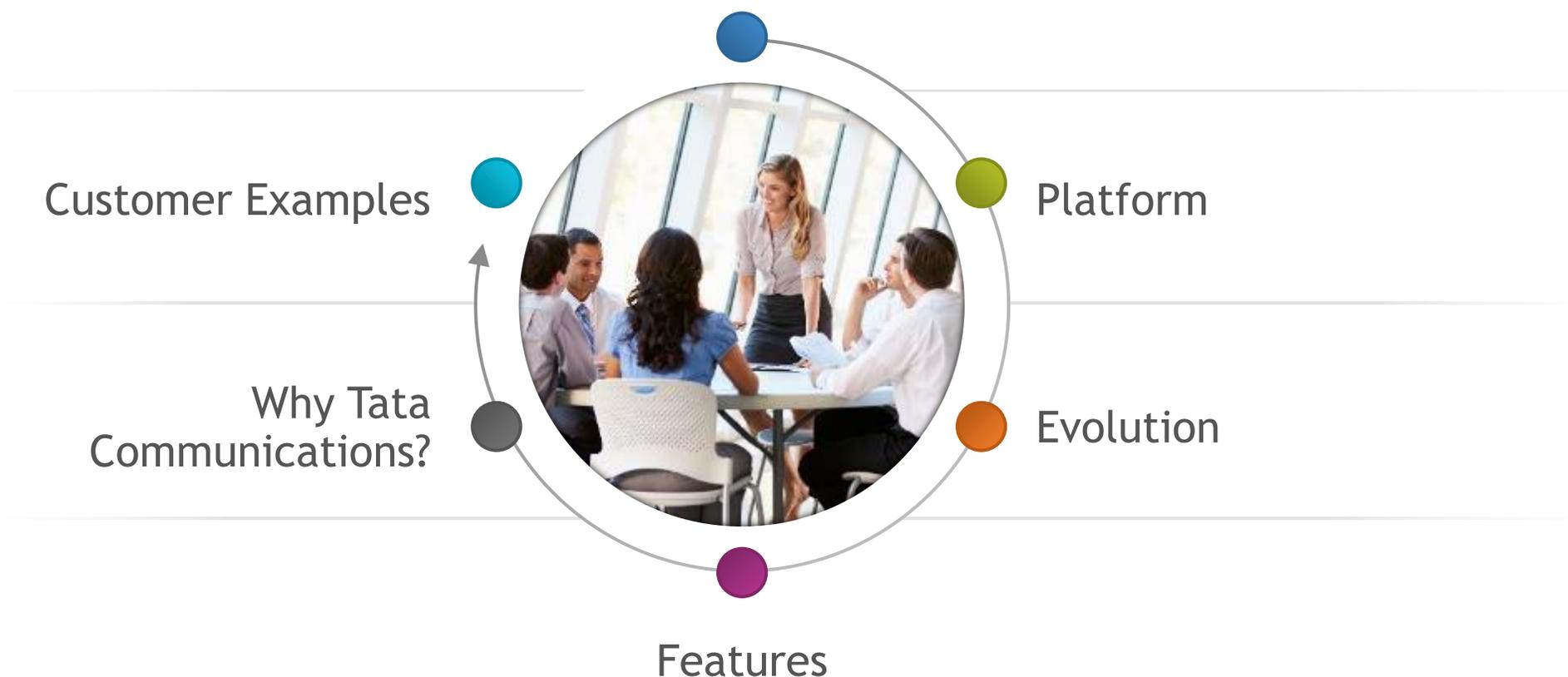


TATA COMMUNICATIONS ENTERPRISE MESSAGING OVERVIEW

CONNECTING AND TRANSFORMING

CONTENT

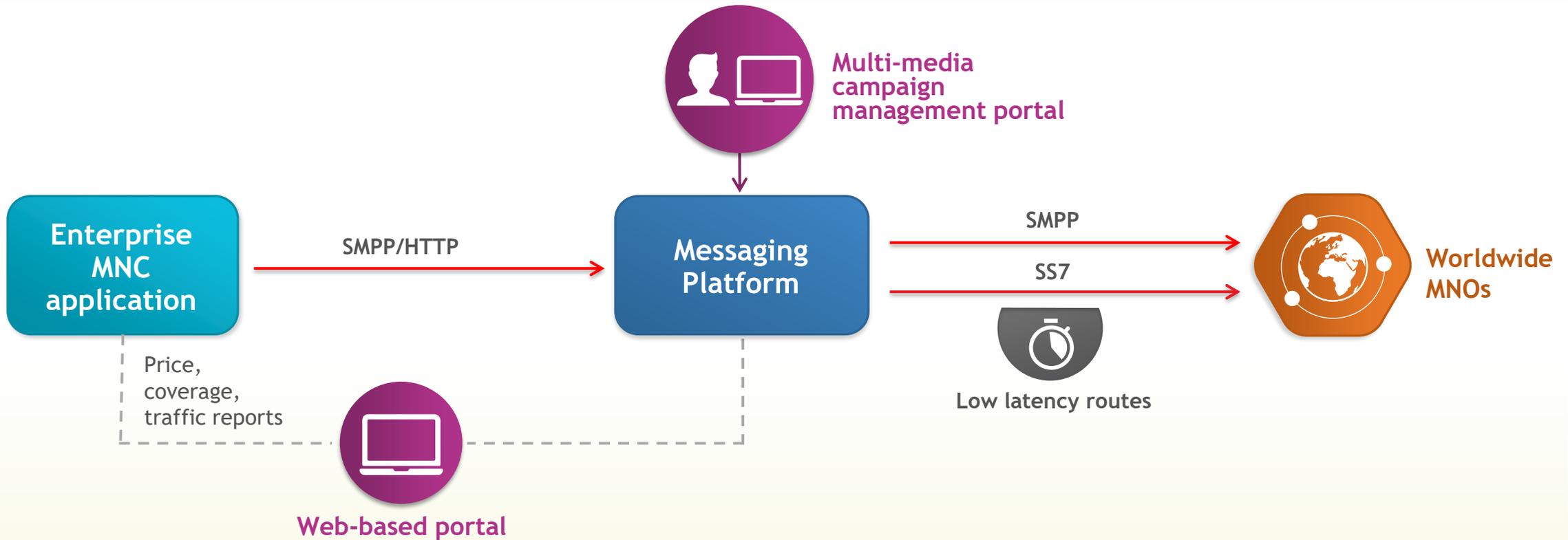
Mobile Messaging Exchange



MOBILE MESSAGING EXCHANGE

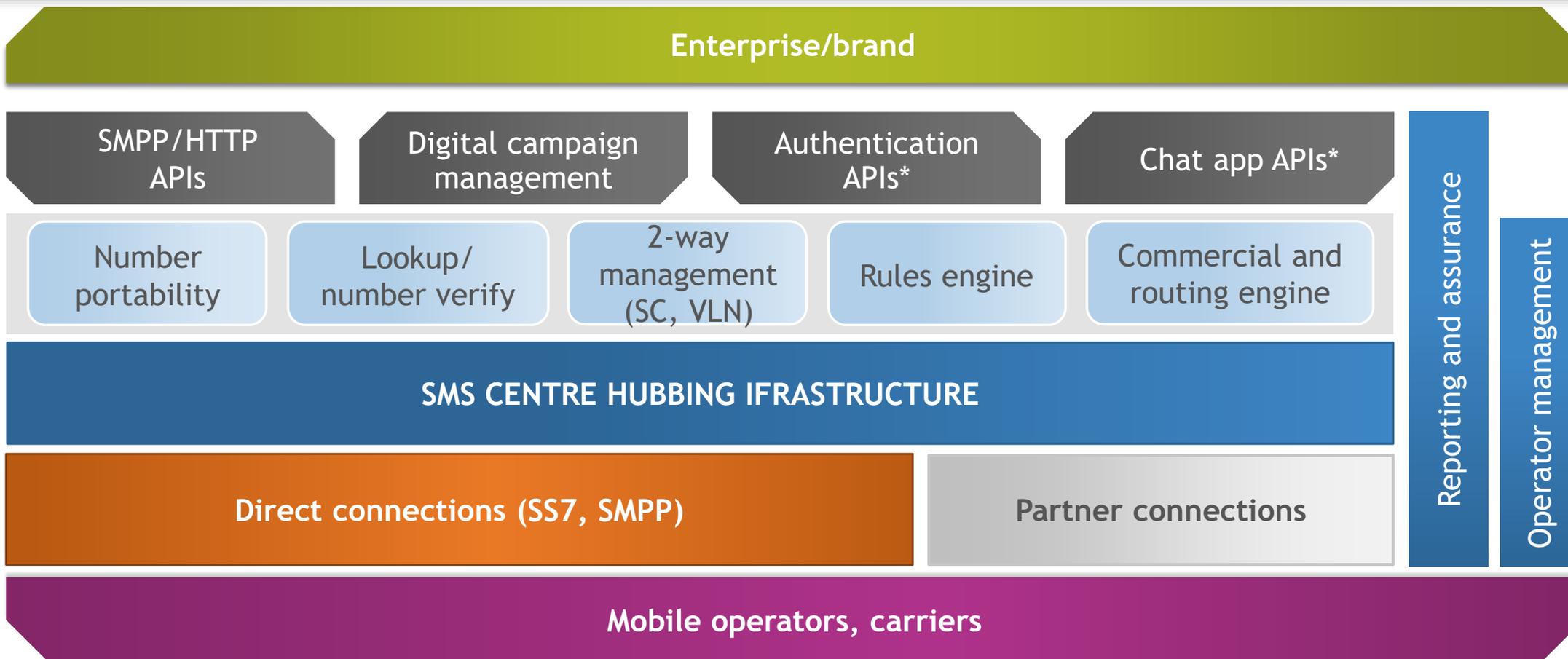
OVERVIEW

WHAT IS MOBILE MESSAGING EXCHANGE?



Providing direct and trusted partner routes with high quality A2P SMS termination

ROBUST PRODUCT STACK BUILT ON CARRIER-GRADE NETWORK



* FY20 Roadmap

MOBILE MESSAGING EXCHANGE AT A GLANCE

	Feature	Advantage	Value
<p>API integration</p>	Integrate messaging with CRM, ERP and other customer systems	Fast, easy and secure integration	Create enriched communications channels to your end customers
<p>Long / short codes</p>	Use codes instead of phone numbers for SMS responses	Easy-to-use response and promotion codes	Increase interaction with your end customers
<p>2-way messaging</p>	Increase response with 2-way messaging	Enhance customer interaction	Make it easy for customers to contact you
<p>Campaign management</p>	Extend SMS to marketing and campaign use cases	Easy to create and manage mobile marketing campaigns	Increase interaction with your customers and promote your products and services via the mobile channel

MOBILE MESSAGING EXCHANGE AT A GLANCE

	Feature	Advantage	Value
 Web reporting	Traffic report, analytics, pricing / price history, coverage, route monitoring	Near real-time information on customer interactions	Make decisions instantly, based on the current situation
 Rich status codes	Status codes associated with messaging information	An easy reference showing what is happening with your messages	Understand activity quickly and easily
 Auto retry	If a message is not delivered, delivery will automatically be attempted again	No need for manual intervention	See a higher percentage of delivery rates
 2-factor authentication	2FA ensures transaction security and validation	Automated authentication process	Reassure end customers that transactions are secure

WHY TATA COMMUNICATIONS?

SINGLE SOURCE FOR ALL YOUR A2P SMS TERMINATION NEEDS

Robust SMS platform capabilities



3Bn+

SMS carried every month

32Bn+

Voice minutes - the world's largest voice wholesale carrier

1500Bn+

MSUs on SS7 Network

Global SMS reach



300+

Direct on-net MNO termination

100+

SMS Aggregator Partners

1600+

Carrier connections

Promising 2-way connectivity



50+

Countries with Virtual long number

20+

Countries with Short Codes

FTEU and Toll Free

Enablement in Select countries

- Carrier-grade highly available platform running on a global secure network
- 'Follow the sun' 24x7 Platform support; traffic transiting on world's largest signaling network
- Easy to integrate API with self service capabilities
- Only direct and trusted partner routes with prime quality A2P SMS termination
- Mobile Number Portability (MNP) supported globally
- Amongst select few providers licensed by Indian telecom regulator to bring international A2P traffic into India
- Opportunity to consolidate voice calling and SMS through the same market-leading vendor

OUR A2P VALUE PROPOSITION RESONATES WITH CUSTOMERS



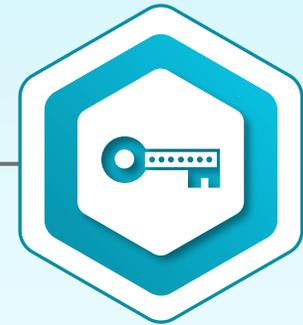
Quality of service



Optimal costs



Adaptable solution stack and network



World-class credentials

RESULTING IN KEY WINS ACROSS CUSTOMER SEGMENTS

Top 3 global social network



Customer uses our reach to global mobile network operators for SMS transport

They send hundreds of millions of SMS every month in signalling mode

User engagement



Social network for professionals

We assisted the customer with SMS enablement

They send millions of SMS on a regular basis as “connect” invites

Ongoing optimisation to maximise delivery and conversion

‘Connect’ invites

Messaging application company

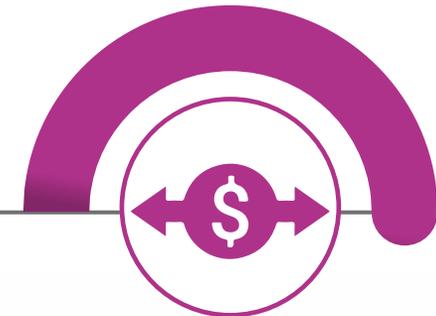


Customer has used other vendors for SMS

They switched to us to use our direct routes for key countries

From engagement to ramp-up of traffic took less than 5 weeks

2-factor authentication



Financial remittance company

Customer runs marketing campaigns targeted at immigrants to Middle East

Remittance service promotion every month

Brand visibility through sender ID registration in difficult market

Marketing campaigns

「
THANK YOU
」

tatacommunications.com

www.tatacommunications.com | [@tata_comm](https://twitter.com/tata_comm)

<http://tatacommunications-newworld.com> | www.youtube.com/tatacomms

© 2022 Tata Communications. All Rights Reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.