

The background of the slide is a light blue color with a pattern of thin, white, overlapping circles and small dots, creating a network-like or molecular structure.

# **Winning Customer Trust via Secure Messaging**

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# What is a Message!!

In Today's world Message is a Mode of communication using handheld device, delivering messages from one source to another has a vast history from trained Pigeons to trained AI's we have covered a lot of miles



# Common Messaging Type

Person to Person (P2P)



Application to Person (A2P)



Person to Application (P2A)



# Use case for Messaging

## Promotion & Reminder



## One Time Password for 2FA



## Customer Support by Messaging





# Modern Messaging issues



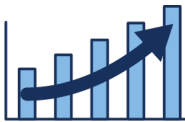
Too Many Apps/Channel to choose



Risk for Spoofing and Phishing



Increasing Rates



Risk for Artificially Inflated Traffic (AIT)

In 2021 average termination of a messages less than **\$0.0350**  
which as of last year stand at over **\$0.0650**

# Modern Messaging issues (cont.)

- Some markets have raised the rates up to 500% level
- Middle East and Asian Markets are of more concerned where rates have increased to a speed of faster than message delivery
- Over Commitment of revenue from gatekeepers has lead them to support AIT
- This also triggered over 2 Billion dollar disputes globally and breach of several security risks for end users
- Many OTT's and users are forced to try alternate channels to reduce their cost



# Advantage of SMS

## High Open Rate

97%

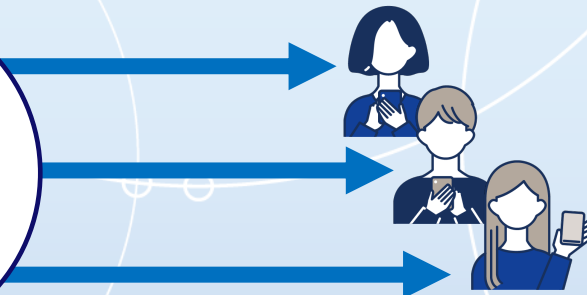


21%

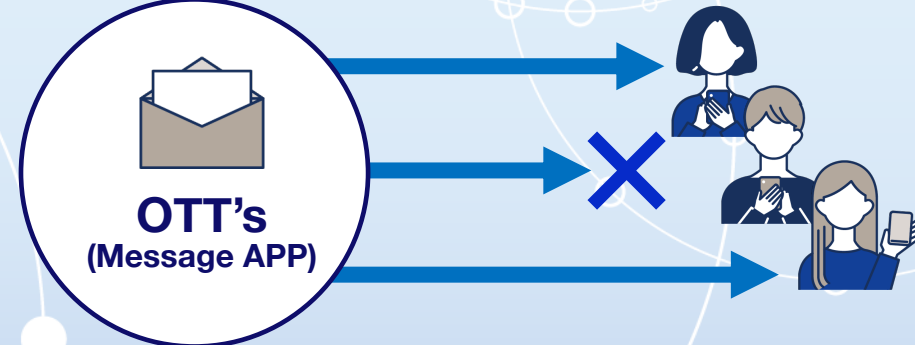


## High Reachability

SMS



OTT's  
(Message APP)



# Is there any weak point of SMS

Unable to confirm Sender



Risk of AIT Traffic





# Our Commitment for Secure affordable solution

Direct connection to Mobile Network Operator (MNO) will solve many issue including AIT .

Enterprise

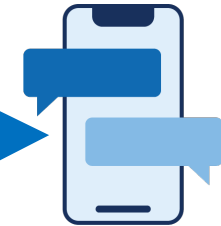


Aggregator



Risk of AIT

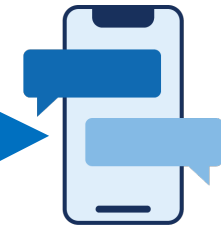
MNO



Enterprise



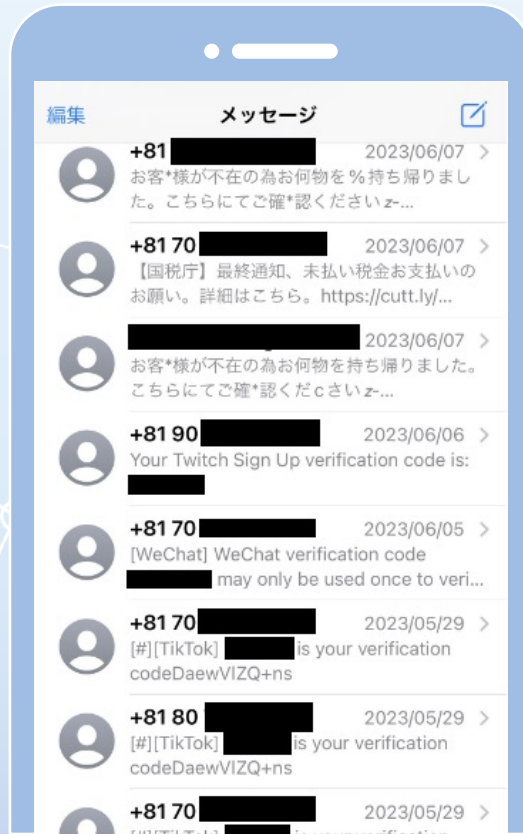
MNO



# Verified SMS with official Short Code

SMS with official Short Code enable customer to verify a sender of the message.

## Without Verified SMS



## With Verified SMS





# Secure Messaging by our SMS Service

With both Verified SMS and Direct connection with us, you should be able to send SMS messages to any customers in Japan.

**No Spoofing/  
Phishing**

**No Risk of  
AIT traffic**

# RCS Service to Japan

Rich Communication Service (RCS) is a successor of SMS

- RCS uses Phone Numbers
- RCS can verify Sender
- More rich communication available with RCS.







# KDDI America Messaging

KDDI America is the official A2P gateway for KDDI Japan.  
We provide carrier grade service with our partners!

Direct SMS/RCS connection to all MNO in Japan

Alpha-Sender ID & 2way are available for Japan

Connection to more than 650 Mobile Network Operators

Reachable to 7.5 Billion Users all over the world

Flexible connectivity (SMPP, HTTP/REST API)

Enterprise A2P solution provided in the USA

24/7 operation