



## **TYNTEC CALLS FOR SMS SERVICE LEVEL AGREEMENTS**

*Variable quality levels in SMS stifling enterprise growth*

**April 29<sup>th</sup>, 2008 – London, UK:** Mobile messaging operator TynTec ([www.tyntec.com](http://www.tyntec.com)) today calls for the mobile industry to adopt service level agreements (SLA's) for enterprise SMS to aid the adoption of the technology in businesses.

SMS' growth as a business tool has been stifled by its perceived unreliability and the incapability of traditional SMS providers to offer traceability, security or delivery guarantees. TynTec is calling on all providers of enterprise SMS to bring about greater accountability in their services in order to encourage enterprises to adopt the technology as a communications tool.

At the moment, SMS is generally being offered to enterprises without specified service level agreements defining the reliability, security and traceability of messaging. The widespread adoption of SLA's by the enterprise mobile messaging community would enable buyers to quickly benchmark services and make educated decisions about suppliers.

Michael Kowalzik, CEO of TynTec, said: "The lack of defined service level agreements has been one of the major stumbling blocks in the adoption of SMS in the enterprise. Before adopting a technology for mission critical applications, businesses need to know that they can offer the appropriate degree of reliability and measurability. If you can't offer an SLA you're asking a company to essentially sign up to an unknown quantity – something that's acting as a brake on the enterprise SMS market as a whole.

"Its clear that some providers can't provide an enterprise quality service and, if SLA's were the expected norm in SMS providers, then companies would quickly be able to tell the wheat from the chaff and home in on an appropriate solution."

TynTec is a mobile messaging operator, offering enterprise quality SMS services to companies such as O2, British Airways and Skype. The company has multiple points of deep level (SS7) connectivity into the global mobile network, enabling it to act as an operator-level messaging provider. Using these capabilities, the company can offer a unique level of reliability and measurability in SMS services.

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### **For more information:**

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### **About TynTec**

TynTec is a mobile messaging service provider, offering powerful SMS functionality to operators, enterprises, aggregators, ISPs and message resellers. Through partnerships with mobile operators the company has unique, multiple points of access into the deep level (SS7) mobile telecoms network, enabling it to offer a new level of quality in messaging services.

TynTec offers a range of services that leverage its network access including international SMS hubbing, outsourced operator messaging services and enterprise SMS.



TynTec works with a wide range of mobile operators and major global businesses including O2, T-Mobile, Accenture, British Airways and Google.

**Products**

**IMT** - International Messaging Transit (IMT) is an SMS hubbing technology – it facilitates the seamless global interoperability of SMS between operators without the need for hundreds of costly individual bi-lateral interoperability agreements

**Managed services** - TynTec's Managed Services enable operators of all sizes to outsource non-core technical activities such as long-number SMS reception, OTA, number range hosting and even the entire SMS-C

**Enterprise SMS** - TynTec's enterprise services division offers businesses carrier-grade SMS messaging, enabling them to use SMS in mission critical applications and corporate communications