



O2 UK Outsources Long Number SMS Reception to TynTec

TynTec provides O2 UK with managed long number SMS reception offering for corporate customers

October 23rd, 2006 – London, UK - Carrier-grade messaging operator TynTec (www.tyntec.com) today announces a deal with O2 UK to provide a managed SMS reception service. Under the deal, TynTec will provide O2 UK with a managed long number (e.g. 7+ digits) SMS reception service which O2 UK can sell on to corporate customers.

Long number SMS reception can be used by corporates for any application where staff or customers need to communicate with the business via text messaging. For example, by integrating incoming messages into the relevant applications, companies can enable users to text in to receive data such as schedule information, product and delivery status or live company information such as share prices.

SMS long numbers can be used by corporates in place of short code (e.g. 4+ digits) numbers, and offer a range of advantages. As well as being internationally available, long numbers enable corporates to have their own number, rather than the short codes which are generally shared across a lot of brands. In addition long numbers are available at a fraction of the cost of short codes as well as being free of the 'premium rate' association of short codes. In addition, TynTec's SMS long numbers can be set up at short notice and can be retained long term, unlike short codes.

Traditional 'off the shelf' SMS centres (SMS-C) as used by operators are generally not equipped with the specialised receiving unit necessary to manage high volume, person-to-application SMS. Whilst specialised units are available these are costly and not core to most operator's main person-to-person SMS services. By selecting TynTec to manage its corporate SMS reception services, O2 will be able to offer its customers the flexibility of a high-volume SMS receiving unit at a fraction of the cost of installing a unit in house.

Michael Kowalzik, CEO of TynTec, said: "By outsourcing their long number person-to-application SMS reception to TynTec, O2 can offer their customers advanced functionality with a minimum upfront investment. Our proprietary SMS receiving unit, combined with our SS7 connectivity means that we can manage high-volumes of incoming SMS in a way that wouldn't be possible for an operator without a significant technology investment.

Iain McCallum, O2, said: "SMS long numbers are a great tool for businesses looking to offer their customers an SMS interaction channel. Whilst short-codes have their place, long numbers can offer a similar functionality at a fraction of the cost and without some of the limitations. By outsourcing our long number SMS reception facility to TynTec we can ensure that our customers get a great level of service without the need for us to make major investments in non-core technology within our own network.

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About TynTec

TynTec (www.tyntec.com) is an enterprise quality SMS operator for corporates. Through partnerships with network operators Manx Telecom, Digicel Jamaica and Alands Mobiltelefon, TynTec has multiple access points into the deep level mobile telecoms infrastructure (SS7). This, combined with a proprietary SMS-C platform, allows TynTec to offer a new level of quality in SMS.

TynTec's enterprise quality SMS service offers a range of advantages over traditional 'consumer' SMS, making it suitable for mission critical corporate applications. The service offers a highly secure, rapid and reliable communication channel into more than 360 networks in 145 countries, with a single, direct path between sender and recipient. Additionally, companies can extract rich data from their SMS communications, such as delivery receipts and information on the status and location of the phone.

TynTec's access to the deep level mobile network infrastructure (SS7) also enables TynTec to act as an outsourced mobile data operator, providing managed services to MVNO's, MNO's and wireless service providers. Customers include T-Mobile (Austria), Aktel (Bangladesh), Debitel and Talkline (German MVNOs). Additionally, TynTec works with a wide range of SMS aggregators, resellers and mobile transaction networks such as mBlox, Netsize, and Mobile365.