

Smart XChange

CONTROL & MONETISE YOUR MESSAGING A2P



HAUD generates revenues for mobile operators from recoverable A2P traffic while eliminating fraud and spam traffic, maximising network performance and reducing subscriber churn.

GAIN THE POWER TO

- MANAGE YOUR FULL SMS OFFERING ALL IN A SINGLE PLATFORM.
- HARNESS AUTOMATION TO REDUCE DEMAND ON RESOURCES.
- SEAMLESSLY INTEGRATE WITH EXISTING INFRASTRUCTURE.

THE CHALLENGE

- **The growth of the A2P market has brought increased revenue to many players, however while operators are a vital part of this chain, they are not always in the position to monetise their position.**

Barriers such as lack of resources and heavy investment in legacy systems often block operators wanting to take control of the SMS value chain. This combination of factors slows down operators' abilities to quickly adapt to the ever-changing A2P market. Agility is crucial to keep pace and only comes second to ability to act.

It is this inability to act at pace upon insights that leads to operators taking what at first seems 'the easy route' of utilising aggregators to do the heavy lifting. This strategy unfortunately ends with detrimental long term revenue cannibalisation at the expense of operators.



AWARENESS IS THE KEY

The global A2P messaging space is predicted to grow to nearly \$73bn by 2025.

Source: Research and Markets

73
BILLION
DOLLARS
(USD)

256k
GREY ROUTED
MESSAGES DAILY
WORLDWIDE

34%
YEAR-
TO-YEAR
GROWTH

THE SOLUTION

Smart XChange gives you complete control of your direct A2P business opportunities with wholesale and enterprise clients. It reduces operational complexities while providing you with the flexibility needed as an operator to take control and monetise your A2P and removes the need and reliance of an aggregator led approach.

Smart XChange utilises automated routing to allow the operator to benefit from the most optimal routes while protecting margins and quality all at scale and pace. This agility allows you to move quickly in creating new flexible pricing models to encourage incrementation growth or provide special rates for OTT directly terminating to the network. This approach ensures you stop the cannibalisation of the existing

A2P revenues and ensures margin protection. and removes Dynamic reporting provides actionable insights for creating a more profitable product while reducing costs and maximising profits. Furthermore, HAUD can efficiently advise on how to protect and maximise your messaging while applying the right commercial model and partner management model.

HOW IT WORKS?

Execute your A2P Monetisation strategy through the control and enforcement capabilities of SMART XChange.



TRUSTED BY

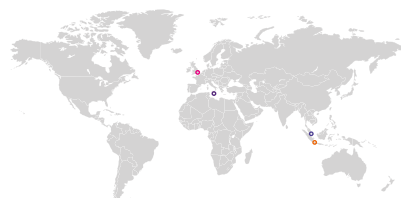


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