



SCARPEL

SMS Solutions, Scaled Globally.

Our clients

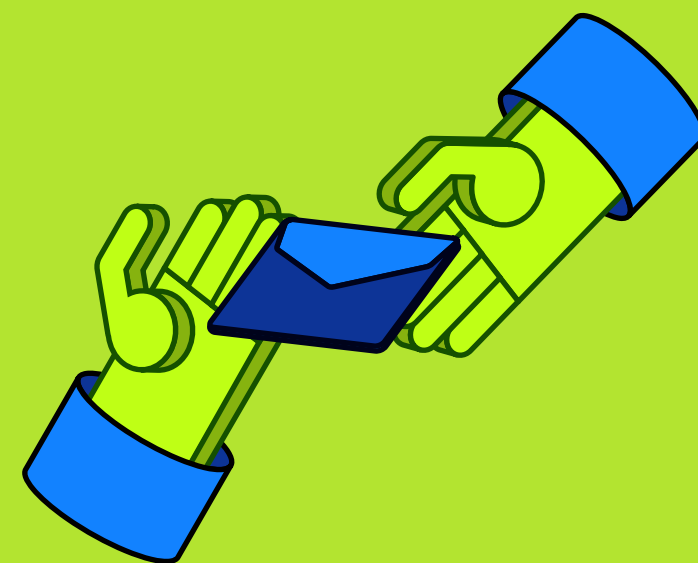


User engagement is crucial for any business



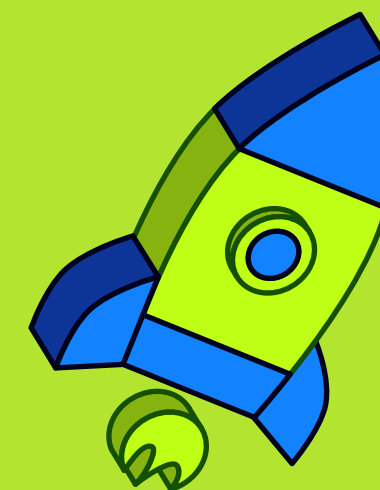
User Retention

Engaged users are more likely to stick around. This reduces churn rate and increases customer lifetime value. Emotional connection with the brand leads to repeat purchases and advocacy. Engaged users are more likely to share positive experiences with others, driving organic growth through word-of-mouth.



Feedback loop

Engaged users generate data that can be analyzed to identify trends, preferences, and opportunities for innovation.



Competitive edge

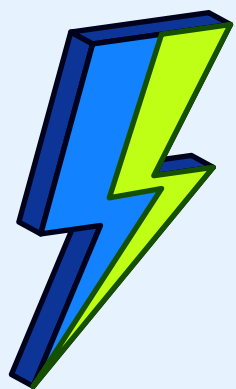
Companies with highly engaged users can more easily integrate innovations, staying ahead of the curve in terms of design and technology. They are better positioned to adapt to changing market conditions, ultimately staying ahead of competitors.



Revenue Generation

Engaged users are more receptive to upselling, cross-selling, and premium offerings, driving revenue growth.

Ideal transaction must be...



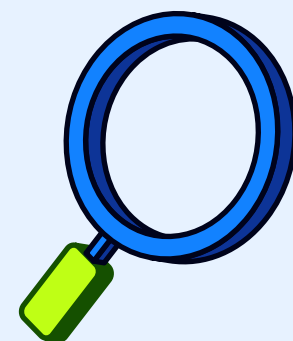
Fast

Transactional messages are expected to be delivered promptly: delays in delivering transactional messages lead to user frustration.



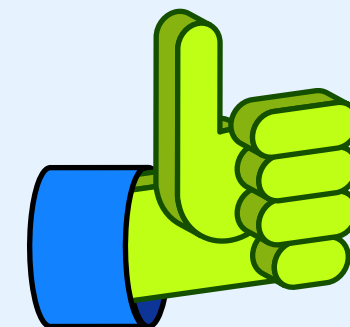
Secure

The transaction should protect the integrity and confidentiality of sensitive information, such as payment details or personal data.



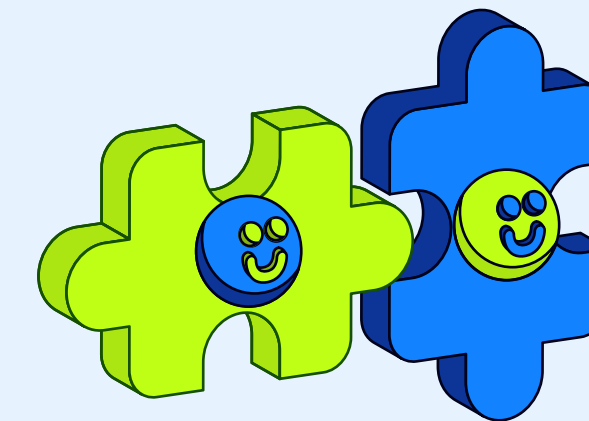
Trackable

Users should be able to monitor the status of their transaction, for peace of mind and accountability.



Reliable

Reliability brings trust. Businesses should invest in robust messaging infrastructure with redundant systems and monitoring capabilities.



Integrated

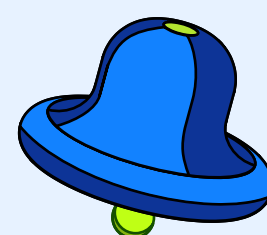
Integrations with other applications and platforms enhances operational efficiency.



Compliant

Compliance mitigates risks associated with legal and regulatory violations and maintains the integrity of financial transactions.

Our A2P Messaging solution



Immediate Reach

SMS has an almost 100% open rate, with most messages being read within a few minutes of receipt. Important updates or offers reach users promptly.



Direct Communication

SMS delivers messages directly to the user's phone, increasing the chance of engagement.



Action-Oriented

SMS can prompt immediate action, such as taking advantage of a limited-time offer.



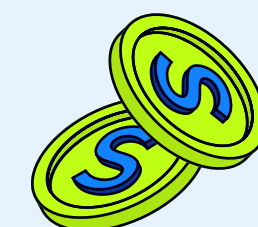
Integration with Other Channels

SMS can complement alternatives like push notifications or social media and messengers, used in message fallback.



Personnalized

A2P notifications can be personalized based on user behaviour, preferences, or location. Personalized messages can make users feel valued and understood, leading to higher engagement rates.



Cost-Effective

Sending SMS notifications can be cost-effective, especially when combining them with cheaper alternatives in message cascades.

Alternative delivery channels



Viber

Cross-platform, enables broadcasting via bulk messaging, OTP only.



iMessage

For Apple devices, does not need cell data to work, any message type.



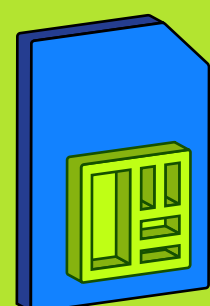
Telegram

Any type of messages. For businesses with their own client database only.



WhatsApp

Supports any type of messages with registration. OTP is possible without it.



SIM Routes

Numeric names and modified text in messages, low cost.



SS7

Same logic as SMS, but less stable & cheaper.



Push

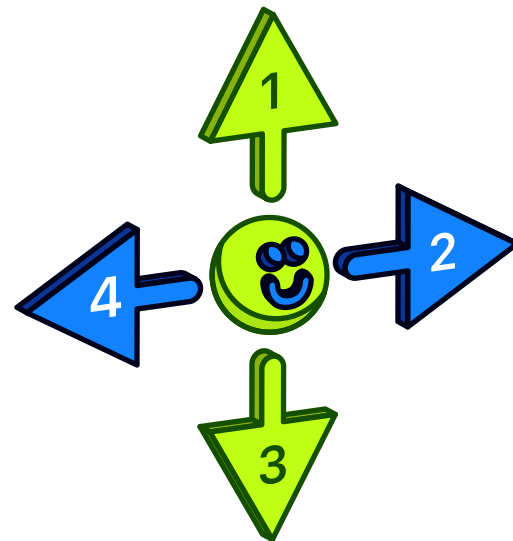
Notifications on top of all screens with accept/reject option, can replace OTP.



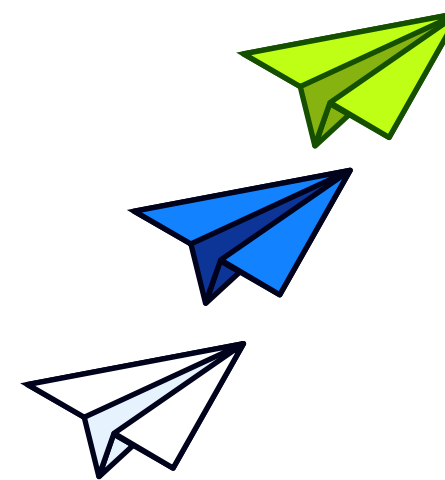
Flashing Call

User verification with OTP-number call.

What is message fallback?



Message fallback or cascade ensures consistent delivery via different messaging channels.



If delivery via the cheapest channel is unsuccessful, we try alternative options until reaching the user.



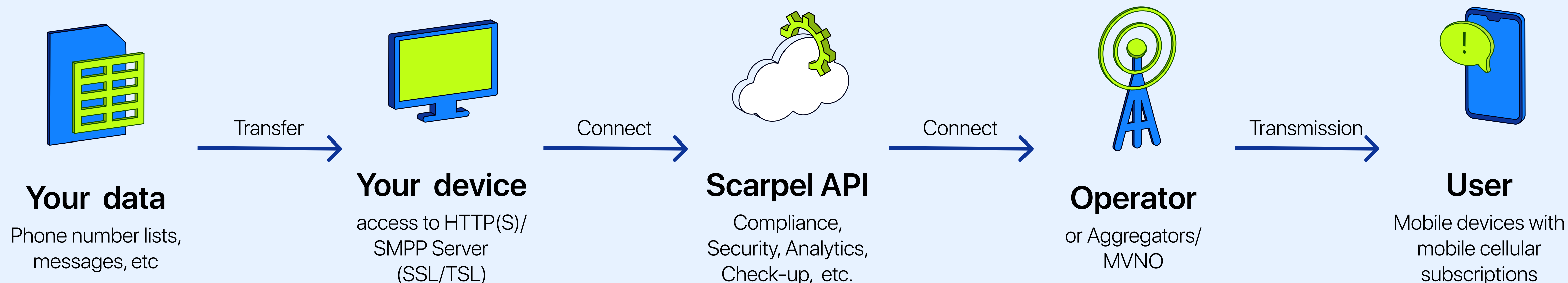
It's possible to choose independently every channel in the cascade succession.

Message fallback delivery example



How our solutions work

Mobile operators use specialized technical solutions and connecting your application to them can be rather complicated. We ensure that all compliance requirements are met through our SMS Gateway, using a specialized and secured API



We provide A-Z Geo coverage

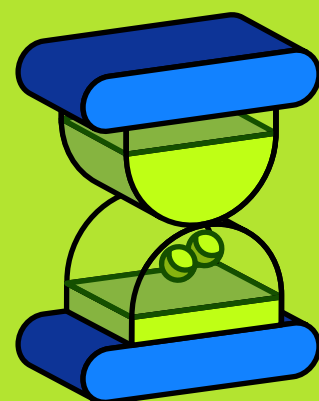


Where your concerns meet our standards



Sticking to a budget

We are flexible with our pricing, and we consider all your needs to offer competitive rates and favorable working conditions. Experience transparent, pay-as-you-go pricing and scalable growth opportunities. Manage your costs effectively with our pricing based purely on your usage, without upfront investments.



Limited time availability for traffic data

All data, except for traffic data used for delivery verification purposes, is stored within a secure perimeter. While traffic is not encrypted by default, SSL/VPN encryption can be requested. Trace files are retained for 3 days, SMPP/HTTP logs for 7 days, and EDR data for 1170 days, accessible through a protected web interface (with an additional 365 days access from the database). After this period, all data is permanently deleted.



Meeting data privacy regulations

We adhere to strict data security standards, including a robust confidentiality clause that complies with the strictest privacy regulations. Any material or information provided by our clients under our Service Agreement is treated as confidential.

We got it covered



Online access to all your services, including analytics and statistics



Authentication and One Time Password SMS



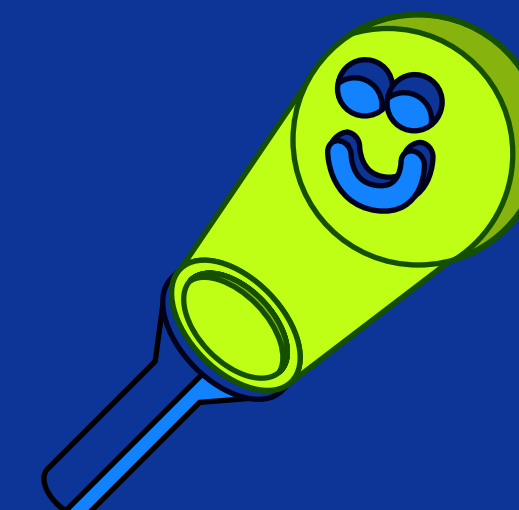
Alphanumeric Sender ID: your brand used as the Sender ID in one-way SMS messages



«Black» and «white» lists of subscribers

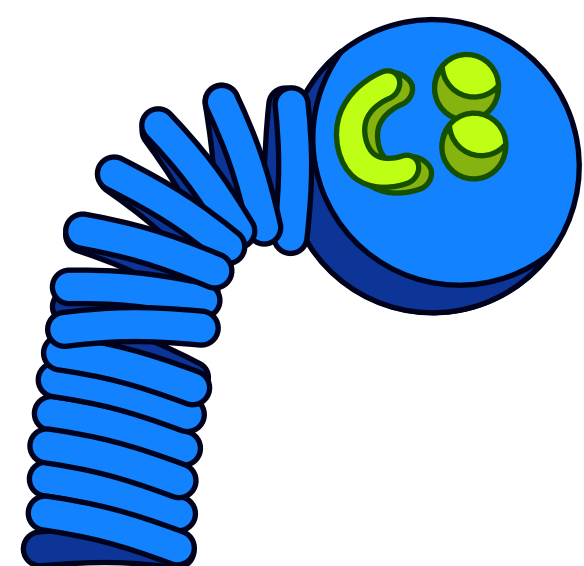


SMPP or HTTP connection



Mobile Number Portability checkup

Why us?



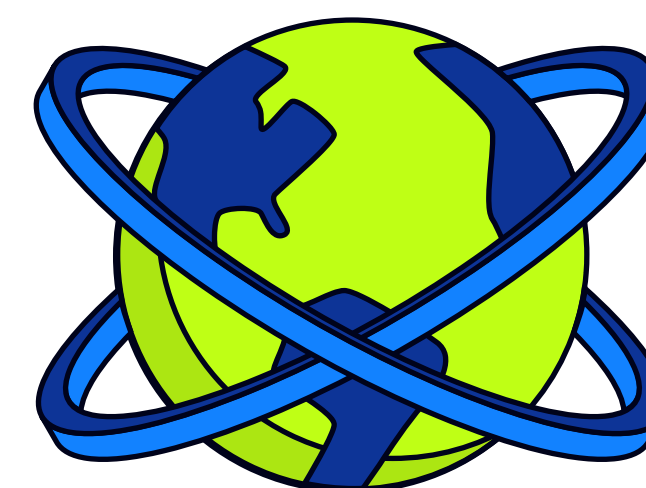
We are flexible!

You can use pay-as-you-go scheme or even make post-payments. Also, our solutions are adaptable and can be optimized to meet specific requirements by different businesses in different countries.



24/7 dedicated Support

Enjoy 24/7 dedicated support with prompt feedback and access to essential account data. Our tech team is here around the clock, so we can keep an eye on how things are going with the routes and fix any technical problems fast.



We are Global & Uninterrupted

We've established partnerships with operators worldwide, enabling us to minimize delivery times and to ensure continuous distribution. You can rely on us to swiftly and consistently send your content across the world without delays.



Delivery is our priority

We are making proactive tests to ensure all messages reach their destination consistently. Backup communication channels we use reduce the risk of non-delivery. We are committed to delivering your content seamlessly, even in challenging situations.

Let's keep in touch!

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