

## **MACH Advanced Messaging Solution Offers Go-To-Market Opportunities For SMS Resellers**

*Out-of-the-box white label solution provides platform for centralised administration and management of resellers' client portfolio*

**Luxembourg, 27<sup>th</sup> January, 2011** – MACH, the leading provider of hub-based mobile communication solutions, today announced the extension of its global [SMS](#) portfolio with the launch of the [Advanced Messaging Solution for Resellers \(AMS-R\)](#), a white-label proposition which enables SMS resellers to quickly become a highly competitive, carrier-grade messaging provider.

A key challenge for any SMS reseller is to effectively deliver high-value, well-defined services to its customer base. Using the AMS-R, resellers can leverage MACH's global SMS coverage. Additionally, resellers require a centralised overview of their business which will provide them with a variety of routing classes and pricing levels, global reach in the absence of their own sourcing capabilities, and high-quality message transition.

In order for resellers to become professional mobile players who can consistently meet the needs of their clients, they must provide them with a solution which guarantees message delivery, has easy account implementation and administration, centralised billing and reporting capabilities. With its multi-client, centralised administrative centre, inherent reliability, user-friendly interface, real-time billing system and reporting monitoring tools, MACH's AMS-R comprises all of the requisite features to deliver a high-quality service to the reseller community.

Frank Stoecker, Managing Director, Mobile Messaging, MACH, explains: *"Drawing on our heritage and expertise in delivering industry-leading [mobile messaging](#) solutions, MACH is providing a specific segment of the mobile ecosystem with an operationally efficient go-to-market opportunity that manages all aspects of client service delivery from one single point."*

*"From a client perspective, a key benefit of this cross operator solution is the AMS-R's in-*

*built bulk SMS application, which allows resellers to send bulk SMS using only a web browser, providing a powerful messaging solution capable of handling high-volume message campaigns with minimal effort,” Stoecker added.*

With a user-friendly web interface, the AMS-R provides a centralised administration area which puts resellers in complete control of the management of their respective client and services portfolios. Its multi-account structure allows resellers to create bespoke sub accounts for each individual client, in turn delivering a high-level of flexibility on pricing, routing and reporting which allows resellers to diversify and enhance their offerings. The solution also offers extensive unified business intelligence via a reporting tool for all transactions, which is useful both for tracking each individual transaction, as well as serving as a reliable source of information to facilitate first-class customer support.

-ENDS-

### **About MACH**

MACH connects and monetizes the telecom world. It provides its 650 operator customers with roaming, interconnect, messaging, and direct billing solutions, all integrated with its \$10bn / year operator settlement capability. We are the largest provider of data and financial clearing solutions for wireless roaming and operate the globe’s largest and fastest growing open connectivity roaming hub, Link2One. We insert the operator in the content and application value chain and serve the reseller and wholesaler community with our A2P messaging solutions. Headquartered in Luxembourg, MACH has offices in 12 countries and employs more than 1,000 people worldwide. Our customers include Orange, Telefonica, T-Mobile, Telus, Verizon Wireless and Microsoft, as well as enterprise messaging customers like KLM. For more information, visit [www.mach.com](http://www.mach.com).

### **Enquiries MACH**

Eileen Preston, Global PR Manager  
Eipr@mach.com, +44 0207 959 811

**MACH S.à.r.l.**  
15 Rue Edmond Reuter  
L-5326 Contern  
G.D. of Luxembourg

E info@mach.com  
T +352 27 756 280  
F +352 27 756 298  
www.mach.com