

# Messaging Network

A redundant infrastructure that offers tier 1 connections for enterprise A2P messaging.



# Webex's Messaging Network

Webex's Messaging Network simplifies and unites carrier communication networks to provide a redundant infrastructure for sending and receiving communications at scale. Built from the ground up with the global enterprise in mind, the network powers billions of messages every year without sacrificing quality or security.

As a Communications Platform as a Service (CPaaS) provider that offers Tier 1 direct carrier connectivity and relationships across the United States, Canada, United Kingdom, Germany, India, Spain, and the rest of the world, we ensure that your messages are delivered to customers no matter where they are.

Our direct connections limits latency, increases security and quickens troubleshooting, enabling us to offer a wide array of services, and is the foundation for which our cloud communications platform, Webex Connect, is built on.

Experienced in handling massive volumes of SMS, MMS, and digital messaging traffic, our automated monitoring enables us to detect and mitigate issues that may affect services. We gain real-time feedback on handset deliverability over different carriers and destinations. Using this data and unrestricted visibility into our network, we make intelligent routing decisions to optimize speed and cost.

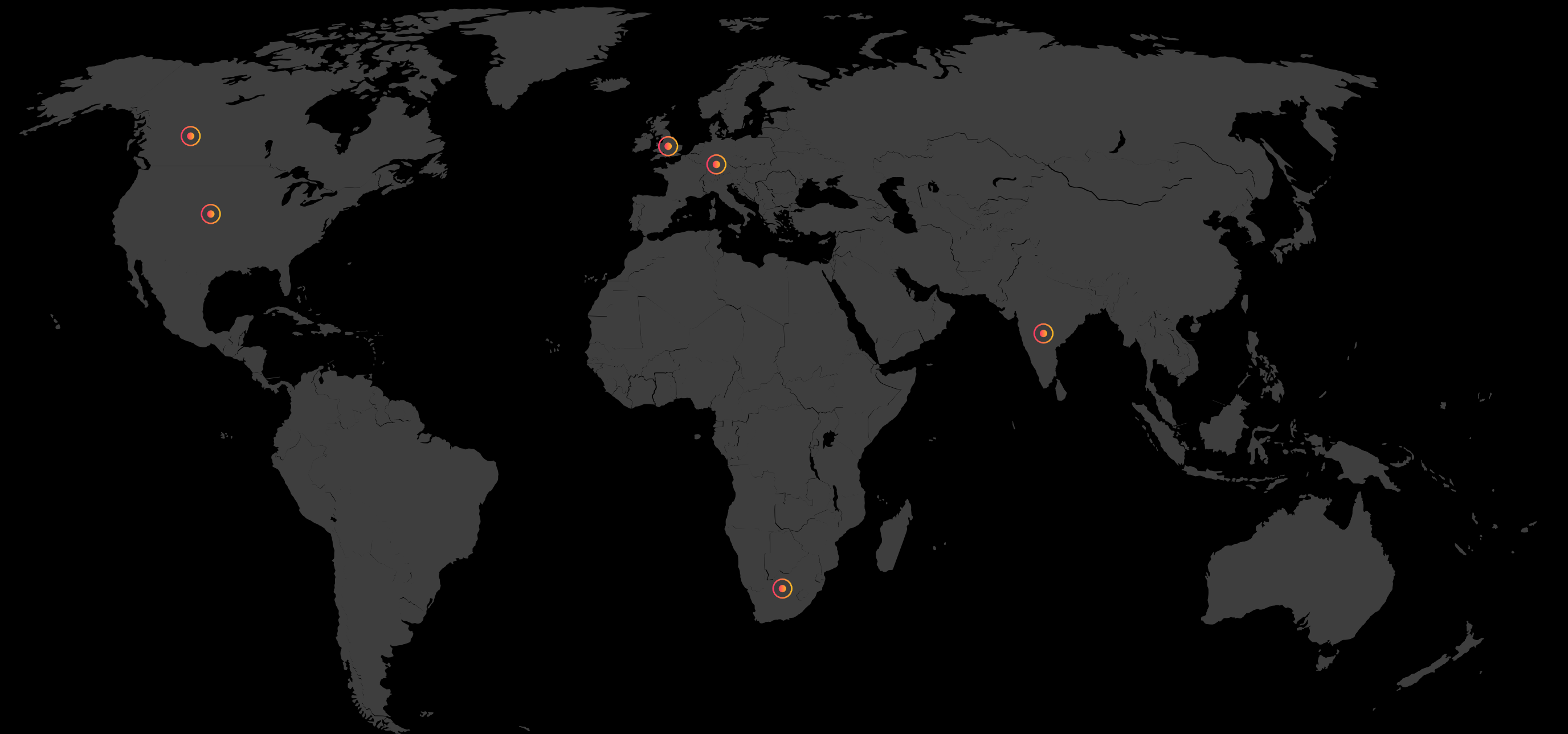
We are committed to continually evolving our network to increase footprint, capabilities, and product availability, nurturing our carrier partnerships to offer our customers the very best connections. Recent innovations include 10-digit long codes (10 DLC), advances in SIM Swap detection, and partnerships in Australia.

With its redundant and high-performance infrastructure, our Messaging Network powers mission-critical communications at scale for enterprises around the world.



# Engage with customers around the world

- Direct connectivity in the US, UK, Germany, Canada, India, and South Africa
- We are 1 of only 2 that provide direct connectivity to all major U.S and Canadian carriers
- 200+ countries for outbound SMS and voice
- Two-way SMS in 40+ countries
- Direct carrier RCS partnerships in 17+ countries
- < 2s message latency





# Intelligent traffic management

At the heart of our messaging infrastructure is our hub approach to managing traffic that ensures the very best connectivity, cost, and latency. It's all about reducing the number of hops messages need to take before reaching handsets.

There are two types of hubs: regional hubs and our Global Traffic Hub. Regional hubs are made up of direct connections into a region's local carriers, providing the lowest latency and transit times through zero-hop connectivity. Customers can select the hub they want to connect into depending on their requirements and where they want to deliver messages to. For example, a US customer will plug into the US regional hub gateway, which offers zero-hop connectivity with all major US carriers.

The same approach applies for customers in the UK, Canada, Germany, India, South Africa, etc., all leveraging regional hubs to send messages quickly and securely. Any traffic that is identified as international is routed to our Global Traffic Hub which determines the best route for a message to be delivered. The Global Traffic Hub is made of connections with carriers and aggregators, giving the very best coverage for engaging customers no matter where they are.

The hub approach maximizes our direct connections, passing down the benefits to our customers. This allows us to provide fully redundant and reliable messaging gateways that are capable of supporting very large throughput in the thousands of transactions per second (TPS).

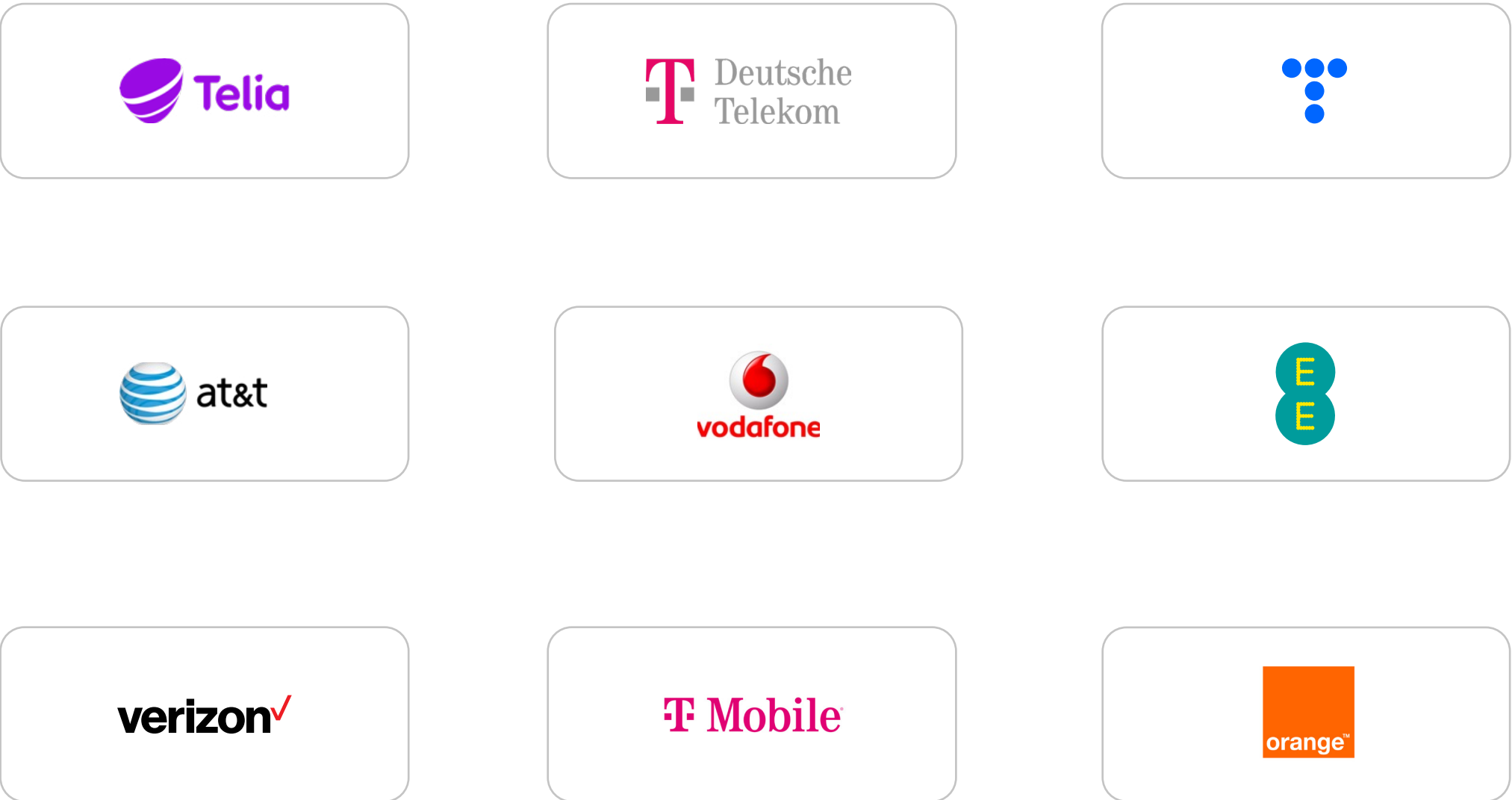




# Working with carriers

We are committed to actively building, evolving, and nurturing our Messaging Network through carrier partnerships. Our dedicated operations team lead on this, helping to expand our global footprint.

We are actively participating in programs run by leading carrier groups, such as the Mobile Ecosystem Forum and are a member of the global systems Global System for Mobile Communications Association (GSMA).



“Webex is a trusted partner with high integrity, consistently delivering high quality programs meeting exacting compliance standards which ultimately ensures great consumer experience.”

T-Mobile

# Leveraging our network

You can make use of the Messaging Network in a number of ways, whether that be via our robust suite of APIs or through one of our cloud communications products.

## Messaging Network



# SMS

We are trusted with sending billions of application-to-person (A2P) SMS messages around the world. We specialize in not only delivering high-volume one-way sends for alerts, notifications, reminders, and more, but also two-way SMS.

Our bidirectional communications capability enables brands to create engaging conversations with customers, letting them reply with just a few taps of the screen.

## Features:

### Number lookup

With so many numbers in circulation, we identify various factors such as number format, carrier, and roaming status to ensure messages are delivered to the right network to ensure the highest possible message delivery.

### Delivery receipts

Track messaging success by assessing delivery status in real-time through our reliable deliver receipts and detailed error codes.

### Data security and privacy

Use VPN tunnels and SSL (TLS V.1.2) to encrypt data sent over public or private networks. Ensure compliance with built-in GDPR, HIPAA, CCPA, and ISO 27001 controls.

### Unicode support

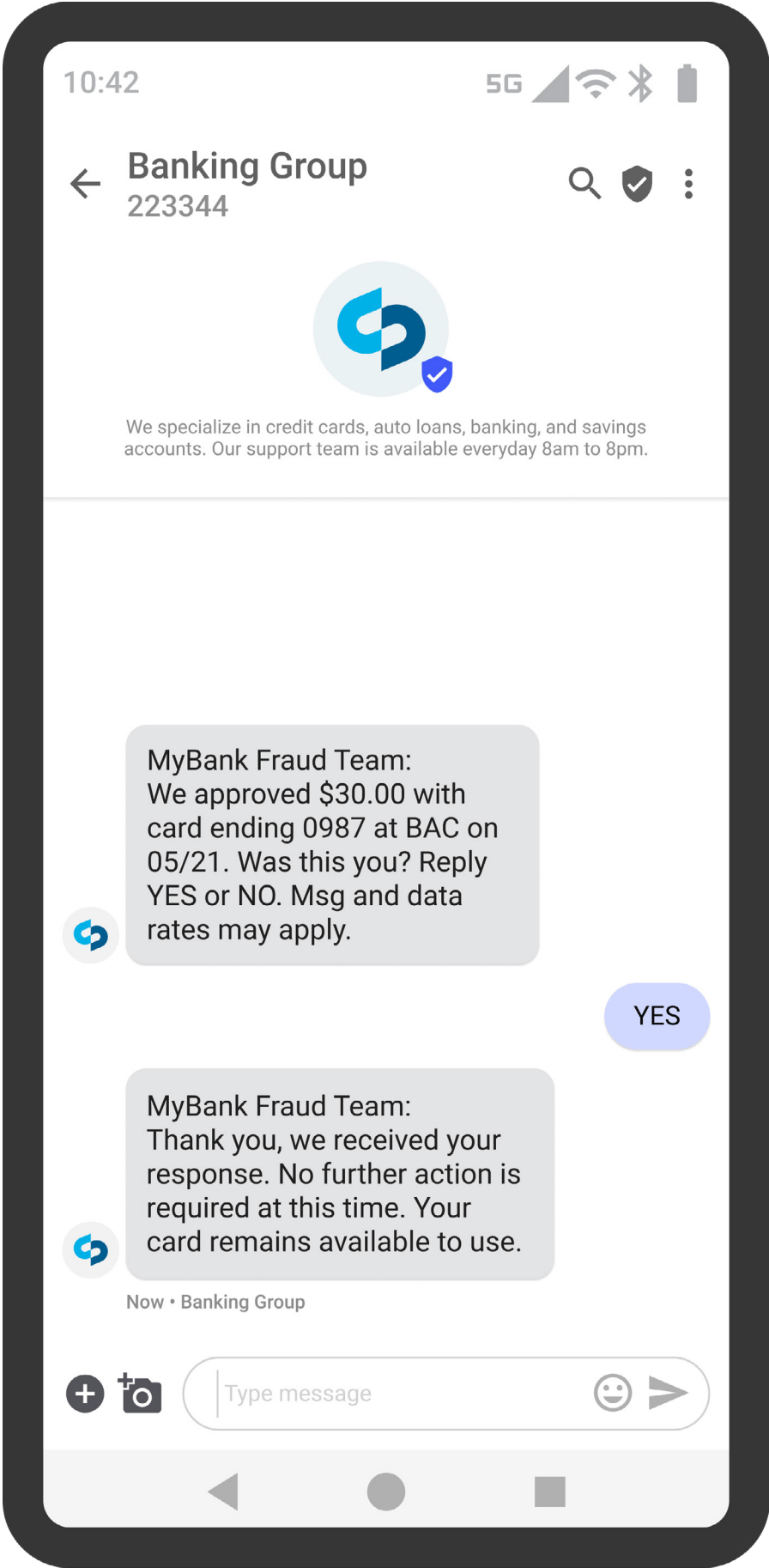
Send messages to customers in their regional or local languages by leveraging Unicode SMS support.

### Local numbers

Flexible sender ID selection that fits your needs with one of the following: Short code, long code (mobile, landlines, toll-free and 10DLC), or alphanumeric code.

### Branded text

Automatically upscale SMS to a richer format of branded text (RCS or VSMS) to increase customer trust and drive engagement.



# MMS

Just like SMS, our Messaging Network is leveraged by enterprises to send MMS messages at scale.

Our API will support up to 80 characters in the MMS subject, up to 9 slides for each MMS submission, and up to 5000 characters in any slide.

## Features:

### Transcode

Our API will transcode the image content, when necessary, so that it can be delivered to the user’s handset in the best possible way.

### SMS fallback

If the total MMS Size exceeds the handset or carrier size, it may be delivered as SMS Fallback depending on your account type setting.

### Content fallback

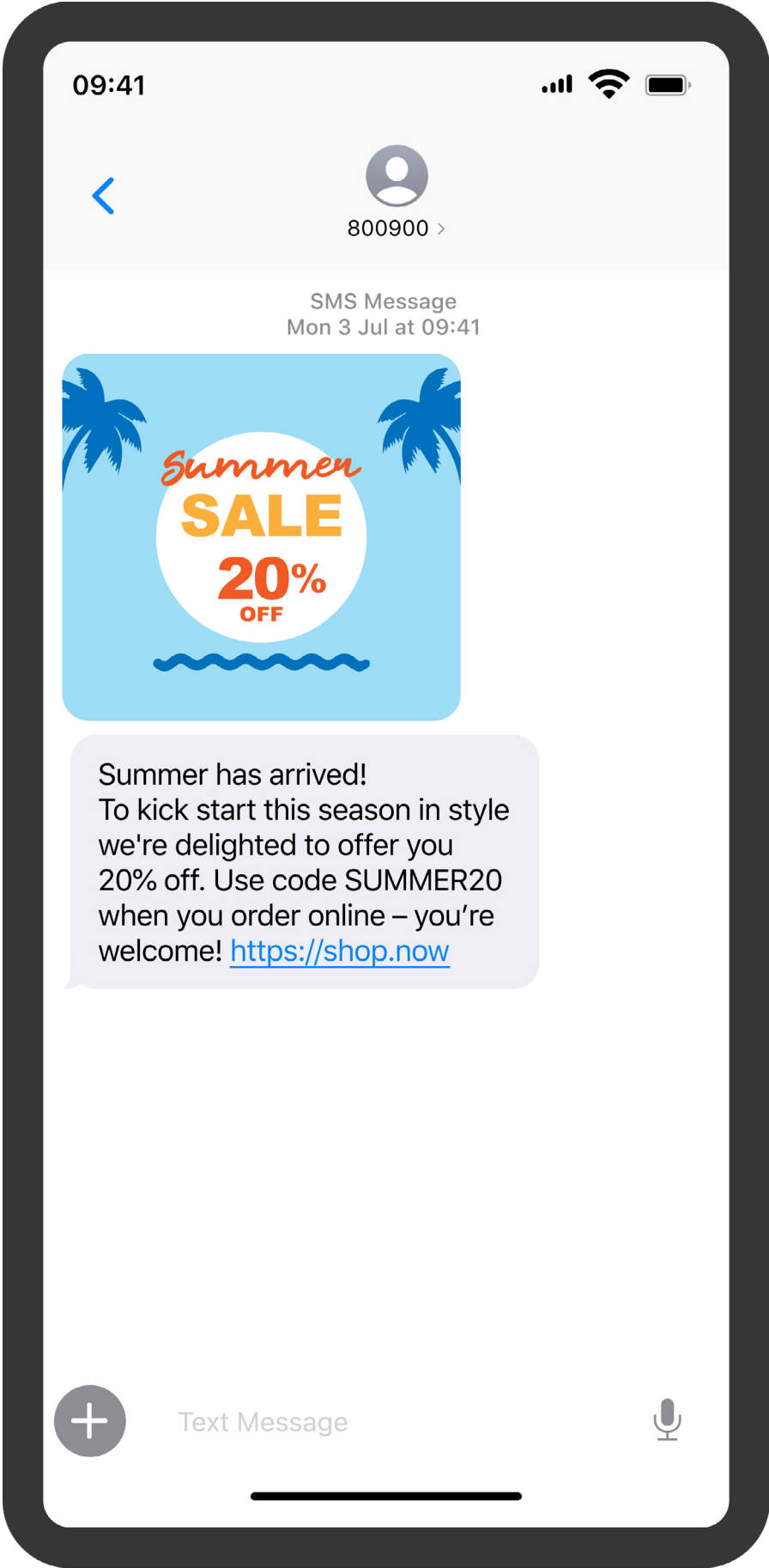
MMS messages with vcards, icalendar and PDF content will support text or a weblink as a fallback option in case the content is not support on the device.

### Unicode support

Send messages to customers in their regional or local languages by leveraging Unicode SMS support.

### Media

Send MMS messages that utilize text, images, gifs, audio files, and videos.





# Advanced messaging

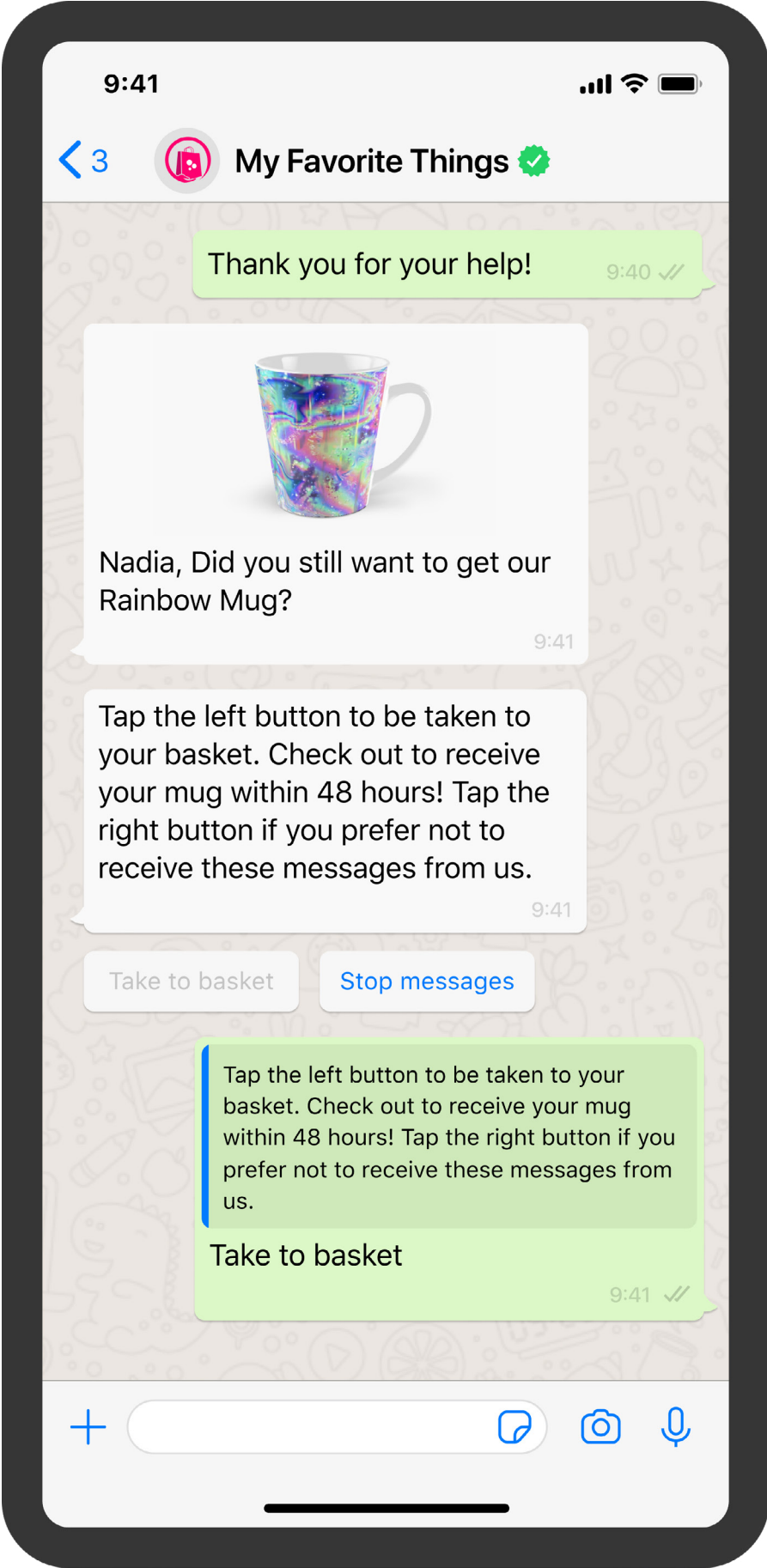
The Messaging Network also provides the foundation of a new era of digital customer interactions. Along with powering billions of SMS messages, it provides connectivity to a new generation of advanced messaging channels. These channels are helping enterprises to be where their customers are, providing conversational experiences that drive positive outcomes across the customer journey.

Some of the most popular advanced messaging channels include:

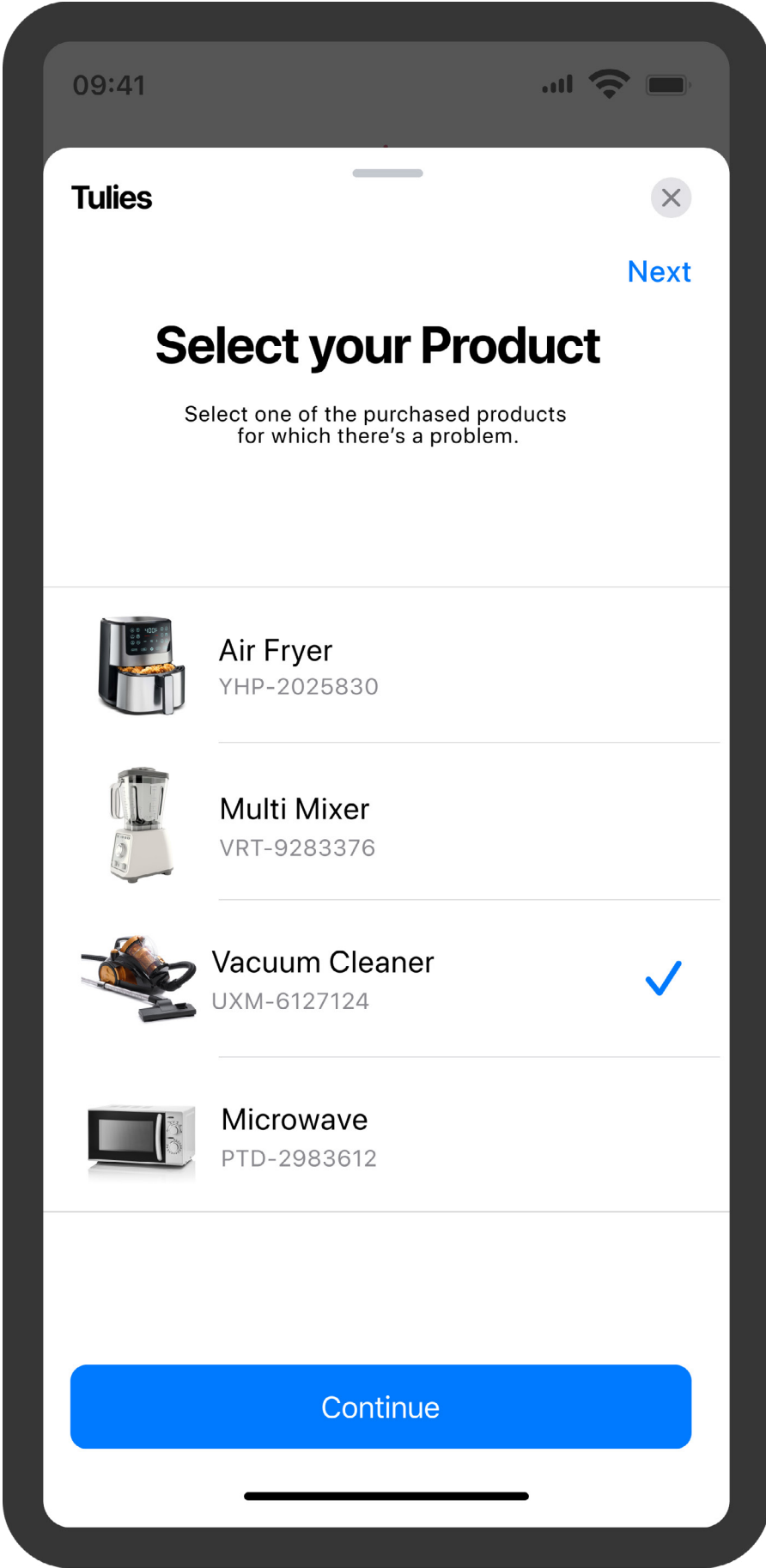
- Apple Messages for Business
- Whatsapp
- RCS
- Facebook Messenger
- Verified Calls

We are an official solutions partner to Apple, Google, Meta, and other big tech players who power these channels, giving us the insight on how to best utilize them to power great customer experiences.

These channels offer the latest rich media messaging capabilities to transform interactions. High-quality pictures, videos, branding, location sharing, typing indicators, carousels, file transfers, and more can be used to create app-like interactions directly within the channel. Messages can be uniquely laid out, with moving components and multiple call-to-actions helping to engage users and guide them through the interaction.



WhatsApp



Apple Messages for Business



# Why Webex?

## Security



Just like the enterprises that use our products, security is of the highest priority. Webex's cloud communications products are operated with the latest security practices and adhere to the strictest regulations used by the largest banks and multinational companies. Data encryption, hierarchical account structure, role-based access control and comprehensive audit trails protect customers. Dedicated security experts are always improving security policies and best practices.

ISO 270001, ISO 20000 certified environments with regular internal and external audits and regular intervals. With GDPR, HIPAA and CCPA, and ISO 27001 controls built-in, safety and regulatory compliance needs are met out-of-the-box. Encrypt customer data and apply cryptographic hash within flows to securely handle sensitive data such as PII.

## Support



We create product documentation, onboarding guides, and tutorials for customers in our Knowledge Base. This documentation covers implementation, errors, and guidance on how to troubleshoot and resolve issues quickly.

Customers can have their questions answered and issues resolved quickly by reaching out to our Customer Support team that's available 24/7. Going the extra step, connect with experts who can offer tangible advice or utilize dedicated account managers who work at the program level. Implementation services are available on demand from experienced professionals with deep expertise on navigating the complex communications ecosystem and help to manage code provisioning to get you up and running quickly.

## Operations



We have defined SLAs for all our services, and a standard SLA is offered at all product levels. ServiceNow forms the foundation of our operations, with all the instrumentation in place to effectively serve our customers including alerts, dashboards, and a ticketing system. We also have dedicated incident response teams proactively monitoring and patching potential vulnerabilities around the clock.

In addition, as part of our operational strategy, we offer regional Network Operations Centers (NOCs) in the US, UK and India.



# Getting started

Our Messaging Network provides our customers with a global messaging infrastructure designed around resilience, redundancy, and low latency. They can build any engagement solution and automate customer journeys across all major channels, without compromising deliverability, or worrying about managing complex carrier relations and traditional telecommunication networks.

The Messaging Network is leveraged by the world’s leading enterprises, such as Walgreens, Barclays, Best Buy and O2. Showcasing it’s coverage and reliability, other CPaaS providers in the market are connected into our Messaging Network to power their communications products. Through the combination of a dedicated team and continued investment, Webex is expanding its direct connections and local networks to improve performance.

If you’d like to learn more about the Messaging Network, A2P SMS, Wholesale SMS, or other services we offer, we encourage you to get in contact with us via our [website](#).

If you would like to try Webex Connect, sign up to the Developer Sandbox, a pre-configured environment in which you can prototype applications with channels such as SMS, voice, and WhatsApp.

It is designed to allow enterprise developers and IT leaders to trial the APIs, SDKs, and advanced CPaaS capabilities of Webex Connect.

Try the sandbox



Find out more about our messaging network for enterprise A2P messaging.  
Click here to contact us today.



