



Syniverse Mobile Enterprise Services (MES)

Mobile Messaging for Travel & Hospitality

For travel and hospitality businesses looking to take advantage of these trends and to improve their bottom lines, Syniverse Mobile Messaging for Travel and Hospitality is your solution. With this service, you can take your message to consumers who are on the move via SMS mobile alerts.

Keeping in touch with travelers is more crucial today than ever before, and competition is cut throat. Travel and ticketing agencies, hotels, airlines, rental car agencies and other businesses are facing seemingly endless challenges:

- 24x7 price wars
- Soaring costs for energy, marketing and labor
- Eroding margins brought on by commoditization
- A customer base that's more price conscious than brand loyal
- The continued impact of economic woes and terrorism fears

This dynamic competitive landscape requires a new, more agile approach to keep consumers thinking about your brand, and the vastly popular mobile messaging environment offers a solution. Increasingly, travelers rely on mobile devices when they're on the move. With more than 5 billion mobile service subscribers worldwide—and more than 350 million in the United States alone—that's not surprising.¹ As the mobile market has swelled, so has the adoption of short message service (SMS) text messages. The number of SMS messages sent in the United States is expected to grow from 2.7 trillion in 2010 to nearly 6 trillion by 2014.²

For travel and hospitality businesses looking to take advantage of these trends and to improve their bottom lines, **Syniverse Mobile Messaging for Travel and Hospitality** is your solution. With this service, you can take your message to consumers who are on the move via SMS mobile alerts. This device-agnostic, cross-carrier messaging solution helps businesses like yours send time- and event-based messages and alerts to customers, employees and partners—both domestically and internationally.

Trust a company operating a global network and rely on us to help you find a way to make mobile messaging improve your business.

Benefits of Mobile Messaging for Travel and Hospitality

- Generates new business by offering last-minute or carefully targeted specials.
- Increases profitability:
 - Improve customer loyalty by providing timely updates about reservations, flight changes and upgrades, weather reports and travel security updates.
 - Gain faster routing of mobile messages.
 - Reduce call center inquiries through real-time messaging.
 - Drive traffic to your website with alerts featuring your embedded URL.
 - Deploy interactive, ad-sponsored messages, which will create opportunities for advertisers and partners.
- Reduces labor expenses with automated text alerts.
- Takes advantage of Syniverse's global messaging network as well as our position as a trusted market leader.



Syniverse Technologies

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse Technologies 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. For more information visit www.syniverse.com or call (866) 951-4271.

- Maximizes your uptime and effectiveness via our proven 24x7 support and service network.

Features of Mobile Messaging for Travel and Hospitality

- Robust delivery platform, channels and services needed for a successful, scalable and secure deployment of your mobile enterprise solution.
- Global reach, reliability and interactivity you need to build your brand 24 hours a day.
- Proven solution that gives you access to Syniverse's global network and multi-modal messaging capabilities.
- Brings immediacy and relevance of two-way interactivity and SMS to every communication.
- Enables you to expand your offering to include not only SMS, but also rich media alerts with images and video via MMS and WAP.
- Allows you to upsell new or frequent customers with time-sensitive offers or packages.
- Augments your email and web campaigns with SMS alerts that are typically read within 15 minutes after receipt and responded to within an hour.³
- Delivers secure alerts that—unlike email—are much less susceptible to spam.
- Offers scalable messaging that can be deployed as a hosted service or licensed software solution.
- Takes advantage of Syniverse's messaging expertise:
 - Exemplary track record for meeting service level agreements, ensuring network availability and reliability.
 - Global mobile delivery network and support for all wireless devices and major protocols.

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