

# Transforming the Mobile Messaging and Marketing Segment with OTT Gateway



The technology evolution has left none of the market segments untouched. From smart phones to wearable devices and IoT devices to AR/VR technology penetration, it is the digital era that we are leaving in. Increasing number of smart phones, high speed bandwidth and launch of advanced OTT platforms has given a paradigm shift to the conventional communication platforms. People prefer to use OTT applications than SMS and answering calls.

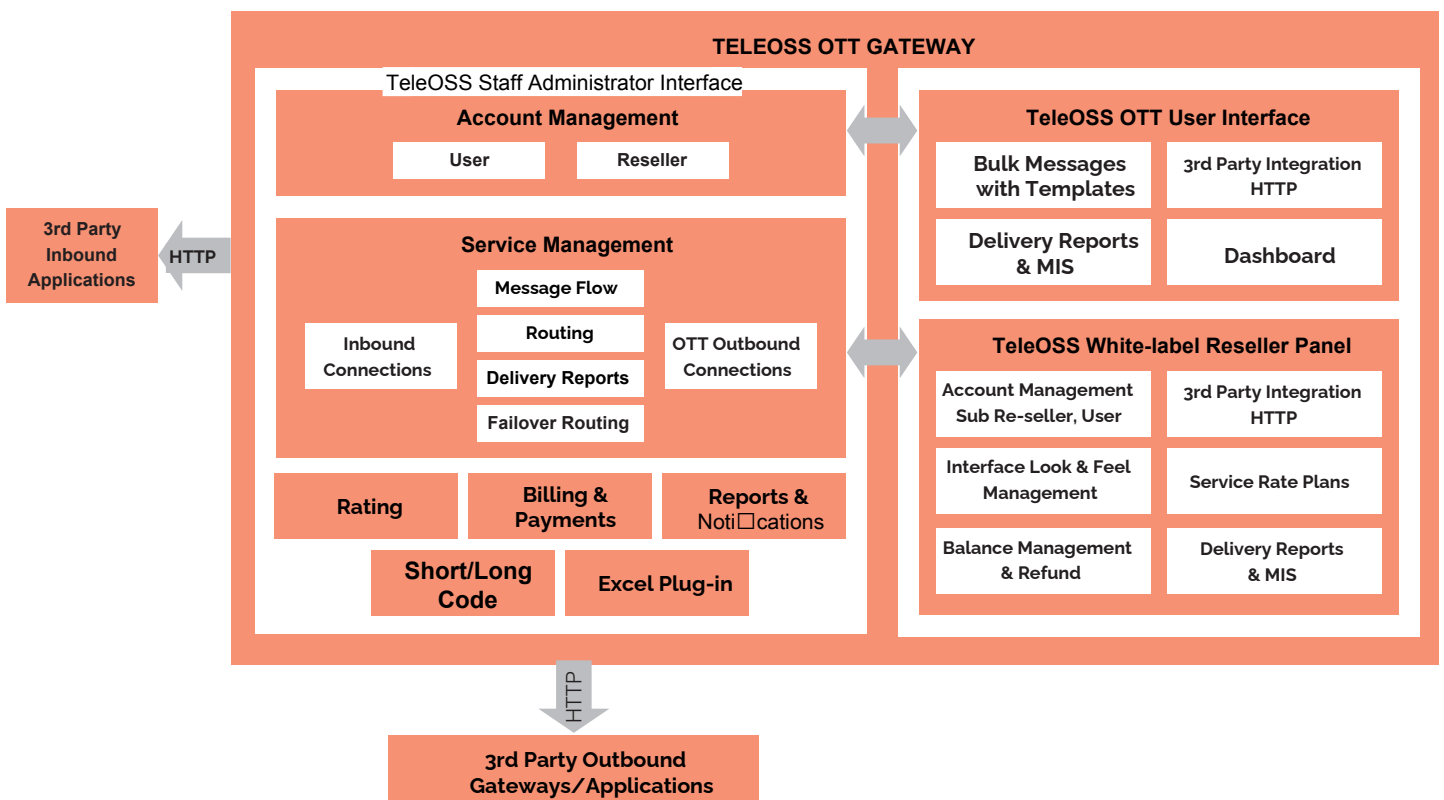
With the increasing number of smart phone users across the globe - enterprise customers, brands, marketing agencies, Bulk SMS aggregators, OTT resellers and wholesalers are looking for unified platform that can enable them to leverage the full potential of the OTT applications. OTT platforms have the capability to send messages with digital media items like videos, voice messages, ads, images, etc., which gives a complete new arena for brands & enterprises to share personalized messages to their customers and expand their market reach. With the help of OTT platforms, the limitation of country, region, user groups, etc. can also be resolved.

## About TeleOSS Bulk OTT Messaging Gateway

During the initial stage of bulk SMS marketing, a similar scenario erupted when a suitable product was not available in the market. SMS aggregators and SMS wholesalers either chose open source products or developed in-house software which lacked the industry standard compliance as well as innovative features to enable advanced features and scalability.

TeleOSS OTT Gateway solution platform has been specifically designed and developed to support the OTT Aggregators and Bulk SMS resellers & wholesalers market including the enterprise segment. The OTT platform has been pre-integrated with some of the well-known and standard OTT platforms like Viber, WhatsApp, etc. in the market. The solution has the ability to handle highly scalable network with millions of messages per second. The software platform is hardware agnostic and network agnostic by which it can be deployed without disrupting your existing communication network. The solution built on open architecture and modular model enables enterprises and brands to easily integrate with their existing business systems like CRM, LDAP, etc. to launch personalized business process for enhanced productivity.

## Solution Architecture



## Features and Functionalities

TeleOSS OTT messaging gateway software solution is one of the most innovative products in the market which has been loaded with advanced features and functionalities to enable aggregators and enterprise customers to leverage the platform to enhance their business reach

### System Configuration

- Two way messaging
- Domain Configuration
- API Integration
- Firewall

### Account Management

- Account Add/Update/Delete
- Profile management
- ACL rights
- Usage management
- Balance history

## Plan Management

- Plan Add/Update/Delete
- Customizable Plans
- Plan rating and charging
- Plan report

## Content Management

- Template management
- Add message - URL, Image, Video, etc.
- Content Filtering

## Rating and Charging

- Rating Add/Update/Delete
- Country wise, User wise, Operator wise, etc. Rating and Charging
- Rating and Charging report

## Vendor Management

- Number of vendor Add/Update/Delete
- TPS configuration

## Routing Management

- Operator, User, Vendor, Location, Destination, Source, etc.
- Wise routing
- Priority routing
- Time & Delivery based Fail-over routing

## Reporting and Analytics

- Detailed Messaging status reports
- Complete Summary reports
- Business and Revenue reports
- Network Level reports

## Huge Potential for Business Segments

- OTT Aggregators
- OTT Reseller
- OTT Wholesalers
- Marketing Agencies
- All Enterpside & Brands
- SMS Aggregators
- SMS Reseller
- SMS Wholesalers
- Business Developers
- Market Research
- Survey Companies
- Smart Cities and IoT Platforms

## Business Benefits

### Cost Effective Platform

The OTT messaging platform is much cost effective platform compared to the bulk mailing or cold calling. It also yields faster results compared to the other platforms.

### Omni-Channel Approach

The OTT platform not only support OTT messages but also has the capability to provide SMS, Email and OTT support making it an omni-channel for the customers to offer variety of services.

### Revenue Generation

The bulk OTT messaging is a ready market to tap which can results into great revenue generating platform.

### Content Control

Based on the features and functionalities available in the system, admin can control the adult, porn or anti-nation content being published.

### Reporting and Analytics

The in-depth reporting and analytics tool available in the solution can help in business, network and revenue management.



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