

Message Systems Announces Mobile Momentum™

Industry first single solution for multi-channel message management

COLUMBIA, MARYLAND – July 20, 2010 – Today, [Message Systems](#), the premier provider of fast, flexible and holistic message management solutions, announced their latest best-in-class offering, [Mobile Momentum™](#). An industry first, Mobile Momentum is a single-platform solution for enabling multi-channel communication by sending and receiving SMS messages and dynamically transforming them to/from email based on customer preferences and company rules. Integrated reporting improves insight into performance and preference by channel further enhancing customer-centric communications. With Mobile Momentum, enterprises, marketing service providers and carriers can now enrich the customer experience by ensuring that the right message gets delivered at the right time and place while simultaneously streamlining their operation and lowering costs.

According to a recent Portio Research report, “Mobile Messaging Futures 2009-2013,” there were over 75 billion text messages in the US in 2008, and worldwide SMS message volume is projected to top 5.5 trillion by 2013. Mobile messaging generated revenue was \$130 billion worldwide in 2008 and is expected to hit \$224 billion by 2013.

Mobile usage and revenue numbers suggest enormous potential. But they also represent an enormous and complex challenge for companies trying to integrate SMS into a rational, multi-channel customer communication strategy with email as well as other channels. And that challenge is made more difficult as customers move fluidly between channels with the expectation that the companies they do business with can keep pace with their changing preferences and behaviors.

“With consumers and professionals alike becoming more accustomed to receiving messages on-the-go in real time, our clients are looking to reach their customers through mobile channels,” says George Schlossnagle, CEO of Message Systems. “As messaging preferences shift to mobile, a top concern for businesses is how to integrate email and mobile rather than maintaining disparate systems. Mobile Momentum changes the rules for multi-channel messaging and sets the stage for customer-centric communications.”

Currently, companies use one platform for SMS messaging while simultaneously supporting email functionality on another. Maintaining separate, disconnected point solutions for different channels is costly and inherently less effective in providing for coordinated multi-channel messaging, especially when communication may be initiated

in one channel but end up in another. With its ability to dynamically transform messages between SMS and email, Mobile Momentum's single platform solution is perfectly suited for this environment. It lowers operating costs and delivers messages to the customer's channel of choice.

For marketers at enterprises – and the service providers that support them – Mobile Momentum affords a critical point of difference over competitors in a multi-channel era where customers expect to get messages how, where and when they want them. Now with Mobile Momentum, these companies can seamlessly initiate communication across the customer's channel of choice, immediately transform that message into another channel in the event of non-delivery, and keep the dialog alive with follow-on messages in the channel the customer responds through. And they can do all this on a single, highly scalable and flexible platform that saves them money. The net benefits are: higher short-term revenue, greater lifetime value resulting from improved customer satisfaction, and a lower total cost of ownership (TCO).

For carriers and ISPs, Mobile Momentum offers a similar differentiating capability in how they satisfy subscriber preferences for sending and receiving messages. Using a single, integrated and highly scalable platform, carriers can now prevent the messages subscribers don't want from reaching them while simultaneously expediting the delivery of the ones they do want to their channel of choice. Of course, they can offer a channel choice in how subscribers respond and send messages, too. All of this can be done with a simplified infrastructure solution that costs less yet is extendible to meet future needs. The net benefits for carriers are: less account churn due to improved subscriber satisfaction, higher average revenue per user (ARPU), and a lower total cost of ownership (TCO).

Features highlights of Mobile Momentum include:

- **Transform message to/from email or SMS based on configurable rules**
Allows client to reach end user through preferred/alternate channels.
- **Replies converted back into the original protocol**
Integrates response management for better results analysis, follow-up action and customer service.
- **Send email or SMS message and have it delivered to the customer's channel of choice based on preference-based rules**
Allows sender or receiver to choose channel of communication.
- **Send/receive email and SMS on same platform**
Single, yet highly scalable and extendable architecture saves hardware and operating costs; produces an easier environment to manage.
- **Send SMS and email as part of same program**
Allows channels to operate in tandem to maximize results; makes messaging programs easier to manage.
- **Integrated reporting on SMS and email results**
Improves insight into channel performance and customer behavior.

“Customers award their business to those companies who best meet their needs,” says Dave Lewis, CMO of Message Systems. “By delivering the right messages to the customer’s channel of choice through Mobile Momentum, enterprises and the agencies that support them, as well as carriers, will build customer loyalty, generate revenue and gain a critical advantage over their competitors.”

Mobile Momentum is available now in the U.S., Europe, Latin America and Asia Pacific.

About Message Systems

Founded in 1997, Message Systems is a worldwide provider of message management solutions and services for marketing and email service providers (MSPs, ESPs), carriers and Internet service providers (ISPs), social networks and large enterprises that need to manage large volumes of business-critical email and other forms of digital messaging. Through a combination of technology, partnerships and intellectual capital, Message Systems offers a family of next generation software solutions and services that address the infrastructure and deliverability needs for organizations ranging from e-commerce companies to the Global 2000. With the most powerful message management platform on the market, Message Systems gets billions of unique messages to the right place at the right time every day. Headquartered in Columbia, Maryland, Message Systems has offices and a network of partners in North America, Europe and Asia Pacific. For more information, go to <http://www.messagesystems.com> or call 877.887.3031

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