



Mobile Enterprise Services (MES) for Shipping and Logistics

Use Cases

Shipping and freight/trucking companies can use Syniverse MES to send and receive SMS alerts regarding:

- Shipment confirmation
- Shipment/delivery status
- Delivery delays
- Rescheduled deliveries
- Shipment tracking by tracking number
- Rates and transit times
- Locations
- Pickup confirmation/change
- Deals and promotions

Shipping and logistics companies are looking for ways to improve service quality, timeliness and reliability as they compete in an increasingly global market.

Syniverse Mobile Enterprise Services for Shipping and Logistics offer a secure customer engagement channel that allows you to generate new revenue, save costs, boost brand awareness and connect with your audience anytime, anywhere. This next-generation, cross-operator mobile messaging solution enables you to send time- and event-based messages and alerts to customers, employees and partners.

Our trusted global delivery platform, 24x7 customer support, mobile team with a proven track record of success, and secure and scalable solution make Syniverse your source for new ways to remain competitive in the global marketplace.

Benefits of MES for Shipping and Logistics

- Enhances customer relationships by keeping them informed, furthering overall customer satisfaction.
 - Increases number of customer contact points by advising of shipment status, delivery delays and other updates via SMS alerts.
 - Provides customers an easy and convenient way to track shipments, secure rates and delivery times, and schedule pick-ups.
 - Creates a simple way for customers to communicate with you – a key advantage for a customer on the move.
 - Enables you to deliver real-time updates without requiring customers to log into a website or endure long telephone holding times.
- Enhances partner and employee relationships by keeping them informed, creating more valuable professional interactions.
 - Employees can use SMS to advise of delivery status, updates.
- Provides faster customer problem resolution and reduces number of calls to customer service by using SMS instead of using live agents, IVR and online support.
- Increases operational efficiency by saving time and costs for transportation, storage, handling and customer care.
- Leverages Syniverse's role as a trusted intermediary and our mobile messaging delivery platform that reliably processes more than 1.8 billion messages each day, ensuring you have global reach and scalability.

Features of MES for Shipping and Logistics

- True push and pull mobile messaging on operator-grade infrastructure.
 - Push one-way, or MT alerts to users.
 - Two-way messaging, triggered by an MO, enables users to send a SMS to a short code with the goal of pulling the user to the business with more response-driven communications.
- Global reach, reliability and interactivity you need to build your brand 24 hours a day.



About Syniverse

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers.

- Real-time, web-based monitoring tools for administrators to view message status, trace delivery path, create and send messages from a website, set custom priority levels, and generate usage reports by end user, application and service.
- Advanced security measures.
 - Provides 3DES encryption for data transmission to the operator network.
 - Includes secure connectivity for accessibility to the integrated networks.
- Industry-leading SLA performance to help you meet SLA obligations.
- Advanced template-based messaging to distribute multi-recipient information. Additional features include:
 - Two-Way Messaging — Enables users to respond to notifications delivered to their mobile device.
 - Multilingual, Multiple Time Zone Support — Unicode provides the ability to send messages in multiple languages. Administrators also can schedule messages across multiple time zones
 - Enterprise Connectors — Has standard XML formats for accepting streamed content over HTTP or TCP/IP.
 - Delivery Receipts – Messages sent to the customers can be tracked with the delivery receipts provided by the platform.
 - Bulk messaging – Ability to address multiple receipts receiving the same content (promotions, tracking information etc) via a single API call.
- Intelligent message processing.
 - Supports multiple routes to networks and uses intelligent routing to help determine the best route available for message delivery.
 - Includes message retry, load balancing, bulk send, intelligent keyword-based routing, message specifications and device rendering.
- Enables you to confidently upgrade services through multiple secure technologies and send large volumes of messages.

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