



# Mobile Enterprise Services (MES) for Retail

## Use Cases

Retail companies can use Syniverse MES to send and receive SMS alerts regarding:

- Customer satisfaction or product surveys
- Sales and promotions
- Order status
- Catalog requests
- Recall notifications
- Product information
- Store locations

As consumers continue to spend conservatively and competition among retailers remains fierce, retail companies and brands are turning to SMS as a way to drive sales and promote brand loyalty.

**Syniverse Mobile Enterprise Services for Retail** offer a secure customer engagement channel that allows you to generate new revenue, save on costs, boost brand awareness and connect with your audience. This cross-operator mobile messaging solution enables you to send time- and event-based messages and alerts to customers, employees and partners.

Our trusted global delivery platform, 24x7 customer support, mobile team with a proven track record of success, and secure and scalable solution make Syniverse your source for new ways to remain competitive in the global marketplace.

## Benefits of MES for Retail

- Enhances customer relationships by keeping them informed, furthering overall customer satisfaction and brand loyalty.
  - Stay connected to your prospects/current customers throughout the business cycle from customer acquisition to customer service and retention in a reliable, spam-free way.
  - Increase foot traffic to your store by providing customers an easy and convenient way to receive news of sales or promotions, coupons, reminders and notifications while on the go.
  - Create a simple way for customers to communicate with you – a key advantage for a customer on the move.
  - Increase revenue and generate new business through an outlet that allows you to cross- and up-sell different products.
- Enhances partner and employee relationships by keeping them informed, creating more valuable professional interactions.
- Leverages Syniverse's role as a trusted intermediary and our mobile messaging delivery platform that reliably processes more than 1.8 billion messages each day, ensuring you have global reach and scalability.

## Features of MES for Retail

- Access an international market through our ability to help mediate the different standards of reliability and throughput.
- Gather customer information to develop more targeted campaigns and customized offers.
  - When integrated with location-based services campaigns and offers can be even more targeted, increasing their value to the end user.
- True push and pull mobile messaging on operator-grade infrastructure.
  - Push one-way, or MT alerts to users.
  - Pull customers in via responding to an advertisement; for example a customer generates an MO message by typing a keyword to an advertised/promoted short code.



## About Syniverse

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers.

- Global reach, reliability and interactivity you need to build your brand 24 hours a day.
- Real-time, web-based monitoring tools for administrators to view message status, trace delivery path, create and send messages from a website, set custom priority levels, and generate usage reports by end user, application and service.
- Advanced security measures.
  - 3DES encryption for data transmission to the operator network.
  - Secure connectivity for accessibility to the integrated networks.
- Industry-leading SLA performance to help you meet SLA obligations.
- Advanced template-based messaging to distribute multi-recipient information. Additional features include:
  - Two-Way Messaging — Users can respond to notifications delivered to their mobile device.
  - Multilingual, Multiple Time Zone Support — Unicode provides the ability to send messages in multiple languages. Administrators also can schedule messages across multiple time zones.
  - Enterprise Connectors — Standard XML formats for accepting streamed content over HTTP or TCP/IP.
  - Delivery Receipts – Messages sent to the customers can be tracked with the delivery receipts provided by the platform.
  - Bulk Messaging – Address multiple recipients receiving the same content (promotions, tracking information, etc.) via a single API call.
- Intelligent message processing.
  - Supports multiple routes to networks and uses intelligent routing to help determine the best route available for message delivery.
  - Includes message retry, load balancing, bulk send, intelligent keyword-based routing, message specifications and device rendering.
- Confidently upgrade services through multiple secure technologies and send large volumes of messages.

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