

A2P Messaging Intelligence

Solutions Overview

Optimise A2P messaging with direct routing to reduce cost, increase quality and take control

We provide A2P messaging intelligence that enables you to reduce delivery failures, increase cost-efficiency and offer an optimised experience for end users. Our data sets allow you to implement direct routing of your A2P messaging traffic, giving you new competitive advantages and enabling you to compete on quality. Direct routing gives you control of grey route traffic while reducing transit fees.

Using accurate numbering intelligence, you can validate B-numbers and screen out undeliverable traffic while providing up to date number portability data. This ensures you deliver A2P messages to the right operator first time, every time, increasing customer satisfaction and supporting your long-term growth.

We put you in control of your A2P messaging services with a simple, secure and transparent approach to optimising A2P traffic.



100+ countries today have implemented Mobile Number Portability (MNP). In many countries, **over 40%** of numbers have been ported. Accurate data is essential for delivering an optimised and high-performance A2P messaging service.

A2P SMS Assurance

Guarantee delivery of A2P messages using global number range and number portability data. Ensure customers are providing an optimised experience to end users and increase customer loyalty, trust and revenue.

Routing Optimisation

Use accurate routing information such as network (MNC) and country codes (MCC), for the current mobile network service provider for a given telephone number. Identify if a given mobile number is live on a mobile network and if a number is ported out from the original number range holder in real-time.

Benefits



Grow Revenue

Capture market share and differentiate your A2P messaging services with guaranteed delivery and quality of service.



New Visibility

Gain new visibility into the traffic you carry and use it to reduce risk and increase profitability.



Increase Quality of Experience

Deliver a high-performance A2P messaging service with maximum accuracy and an optimised experience for end users.



Expert Support

Benefit from advice, consultation, implementation and support from telecoms data experts that are committed to solving your challenges with new intelligence.



Higher Margins

Access reliable MNP data to ensure all A2P SMS traffic is routed efficiently and accurately, increasing quality and reducing transit fees



Rapid Deployment

A simple deployment model makes it fast and simple to expand data sets and use data to create new efficiencies, optimise operations and accelerate growth.

Why Choose XConnect?

- We have the largest and most trusted data sets in international telecoms and are continually refining them to ensure absolute accuracy
- We're experts in telecoms data and data management and make it simple to expand and apply new data sets in your operations
- We have more than 15 years of experience in successfully using data to solve a range of A2P service provider challenges
- We are solely focused on making it simple to use telecoms data in your operations with an agile, collaborative and consultative approach

Speak to one of our data experts and they can help understand the opportunities to increase margins, profitability and performance.

Global numbering intelligence can be deployed via three real-time API options:

1. **enum API** – The de facto standard amongst the leading A2P players globally. Ultra-low latency built for the largest of aggregators.
2. **HTTP API** – Simple, real-time API familiar to most programmers to quickly get you up and running.
3. **SMPP API** – Messaging standard modified to enable MNP lookup from SMSC that do not support enum or HTTP.

Get Started Now

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XConnect organises global portability, number plan and subscriber information to enable Operators to optimise routing, reduce fraud and enable rich services