



# Global SMS delivery

Enterprises trust us to help them send and receive billions of text messages around the world.



## Why SMS?

SMS is the bedrock of mobile messaging, and is used for a wide range of use cases. Send one-way alerts, notifications, and reminders at the perfect moment. When you need a response, use two-way SMS to create engaging conversations.

## Why Webex CPaaS Solutions?

### Tier-1 SMS connectivity

Direct carrier connectivity and relationships across high performance markets including USA, Canada, UK, Germany and rest of the world - ensuring your messages are delivered.

### Flexible platform integrations

Easily add SMS communications to your customer journeys by integrating our SMPP or HTTP (REST) APIs.

### Scalability for the enterprise

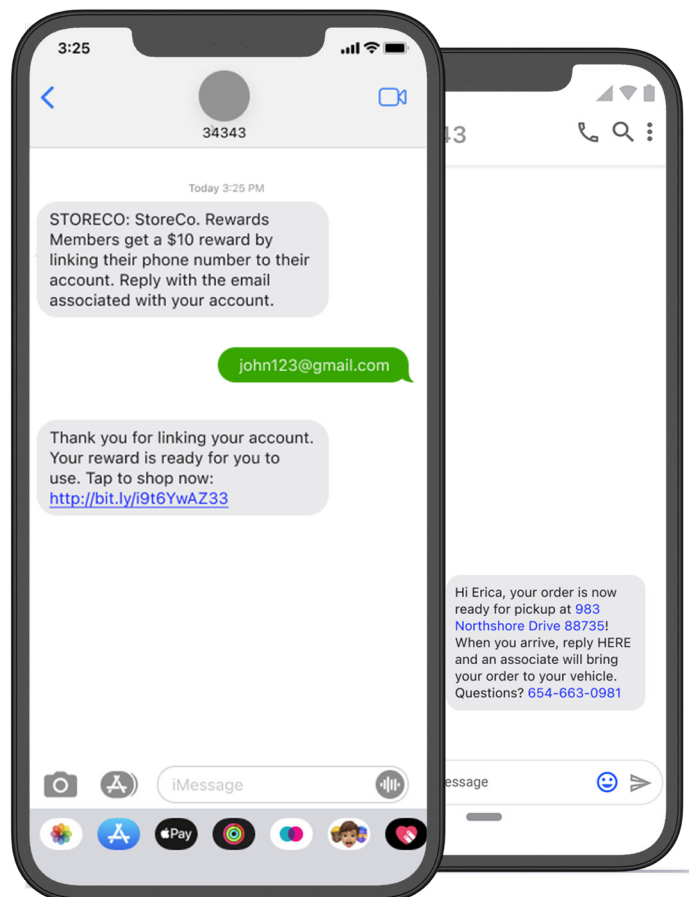
Large volumes or bursts of traffic are easily managed with our globally distributed platform.

### Privacy, security, and consent management

With GDPR, HIPAA, CCPA, and ISO 27001 controls built-in, your security, consent management, and regulatory compliance needs are taken care of.

## Use cases powered by Webex CPaaS Solutions

- Promotional / marketing messages
- Order status notifications
- In-store / curbside pickup alerts
- Appointment management
- Payment reminders
- Two-factor authentication
- Customer surveys and feedback
- Two-way chatbots
- And many more



## Key Features



### Multi-part SMS

Don't let 160 characters limit your SMS use cases and messaging experience. Send up to 765 characters per message with multi-part SMS support.



### Number lookup

With so many numbers in circulation, identify various factors such as number format, carrier, and roaming status in order to engage the right customers.



### Branded SMS

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



### 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, HIPPA, CCPA, and ISO 27001 controls.



### Unicode support

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



### Route optimization

Our intelligent routing algorithms select the optimal path for messaging delivery based on traffic volumes, bandwidth, and price.



### Local numbers

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



### Delivery receipts

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

**We've earned the trust of clients and partners alike**

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

**T-Mobile**

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“We took our large retail SMS, MMS, Wallet and Push mobile messaging program to RFP and chose Webex CPaaS solutions over all other providers for one main reason: Webex solves our business problems.”

**Webex CPaaS solutions retail client**

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For more information on SMS delivery  
Get in touch with one of our experts today.