



KIRUSA ANNOUNCES LAUNCH OF KONNECT APIS FOR DEVELOPERS

Facilitates integration of voice and messaging into applications

Lagos / Accra, May 20, 2019: Kirusa, a global leader in communication solutions over data networks for consumers and enterprises, announced the launch of Kirusa Konnect APIs for developers in Nigeria and Ghana. The Konnect APIs will enable developers to integrate mobile voice and messaging into their applications, using REST APIs accessible from the Kirusa Konnect portal.

As technology entrepreneurs in Africa look to disrupt large industries and continue to scale in terms of user adoption, capabilities to engage with users over mobile channels like SMS, Voice, and IP messaging gain significance. SMS has been the preferred messaging option for user authentication with OTP across geographies, IVR has been central to several customer-feedback processes at enterprises, and IP messaging provides new opportunities for brands to have engaging conversations with their customers. Konnect has APIs to integrate voice and messaging channels, making it increasingly simple for developers to reach users over mobile.

Konnect APIs are available from Kirusa Konnect, a self-serve CPaaS (Communications Platform as a Service) portal offered to enterprises by Kirusa. With its omnichannel messaging framework, enterprises can conceive, execute and monitor customized communication campaigns, by mixing and matching various voice and messaging channels. For example, a flash-call campaign for social engagement by the Government, or an application to call parents to inform them of an early dismissal at school.

Powering the Konnect APIs is Kirusa's globally recognized platform that has handled over 150 billion voice and messaging transactions till date, for several consumer and enterprise applications. Back-end network integrations with the top carriers in Africa and product innovations allow Kirusa to achieve impressive levels of scalability, reliability, and efficiency.

Speaking on the launch, Surinder Anand, CTO & Vice President – Product Management, Kirusa, said, "We are extremely pleased to announce the launch of Konnect APIs in Nigeria and Ghana. Both these markets have shown impressive growth predictions for the API economy, driven by the uptake in the number of developers and technology evangelists. Konnect is a trusted omnichannel messaging partner for banks, insurance providers, app-based taxi services, carriers, NGOs, and even the Governments in these markets. Our intention of launching APIs is to tap into the market demand for developer-level flexibility on communication solutions, for large brands and startups alike."

Nana Prempeh, Co-Founder of Asoriba, a Pan-African Church Management Software and FinTech company, said, "We have had an excellent experience using the Kirusa Konnect platform which enables our Church customers to use the voice channel as a practical alternative for engaging with their members. We empower the Church to speak in the local dialect of its members, rather than sticking to typed messages in English, which a lot of members could not read. We welcome the launch of messaging and voice APIs by Kirusa, as these will further increase the value proposition Asoriba has to offer Churches and their members in Africa."

Developers looking to leverage these APIs can visit <https://konnect.kirusa.com/api> to set up their account and get access to the APIs. The detailed documentation on the website will hand-hold

developers on what, when, why and how of Konnect APIs. They can also avail direct help from experts. Purchase of APIs, payments, and reporting have been completely digitized in the portal.

About Kirusa

Kirusa is a global leader in providing communication solutions over data networks for consumers and enterprises. Kirusa's solutions include **InstaVoice ReachMe**, a voice-over-data solution to help users receive their GSM calls over data in a mobile app, while helping carriers leverage the power of data to enrich the calling experience of their subscribers; **InstaVoice®**, a unique call completion solution for users that bundles voicemail, missed calls, availability, and ring, and helps mobile carriers monetize missed calls in their networks; **Kirusa Konnect™**, a Communications Platform as a Service (CPaaS) for enterprises that helps bolster enterprise-customer engagement over mobile channels; and **Kirusa Channels**, that offer users access to live voice blogs from their favorite celebrities, sports clubs, news portals and other streams. Kirusa solutions are deployed in 46 countries, with 50 mobile carrier partnerships in Africa, Asia, and LatAm. Kirusa solutions are built on its patented technology and highly reliable, scalable multimodal & cloud platforms, which manage over 2.5 billion calls and 100 million active mobile users across the globe, every month. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has offices in four continents. For more information, visit www.kirusa.com.

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