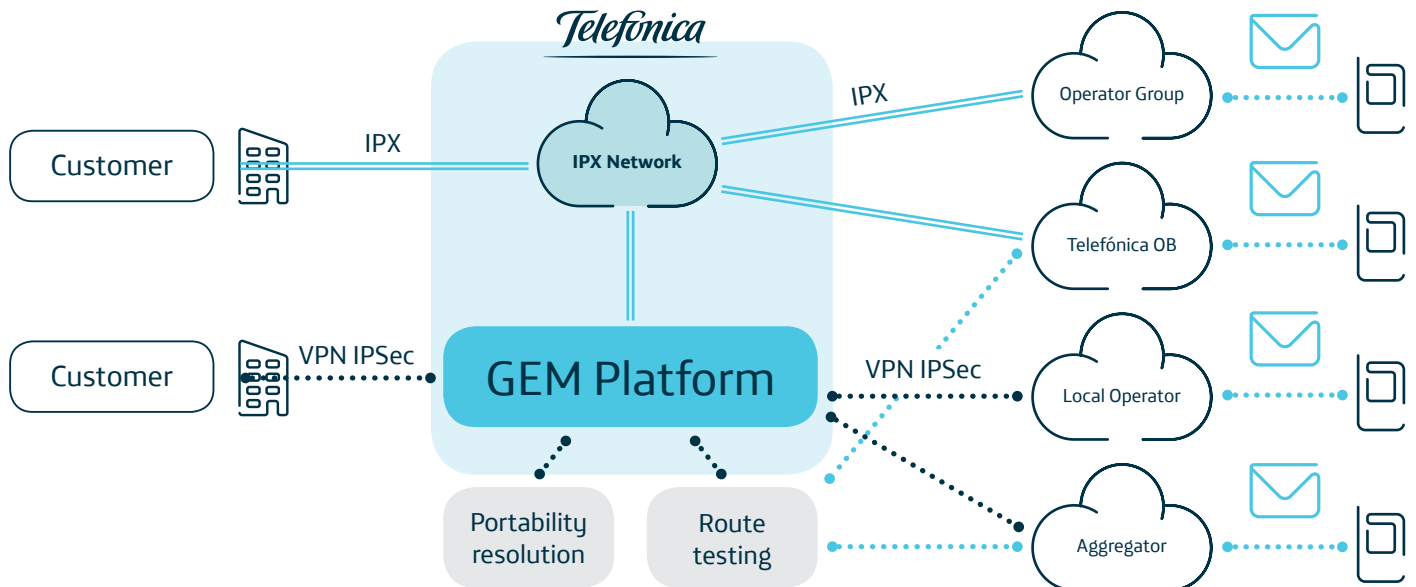
Key Benefits

> **Global coverage:** Reach all operators around the world with just one connection.

> **Simplicity:** A single contract, eliminating the additional costs and effort required to connect to multiple operators.

> **Cost effective:** Reduced operative costs and minimum investment.

> **Focused on high quality routes:** Direct connection to Telefonica Operating Businesses and many other operators with competitive pricing.

> **Customer centric approach:** Customizable solution which can be adapted to specific needs.

> **Income generation:** Business opportunity due to the worldwide increase of A2P messaging services.

> **Quality end-to-end service:** Including testing of end-to-end interoperability.

> High quality routes. Two-way messaging available.
> Mobile Number Portability resolution to ensure delivery of the SMS to the correct network.
> Support for opt-in/opt-out functionalities and black-out time periods to fulfill local market requirements.

> Support for multiple alphabets, binary content and concatenated messages.
> Standard APIs to integrate with your business processes: SMPP, Web services (SOAP, REST).
> Reporting tool with detailed information about delivered traffic.
> Multilingual 24/7 support.

Global Enterprise Messaging Architecture

Telefónica

Customer — IPX — IPX Network — IPX — Operator Group

Customer — VPN IPSec — GEM Platform — VPN IPSec — Telefónica OB

IPX Network / GEM Platform

Portability resolution | Route testing

Local Operator

Aggregator

Typical applications

Health
> Preventive care alerts
> Medical appointments
> Medical reporting results
> Welfare support notices
> Patient queue management

Banking
> Transaction Alerts
> Insufficient balance notification
> One-time password
> Balance-on-demand
> Transfers and payments

Travel
> Flight/bus/train boarding pass
> Schedules, routes & bookings
> Discount and offer alerts
> Arrival/departure reminders

Institutions
> Emergency alerts
> Mass surveys
> Interactive information portal
> Status of social services (license, passport, …)
> Reports of crimes