A Gateway to Billions

Enterprise Messaging Gateway, a core component in the Mblox Messaging Platform

Application-to-Person (A2P) SMS is still steadily growing as a means to communicate with customers. The largest enterprises, across all industries, increasingly use SMS to improve customer service and drive business growth. A2P SMS messaging makes use of multilateral global carrier relationships to deliver real-time information over a medium that customers rely on and trust.

Mblox is the world's largest independent A2P SMS Service Provider offering mobile marketing solutions with approximately 200 employees in 11 countries. The company helps customers build profitable relationships with their customers by ensuring that the right message is sent at the right time. Mblox annually distributes billions of messages via 100+ direct carrier connections to reach over 900 mobile networks across the world.

Mblox offers a cloud messaging service that in short makes it really easy for companies to integrate their CRM system with the Mblox service solution. The Mblox service identifies which mobile network the destination phone belongs to and distributes SMS messages utilizing the most cost efficient and reliable carriers regardless where in the world the phone is.
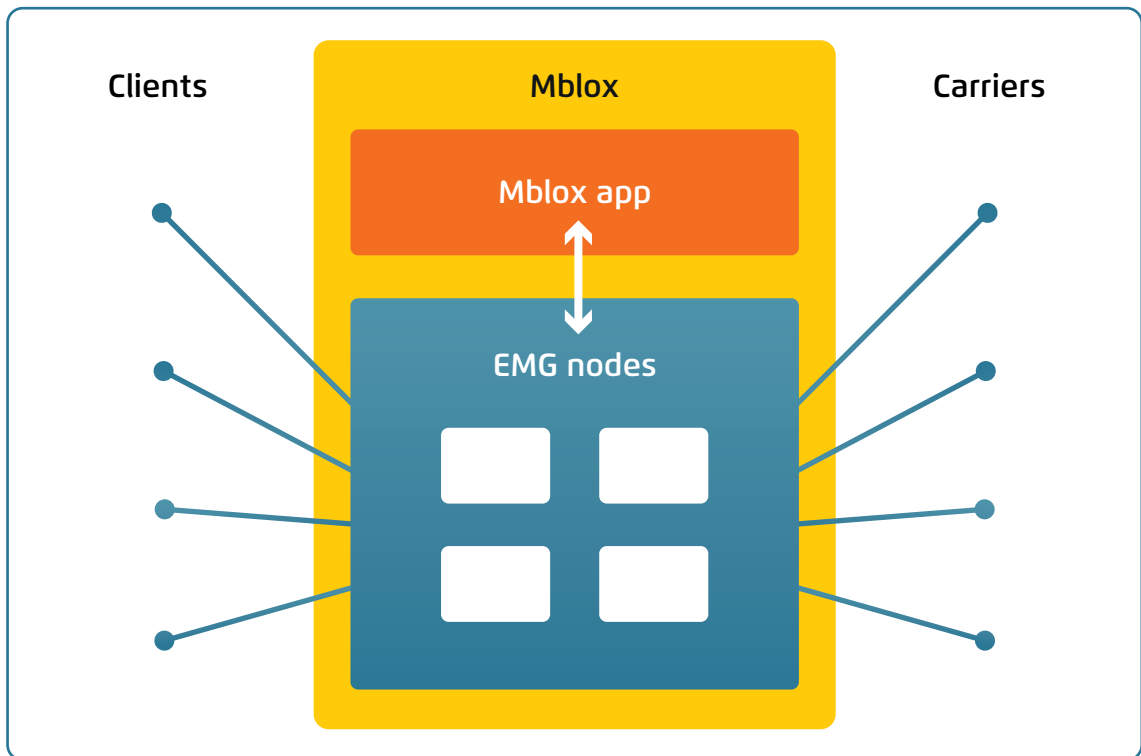
A key component of the Mblox technology solution is the **Enterprise Messaging Gateway (EMG) platform from Nordic Messaging Technologies**. EMG is a multi-threaded, highly configurable SMS/MMS gateway, message router and protocol converter that provides connectivity between applications, Short Message Service Centers/Multimedia Message Centers and other messaging entities. The EMG platform can support several thousand transactions per second and handle thousands of simultaneous connections.

Mblox uses multiple EMG instances as message processing and routing nodes in multiple geographical locations. On a higher architectural level, Mblox has integrated its own application layer for managing routes and billing information.

– We first came in touch with Nordic Messaging when we acquired a company that utilized their EMG solution, says Jonas Lindeborg, Worldwide CTO at Mblox.

During a period, Mblox used their legacy solution and the Nordic Messaging solution in parallel but a decision was taken during the summer of 2015 to move all production from the old system to the new EMG based solution.

– We determined that the solution that Nordic Messaging provided was very mature and efficient.

This meant that we could reduce our costs and offer an improved customer experience thanks to the fact that we could distribute messages faster with reduced delays, Jonas continues.

An essential factor when selecting which solution to move forward with was how future proof the solution was. Mblox needed a solution that enabled them to grow, and the conclusion was that the Nordic Messaging solution offered just that. After having completed the technology migration Mblox is very satisfied.

– We worked very closely with the Nordic Messaging team during the migration project. Even though the company is relatively small, their support was always quick to respond and they are very knowledgeable about their product and the SMS business in general.

– We are very satisfied with the availability, stability and performance the EMG solution from Nordic Messaging offers us. They have an in-depth understanding of how important their solution is to our business and it is evident that they have focused on providing a state-of-the art solution for a long time. Many businesses want to communicate with their customers directly and e-mail is many times not a valid alternative.

 – We offer our customers an alternative communication channel to their customers and Nordic Messaging is a key part of fulfilling and exceeding our customers' expectations, Jonas concludes.

Nordic Messaging Technologies is a division within Infoflex Connect AB.

Interested in more information about Nordic Messaging and our technology solutions and services? Check us out at www.nordicmessaging.se or drop us an e-mail at info@infoflexconnect.se.

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