

Business Challenges

To Reduce TTM for CP

Complex Enterprise On-boarding

Reduce Operational Costs

Flexibility for creating and managing different Message Types

Maximize ROI

Address New Target Segments

Solution Offered

**Ngage
Messaging
Platform**

Case Study

Enterprise Messaging Platform - Engage

for a leading operator group in India needed to expand the scale of their VAS service offering in the Indian market and find ways to monetize from expanding their service reach and serving the needs of content providers.

Results Achieved

20% growth in A2P messaging traffic in 2015

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

8 times increase in traffic over 18 months

