



SMS A2P Service

Aicent's SMS A2P services deliver reliable app-to-user messaging critical for enterprise mobility functions.

With Aicent's SMS A2P services, companies now have access to a growing set of new messaging possibilities to help them send targeted and timely information by bulk SMS directly to mobile devices. This instantaneous form of communication, available 24x7, 365 days a year is an effective application-to-person tool capable of delivering highly informative messages to a global subscriber base.

Aicent's SMS A2P Overview

Single connection for global delivery

With a single IP connection to Aicent's A2P services, companies can easily send SMS messages, notifications, alerts, etc. to various mobile carriers located throughout the globe. Companies can now reliably send SMS messages seamlessly through Aicent's SMS A2P services to an end user or multiple end users internationally by leveraging existing global operator connections through Aicent's multilateral mobile carrier relationships.

Intelligent routing engine

Aicent's A2P services provide customers with options for intelligent routing to least cost routes guaranteeing competitive prices that can then be passed along to the subscriber while maintaining a superior level of service quality.

Integrated MNP solution

As mobile subscribers move from carrier to carrier, mobile number portability (MNP) continues to be an issue as subscribers demand quick and accurate re-routing of messages. Aicent's A2P services provide Mobile Number Resolution ensuring the successful routing of messages to MNP-enabled networks. Mobile subscribers can rest assured their messages will be routed as recipients move from carrier-to-carrier.

Fraud and Spam control

As with email, SMS messaging is also a tool for organizations looking to target massive amounts of subscribers indiscriminately with unsolicited bulk messages. This uninvited form of advertising not only creates additional congestion on the network, but can also cost the subscriber unwanted texting fees. Aicent's state-of-the-art fraud and spam control features were designed to identify, report, and counter the efforts of bulk SMS spammers through keyword filtering, blacklisting and throttling controls resulting in a better texting experience for subscribers and greater security and reliability for mobile messaging companies.

Credit management and alert

Aicent's SMS A2P offers a real-time credit management and alert system for credit deductions from subscriber accounts that are either prepaid or postpaid. Customers are automatically notified by email when their credit balances reach certain limits allowing them the option to purchase additional credit, therefore reducing the chances of service interruptions due to a lack of available credits.

Customer web portal

Aicent's SMS A2P services offer customers access to a web portal with detailed traffic and billing reports designed to offer better insight into their daily and monthly usage rates, in addition to robust measurement tools that display campaign effectiveness, ensuring consistent branding across all online campaigns.

A2P Premium Features

For transactional messages such as bank transaction alerts.

- Optimized feature-based routing
- Competitive and stable pricing
- Delivery monitoring & control
- Sender ID Options
 - Long/Short code support
 - Sender ID transparency display
 - Sender Replacement (per customer requirement)
- New 2-way SMS A2P-P2A
 - Allocates specific sender number enabling reply
 - Keeps original sender number
- Visible delivery rate
 - Support real time delivery report
- Web-based sending tool

A2P Standard Features

For promotional messages such as mobile advertising.

- Least cost routing
- Leverages International SMS aggregator and local connections
- Optimized pricing based on cost
 - Delivery report (from handset)
- Web reports
 - Billing/traffic
 - Message tracking
- Sender ID management e.g. replacement

