

PRESS RELEASE

BULKSMS.CO.UK

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Application-to-Person (A2P) messaging is growing

A key trend which emerged from the Global Messaging 2008 conference was that the global messaging industry is not showing signs of slowing down. This is largely due to the increasing adoption of application-to-person (A2P) messaging by businesses and other organisations.

“Many speakers at Global Messaging 2008 conference pointed out that the current and future growth of text messaging is in the standard rate application-to-person messaging market,” said Dr Pieter Streicher, managing director of BulkSMS.com, a provider of wireless A2P messaging services with offices in the United Kingdom.

To date, the early adopters of A2P messaging for notifications and customer service facilitation include the financial services sector, transportation and healthcare. In the United Kingdom, Ofcom (which is well known for issuing massive fines when premium rate messaging is abused) recently released promising reports on how text messaging can benefit the healthcare and transport sectors.

Global data revenues exceeded US\$156,854 million in 2007, according to a March 2008 *World Cellular Data Metrics* report by Informa Telecoms and Media, and with some 3 trillion text messages expected to be sent globally in 2012, predictions for the growth of the A2P market are buoyant. Take for example the UK market by 2014 which, according to British Telecom, will see more than 30% of all text messaging coming from business or interest group related A2P messaging rather than from friends (or person-to-person messaging).

“Although the benefits are clear, and compelling case studies exist, the adoption of A2P messaging by large enterprises is a long process. It takes time to integrate messaging solutions into legacy software systems. This is steadily happening though, and as this conference has shown, each year there are more and more presentations reporting on the successful use of text messaging within the enterprise sector.” said Dr Streicher.

A consequence of this trend towards the adoption of text messaging by large enterprises is that pressure is being put on network operators to offer better service level agreements. While a typical response of a network operator to a consumer regarding the non-delivery of a message would be “send it again”, this is not acceptable for enterprises where a lost message could have serious operational consequences.

“Coming away from the Global Messaging 2008 conference I am encouraged to see how a maturing messaging industry remains open to innovation and growth opportunities in the uptake of A2P messaging among enterprises as well as NGOs and other interest groups,” said Dr Streicher. Dr Streicher attended the Global Messaging 2008 conference held in Cannes, France on 8-9 May 2008.

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About BulkSMS.co.uk

BulkSMS.co.uk is a division of Celerity Systems (Pty) Ltd, a South African holding company based in Cape Town. Celerity Systems has been providing messaging services since 2000 through its global BulkSMS.com brand. BulkSMS.com has a world-wide market presence, including Asia, Europe, South Africa, and the United States of America.

Celerity Messaging UK Ltd, a company based in the United Kingdom and incorporated in 2007, represents Celerity Systems (Pty) Ltd in the UK. The company has offices in Crawley, West Sussex.

BulkSMS.co.uk is a leading wireless application service provider offering bulk text messaging solutions to large and small businesses, third sector organisations, and individuals. BulkSMS.co.uk offers two-way text messaging to support clients' business communication (notifications, alerts, customer relationship management, etc), information services (weather, financial markets, etc) and mobile marketing campaigns. BulkSMS.co.uk provides the following messaging solutions:

- *BulkSMS Text Messenger* (desktop SMS application).
- *Web to SMS* (online messaging interface).
- *Email to SMS* (messaging using MS Outlook).
- *Mobile2Group* (messaging to phonebook groups using a cell phone).
- *SMS integration* with client applications via an e-API (electronic application programming interface).
- *Reseller solution* (provides clients with a value-added messaging service to their customers).
- *Community.BulkSMS.co.uk* (sponsored messaging for third sector organisations).

BulkSMS.co.uk helps its clients fully comply with wireless industry opt-out requirements by offering an automated STOP reply feature.

BulkSMS.co.uk is a member of the following industry associations:

- Wireless Application Service Provider Association (WASPA)
- Wireless World Forum (W2F)
- 160Characters

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