



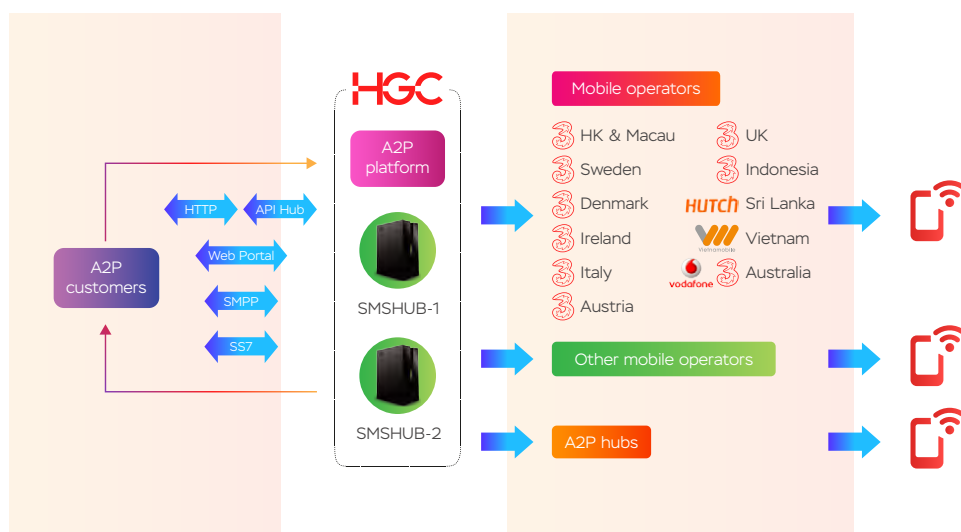
# HGC A2P SMS

## A comprehensive international communications service for players of all sizes

A2P (Application to Person) SMS is increasingly popular as companies from vertical industries recognise its value as a channel of communication with their customers, employees, and the general public. Common usage of A2P SMS includes all sorts of notifications, alerts, authentication, booking confirmation, loyalty programs, etc.

HGC A2P SMS, a private SMS hub, enables customers to deliver high quality SMS from applications to mobile users via a fast and convenient process without requiring extensive investment. Based on a fully redundant platform, the solution manages and simplifies the complexity of messaging delivery, such as interoperability, network and routing, spam filtering, as well as the critical business relationships. HGC's highly reliable HGC IPX network ensures rapid and high quality message termination.

HGC acts as international A2P gateway. With direct connections to 11 mobile operators worldwide and over 100 million active subscribers, HGC's A2P services guarantee a sustainable and high quality delivery of your mission critical SMS traffic.



## Features

- Comprehensive service platform

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- Supports multiple access connections:  
IPX / Internet VPN

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- Supports multiple protocols:  
HTTP / SMPP / SS7

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- Platform availability at 99.95%

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- SMS Firewall

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- Unique sender address

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- Easy access to mobile affiliates and A2P SMS hubs

## Benefits

- Applicable to different market segments:
  - Enterprises
  - OTTs
  - Service providers
  - Mobile operators

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- High flexibility in selecting connectivity according to business needs
- Immediate service deployment

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- High availability with minimal restoration time

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- SMS filtering and spam control ensure high service quality
- Fraud detection by identifying grey routes, enabling MNOs to fully monetise A2P SMS revenue

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- A gateway for 3 Group
- Supports 2-way A2P traffic, enabling effective business communication (subject to local regulatory requirements and policies)

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- Rich eyeball reach
- Extensive global coverage