

SMS Mobile Messaging

The Most Popular Communication Method Ever

Your customers are people with busy lives, who interact with countless brands every day. Cutting through that clutter can be challenging, even with the use of email, phone, postal mail, social media, and the many communication channels available.

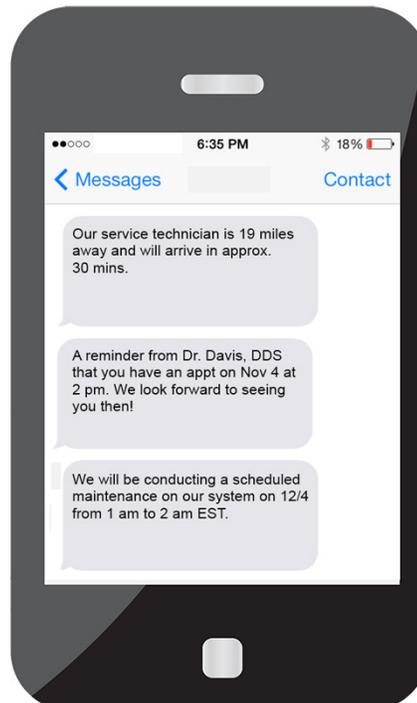
That's where SMS has found its place -- as a quick, simple, and extremely effective method of communication. Worldwide, the use of SMS is a phenomenon. SMS is the most popular form of communication in history, and twice as many people use SMS than have access to the Internet or email, according to Portio Research.

SMS is immediate, personal, and highly relevant to your customers, which is why they prefer SMS communication to other channels. According to mobileSQUARED, 90% of all SMS messages are read within 3 minutes.

There are nearly as many SMS-capable phones on the planet as there are people. Growth in the use of SMS is on the rise, especially among brands who are adopting it for customer communication. Businesses will send nearly 2 trillion SMS messages to their customers by 2017, Portio Research estimates. Using Informatica's SMS Mobile Messaging is a simple and fast way to get started with your mobile strategy. Get started in as little as a day.

Benefits

- Reach customers immediately
- Increase sales and marketing efforts through mobile marketing
- Enhance customer service with SMS text verifications, reminders, notifications and alerts



Examples of messages that can be instantly received by customers via SMS Mobile Messaging.

Key Features

Flexible Options to Fit Any Business Need

Informatica's SMS Mobile Messaging service was built for business units to start using quickly and easily. Informatica offers flexible options so you can select the messaging method that is right for your organization.

Select a Short Code or a Long Code

To send an SMS message, you need a "from" number where your message originates. This "from" number can be one of two industry standards: the short code or the long code. Both are offered by Informatica.

Short codes are five-to-six digit numbers that have the advantage of sending messages significantly faster than long codes. Short codes also provide delivery receipts from mobile carriers, allowing you to track open rates. They are designed to work in a specific country. Use these to send messages where urgency is a factor, including alerts and notifications.

Long codes are popular for international delivery, but delivery speed is slower at about one message per second. For one-on-one customer service messaging, long codes are ideal.

Clear Compliance Hurdles

Multiple industry regulations and compliance issues can sound daunting. Informatica can be your guide to understanding compliance best practices for mobile messaging. Let us point you in the right direction for sending welcome messages, managing opt-in and opt-out processes, consent requirements, terms and conditions, and other kinds of compliance-related messages.

Global Reach

Informatica's SMS Mobile Messaging service provides reliable and dependable message delivery to over 200 countries and territories. Send messages all over the world, regardless of where your customers are located.

Integrate Anywhere

SMS Mobile Messaging is a cloud-based application that can be integrated with your existing systems, so you don't have to learn and manage a new one. There's no hardware or software to install, and it can be used with popular CRM and marketing automation platforms (such as Marketo).

Key Benefits

Reach customers immediately

The most important factor when sending SMS text messages to your customers is speed. Avoid delays or being blocked by mobile carriers with Informatica's SMS Mobile Messaging. Informatica offers you some of the fastest through-puts available, so there's less lag time in delivering your messages. Our service also provides delivery receipts directly from mobile carriers. Delivery receipts give you confidence that your audience received your message and allows you access to metrics and reporting for your mobile strategy.

Increase sales and marketing efforts through mobile marketing

Most of us almost always have a cellphone within arm's reach, according to Portio Research. No other medium provides that kind of instant attention. Message your customers in the method they prefer in order to send them coupons, special offers, sales promotions, and more. Smart marketers are already building SMS Mobile Messaging into their CRMs or marketing automation platforms. Get started in as little as a day.

Enhance customer service with SMS text verifications, reminders, notifications, and alerts

Want to increase your interactions with your customers and boost satisfaction rates? SMS is perfect for customer service. Use SMS Mobile Messaging to quickly and immediately follow up on a call with a customer, as part of a problem resolution, or to connect directly with your customer. Send instant password hints, maintenance alerts, payment reminders, delivery notifications, and much more.

About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.



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