

THE MARKETING ARM

“I would certainly recommend Derdack and message master® xsp to US companies looking for a modern mobile messaging platform.”

Mike Jelley, co-founder of The Marketing Arm’s wireless practice



Background to customer

The Marketing Arm is an idea agency that harnesses the power of emotion to make great brands more engaging. The company provides a diverse client base with a range with mobile marketing services that use SMS and MMS.

Challenges and business issues faced

The Marketing Arm has a reputation for providing clients with innovative mobile marketing services, including 2-way SMS, alerts, promotions, ringtones, wallpaper, premium SMS/MMS, etc. However, with rising message volumes, it was becoming increasingly challenging to use proprietary connections to connect to the aggregators. Using web-based interfaces was too slow for The Marketing Arm’s growing traffic volumes and often resulted in message queuing.

The Marketing Arm carried out a detailed evaluation of available mobile messaging software, but many solutions were primarily designed for integration with a handset or modem. The Marketing Arm required high-performance connectivity to aggregators and carriers, preferably via industry-standard protocols like SMPP.

In order to manage the volume of messages and to connect to aggregators in the United States, the company was looking for SMS/MMS gateway software that ensures greater reliability, traffic control and certainty for message delivery.

Derdack product that was selected

According to Mike Jelley, co-founder of The Marketing Arm’s wireless practice, “We considered building our own mobile messaging

gateway as it forms a critical part of our infrastructure, but quickly realized that of the specialized solutions that were available, message master® xsp offered a cost effective and proven system. Its ability to connect to aggregators via SMPP and Derdack’s global carrier class references were key factors in our decision to choose their mobile messaging software.”

How/where the product was deployed

The Marketing Arm used a variety of internal systems to create mobile applications using standard and customised templates which generate message flows. It is important that delivery of these messages is as reliable, speedy and seamless as possible. The Marketing Arm relies on message master® xsp to connect to the aggregators and, ultimately, to the carriers to achieve this. The platform features persistent messaging and a store and forward engine which ensures that message queues do not build up.

Setting up SMS connectivity was a straightforward process for The Marketing Arm and it has worked closely with Derdack in setting up its MMS connectivity. “message master® xsp efficiently manages message delivery for our increasing volumes of both SMS and MMS and we have confidence it can continue to scale up as our business expands,” said Jelley. “The functionality works very well and it’s a system that we can rely on to connect to the U.S. aggregators. We’ve effectively strengthened our infrastructure to support our current and future mobile messaging requirements.”

Client:

The Marketing Arm, U.S.

Industry:

Wireless ASPs

Derdack product:

message master® xsp

Business challenges:

- Provide SMPP support
- Connector to multiple aggregators and carriers
- Provide high-performance SMS and MMS capabilities

Business benefits:

- Increases reliability of SMS and MMS message delivery
- Enables traffic control
- Frees development and maintenance resources
- Easily scales up with growing messaging volumes

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What business benefits has the client enjoyed as a result

The Marketing Arm’s wireless practice uses SMS extensively in both inbound and outbound campaigns as it is a rapid, simple channel to reach consumers. A typical campaign could be a sweepstake or competition where consumers can text in a key word to enter a prize draw. Consumers can also choose to opt in for marketing campaigns or to receive updates from their favorite sports team.

“message master® xsp has enabled us to free up our internal technical resources to concentrate on other value-added projects,” said Jelley. “It’s an ideal product for companies that need a fast, reliable method of sending and receiving SMS and MMS messages, and it plays a key role in the provision of our mobile marketing 2.0 solutions.”

message master® xsp also supports MMS services, such as The Marketing Arm’s mPhoto photo blogging service. mPhoto allows customers to take a photo with a camera phone and publish it to a blog simply by sending it to

a short code, removing the need for customers to have file upload capability on the handset.

Jelley acknowledges the role message master® xsp has played in the provision of The Marketing Arm’s MMS services. “message master® xsp has allowed us to respond to and take advantage of the new market opportunity represented by the growing trend in MMS usage,” said Jelley. “It has enabled us to deliver a more consistent, reliable service to our customers irrespective of the message volumes. I would certainly recommend Derdack and message master® xsp to U.S. companies looking for modern SMS and MMS messaging software.”

Matthes Derdack, added, “Connecting to aggregators and carriers requires a specialist solution that exploits SMPP and other carrier-grade features and Derdack has a great deal of experience in this area. The Marketing Arm is an excellent example of how marketing agencies can rely on a standard mobile messaging platform to build sustainable revenue streams based on SMS and MMS messaging.”

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Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack’s premium products provide clients with unsurpassed service innovation and business continuity. Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide.

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