

Business Challenges

High time-to-market

due to complex Enterprise On-boarding

Flexibility

for creating and managing different Message Types

New revenue streams

Address new segments to create additional revenue streams

Solution Offered

**Ngage
Messaging
Platform**

Case Study

A2P Messaging Monetization for a leading tier-1 operator in India

How solution worked

- Addresses needs from multiple Segments
- Simplified service creation, delivery and maintenance
- Multiple standard interfaces

Results Achieved



Improved Enterprise Traffic

Dramatically improved the enterprise messaging traffic thus increasing operator's revenue



Increased Operator Revenues

Helped offset drop in p2p SMS revenues by enabling monetization from A2P revenues