Mobile Momentum for Marketing Service Providers
Change the rules. Enrich the experience.

THE ESSENTIAL FOUNDATION FOR YOUR MOBILE OFFERINGS
An industry first, Mobile Momentum is a single-platform software solution that enables true cross-channel communications in the mobile environment. Now you can offer a distinctive new service to your clients: the ability to interact with mobile customers in an integrated, intelligent way across their channel of choice — Email, Short Message Service (SMS) and rich Multimedia Messaging Service (MMS) — by dynamically transforming messages from one channel to another to suit changing needs.

NOT JUST MOBILE, MULTI-CHANNEL
You’ve observed how consumers communicate nowadays. They’re more mobile, yes, but it’s more than that. They comment on Facebook fan pages via email or post pictures to Flickr via MMS and then text with their friends to share the experience. Two-way message-based conversations that bounce from email to text and back or lead to website interactions have become the norm for billions of mobile phone users worldwide. Yet few companies can fully participate in these kinds of interactions with their customers, and most marketing service providers aren’t in a position to help them. Why? Because offering standalone channel options (like SMS text) alongside email simply isn’t enough.

MARKETING IS A CONVERSATION
What’s needed is the ability to support message-based conversations the way they happen in the real world: through email or text or both, depending on the importance of the message, customer preference or their device of the moment. Increasingly, this means that mobile is central to the mix. That’s why it’s time to rethink your mobile messaging strategy and the technology solutions to support it. Communication behaviors are changing. Service providers that help companies change with them, and get converged messaging right, will win big. Those that don’t, won’t.

THE SINGLE PLATFORM SOLUTION FOR SUCCESSFUL ENGAGEMENTS
Mobile Momentum is the single platform solution that positions you to compete and win in the new mobile environment. Much more than a simple text-messaging platform, Mobile Momentum can power all of your multi-channel programs (email, SMS text and graphic-rich MMS). Use channels solo or in tandem and intelligently transform messages across them to achieve a level of contextual relevance never before possible. Mobile Momentum’s multi-channel capabilities perfectly complement your marketing consultation, data management and agency services. Now you can provide the kind of integrated service offerings that produce better results for your clients and more revenue for you, with improved margins too. Mobile Momentum changes the rules, giving you the power to thrive in today’s mobile environment, no matter how customer behaviors, devices or technologies evolve.
BEFORE MOBILE MOMENTUM

The Point Solution Dead End

To reach customers in today’s mobile environment, you need a messaging platform that allows you to apply what you know about customers and dynamically adapt to channel and device preferences at any given time. The problem is that when you have one point solution for email and another for mobile messaging (or maybe more, like social), you simply can’t capture, integrate and act on customer data fast enough, or follow the customer conversation from one channel to the next. Plus, you can’t hope to keep pace with rapid changes in behaviors, technologies and the mobile web with multiple, cobbled-together deployment systems. Point solutions are a nightmare to maintain, don’t scale and make for redundant, inefficient operations. The inevitable result:

- Disjointed communications
- Lost revenue
- Lower client loyalty
- Increased demand on resources
- Higher total cost of ownership

WITH MOBILE MOMENTUM

Coordinated Multi-Channel Messaging

The answer is a single-platform solution specifically designed for the mobile environment — Mobile Momentum. Mobile Momentum doesn’t simply integrate mobile communications with email; it also brings together all the data sources and customer-focused systems within your organization. The result is that you can leverage the full range of customer intelligence and marketing expertise to ensure your messaging is timely, relevant and presented in the appropriate context — according the preferences of the customer. By helping you overcome the challenges of cross-channel communications, Mobile Momentum delivers true customer-adaptive messaging and drives business value in meaningful ways:

- Increased revenue
- Higher client loyalty
- Greater lifetime value
- Lower total cost of ownership
- Competitive differentiation

THE POWER BEHIND MOBILE MOMENTUM

Because Mobile Momentum integrates with our Momentum platform, you get the advanced messaging technology, carrier-grade performance and industry-leading manageability that Message Systems is renowned for.

- **Powerful.** The performance to manage millions of messages per hour with unprecedented reliability.
- **Flexible.** An open framework to integrate with any number of data sources, applications and partners.
- **Agile.** A rules-based policy engine, scripting capabilities and modular framework with open APIs.
- **Transparent.** Clear, real-time visibility into your messaging to power informed decision-making.
- **Secure.** An inherently secure environment to ensure digital communication and commerce can flourish.
ENGAGE CUSTOMERS IN CONVERSATION

With consumers becoming more mobile, they increasingly expect the brands they do business with to become more mobile too. And those brands expect you as their marketing services provider to help them reach these highly mobile customers. Mobile Momentum equips you do just that by supporting true interactive, cross-channel communication. With it you can:

- Adopt multi-channel communications consistent with customer preferences, so you can deliver the right message at the right time and to the right place — regardless of device.
- Establish a framework for building complex message-driven workflows with user-generated content driving business logic in your own environment.
- Leverage MMS functionality to deliver rich content and create conversation-style interactions where customers can exchange content, or integrate exchanges into an application or online experience — like they do with social media sites.
- Gain valuable insight into the performance of individual channels (email, SMS, MMS).
- Gather intelligence about customer behaviors to inform future marketing strategies and ensure progressively more successful customer interactions.
- Integrate mobile into your service offerings to post better results for your clients, present a more compelling capability profile, and win more business.

HOW MOBILE MOMENTUM WORKS: TRANSFORM MESSAGES ON THE FLY

Mobile Momentum enables service providers to design and execute highly effective mobile messaging programs across multiple channels. With its open structure you can connect with multiple data sources and back-end business processes, and then leverage the flexible policy engine to construct rich, interactive messaging programs that precisely suit your clients’ business needs. Mobile Momentum features unified control for all your messaging operations, consolidated cross-channel reporting and standardized integration with SMS/MMS aggregators.

Deployed in a basic configuration, Mobile Momentum enables the service provider to:

1. Craft message content appropriate to audience and channel in your own CMS solution, or through your client’s source systems.
2. Define channel deployment rules based on customer preferences and company policies.
3. Set delivery time, subject and other contact management rules.
4. Import messages into Mobile Momentum, where Smart Message Handling automatically transforms message content into the right format — email, SMS, MMS or any combination — according to your rules.
5. Leverage integrated reporting to stream performance metrics and other relevant data back to your client’s CRM, customer care or other internal systems.

It’s time to rethink your mobile messaging strategy and the technology solutions to support it.
PRODUCT HIGHLIGHTS

Smart Message Handling: Make Content Transformation Easy
Mobile Momentum now comes with Smart Message Handling, allowing you to automatically convert and optimize message content for specific message channels: email, SMS text or MMS multimedia messages (graphics and audio). Content can originate in any number of client systems, for instance, customer notices from your client’s CRM, billing alerts from accounts payable, discount offers from marketing, etc. You decide how the message should look, and Smart Message Handling invokes your rules and converts the content as needed on the fly — automatically.

Smarter Aggregator Management: Lower Costs and Improve Delivery
For most marketers, the smartest way to reach consumers through the mobile channel is to work with SMS aggregators who serve as gateways to the full range of wireless carriers in a given market. And to get optimum value out of your aggregator relationships, you’ll need a messaging capability that combines performance and flexibility. Mobile Momentum changes the rules here too. With its support of key networking standards and advanced queuing/routing rules, Mobile Momentum offers seamless integration with any gateway infrastructure. You can choose to open multiple aggregator relationships and direct your mobile messages to the ones that offer you the best price and highest quality traffic handling. Mobile Momentum also simplifies administration, and provides a unified interface for reporting and billing audits.

PARTNERS: WE’RE CONNECTED — LET US HOOK YOU UP
Message Systems has close relationships with many of the leading players in mobile messaging. We partner with top mobile aggregators, service providers and technology providers, including mBlox, Air2Web, and OpenMarket. When you adopt a mobile solution from Message Systems, you can be certain that it’s been tested and certified to integrate with the infrastructure of our aggregator partners, and will enable you to send messages through all mobile carrier networks worldwide. A trusted name in mobile messaging, Message Systems can help you to optimize your marketing and customer care with intelligent mobile and cross-channel messaging.

PREPARE TO WIN IN THE MOBILE MARKETPLACE
Whether you’re just jumping into the mobile space or already have SMS or MMS functionality, you’ll want to consider Mobile Momentum as the essential foundation for your mobile business. Don’t miss out on the opportunity to differentiate your business with the single platform solution to multi-channel messaging. With Mobile Momentum, you can change the rules for how you engage with customers, enrich their experience, and win big in the mobile marketplace.

Transform Your Messaging Today
Call Message Systems today toll-free at 877-887-3031
or learn more at www.messagesystems.com.

TECHNICAL SPECS
- Protocol Support: SMTP, SMPP, MM7 and REST
- Pluggable Data Source Integration: LDAP, ODBC, PostgreSQL, MySQL, flat file formats
- Scriptable Message Policy: Sieve, Lua, C
- Message Conversion: Lossless, just-in-time content conversion using smart unified templates, or through scriptable conversion
- Delivery Reports: Integrated DLR processing for SMS and MMS
- OS Support: Linux, Solaris
Mobile Momentum In Action

Reach Customers When, Where and How They Prefer
Mobile Momentum from Message Systems is a significant advance in digital communications because it enables organizations to communicate through their customers’ message channel of choice with unprecedented reliability. Mobile Momentum automatically transforms message content so that an interaction or conversation thread that originated in email, can be redirected to SMS or MMS format, and vice versa. This unique capability can dramatically increase success rates for delivering important messages, providing brands with a more effective method of reaching their customers when, where and how they prefer.

Mobile Momentum is ideal for ensuring delivery of critical alerts when time is of the essence. It also supports ‘geo-fencing’ for location-based marketing and services. You can provide relevant, timely offers to customers in ways that they can respond to in real time, conduct event-triggered marketing exchanges or structure customer care workflows encompassing multiple messages and automated responses across various channels. The result for any number of vertical industries — from travel and hospitality to banking, marketing services, healthcare, retail and telecommunications — includes more satisfying interactions with customers, greater brand loyalty and new revenue opportunities.

ENSURE CUSTOMER CONTACT
Ideal for ensuring that alerts or other critical messages get delivered.
1. Initial message sent via email: “Please respond to confirm receipt.”
2. No response or bounce disposition.
3. Message re-sent via SMS text.

ENHANCE CUSTOMER CARE
For airlines, car rental agencies and other providers of time-sensitive services and goods, communicating changes in schedules or service disruptions can set the stage for enhanced customer care or upsell offers.
1. Initial message from customer care organization sent both via email and SMS text.
2. Customer responds via SMS text.
3. Follow-on SMS text message sent with clickable HTML text.
4. Customer guided to upsell offer.

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OPTIMIZE MOBILE APPS

Brands, retailers and service providers employing mobile apps can prompt greater engagement through messaging that initiates actions such as product orders, prescription refills or upsell offers.

1. Initial outreach message from brand: “Try our mobile app for better service.”
2. Customer installs mobile app.
3. Places order through app.
4. SMS text notification sent with clickable HTML text, alerting customer that order is ready.
5. Customer guided to upsell offer.

LEVERAGE SHORT CODE ADS

Contests, surveys and polls that use SMS short codes to facilitate participation are great ways for brands and retailers to acquire new customers and re-engage existing customers.

1. Initial message from brand: “Text VOTE to 44555.”
2. Customer sends SMS text.
3. Brand responds with follow-on SMS text to confirm receipt, includes offer with clickable text.
4. Fulfillment: Customer visits site to respond to offer.
5. Customer provides full contact information.
6. Brand delivers graphic-rich content via email or MMS message.

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