

Press information

Acision announces its Enterprise Messaging Network – the first dedicated messaging platform connecting businesses to consumers

MWC 2012, Barcelona, Spain: UK: 28th February 2012

Acision, the global leader in mobile messaging, today announced the launch of the Acision Enterprise Network (AEN), the world's first dedicated, stand-alone messaging network aimed at global corporations. Building upon its market leadership in text messaging (as recognised by Informa Telecoms & Media, 2011), the Acision Enterprise Network provides a single point of entry to connect operators, businesses and consumers, while delivering universal capabilities, reach and reliability for measurable campaigns and communication via text.

As the most reliable communication tool which reaches all handsets globally and supports interactive dialogue, SMS has become increasingly important to enterprises, especially those that want truly global access to consumers. By working with partners, the AEN brings enterprises, application service providers, (ASPs) operators and consumers together, providing a new mobile media delivery model which will be set to change the dynamics of the mobile messaging ecosystem.

By giving enterprises the broadest reach to consumers via text, the AEN provides a cost effective option to mobile communications which is targeted, provides full insights and analytics into campaigns and communications, and can support various business critical processes, commercial and transactional models. This ultimately advances the control, transparency and flexibility of any campaigns being driven by an enterprise, as well as assuring greater success than previous mobile engagement platforms and intensifying customer interaction.

For application service providers, the network enables them to have greater reach to serve more enterprises with the use cases they enable, as well as increasing speed of delivery via SMS. With greater revenue share across all parties in the ecosystem, mobile operators will also benefit from additional revenue streams derived from enterprise SMS traffic which they would otherwise not be able to address.

Jorgen Nilsson, Chief executive, Acision comments: "The ubiquity of SMS, spanning all networks and devices, makes messaging the obvious choice for brands looking to leverage mobile to enhance their consumer reach and their bottom-line. The AEN provides a protected mobile media channel which will stimulate the usage of messaging, by guaranteeing the quick delivery and roll-out of campaigns and communications to consumers, and creating competitive advantage for all parties involved. It is now easier for operators to actively seek new revenue streams from the increase in messaging, with a service managed by a trusted provider and interface to the global corporations."

Examples of the new service delivery models across multiple verticals – from healthcare to FMCG's, social networking, logistics and financial services – include integrated mobile couponing, alarms, appointment reminders, meeting scheduling, tracking, fraud prevention

alerts, SMS rewards, interactive payments, commerce, promotions and ERP. The new offering provides global enterprises with the audience and platform needed to reach the next billion consumers, local businesses the tools and education to build loyalty in their community, and consumers with a direct connection to the brands and businesses they trust, on their terms. The platform also provides an explicit opt-in/opt-out approach to campaigns from point of origination to termination, while maintaining the integrity of the consumer data.

“In the same way that Acision pioneered mobile messaging, we are once again at the forefront in driving the next phase of messaging to ensure its ongoing longevity and to help the ecosystem to effectively capitalise on its enormous potential,” concluded Steven van Zanen, SVP strategy and marketing at Acision.

For more information about Acision visit www.acision.com

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NOTES TO EDITORS

About Acision

As the global leader in mobile messaging, Acision connects the world by powering relevant, seamless messaging services, which enrich the mobile communications experience and create new opportunities for carriers and enterprises across the world. For more information, visit Acision at www.acision.com

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