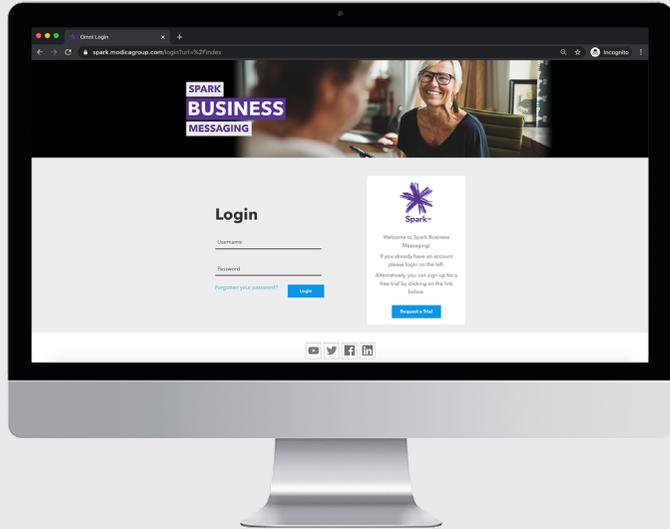# Spark Business Messaging Platform

Spark Business Messaging is a cloud-based platform that provides businesses with reliable messaging solutions to communicate globally. Enterprise and Government clients engage, market and transact using the Spark Business Messaging platform daily as a business-critical solution.

Spark Business Messaging platform offers a full range of features and tools for one and two-way SMS communications. The platform allows you to cost-effectively reach stakeholders both locally and globally.

The platform includes a full suite of reporting tools, which allow you to identify, at granular level, the four stages of delivery for each and every message in, or out of the platform. Your business can track each message from initiation to receipt, as well as ROI and engagement.

With a 99.9% uptime guarantee and a dedicated team to support your Spark Business Messaging strategy, the Omni platform is a proven leader in the SMS market.

Features & benefits

- Delivery on 3 and 4 digit short codes
- Simple user experience
- Flexible access and send options
- Cost-centre billing
- International reach to a choice of countries
- "All-You-Can-Eat" offering, with our Enterprise License"

- Rapid mobile application innovation
- Insights smart reporting dashboard
- Suite of cloud based messaging products
- Multi time zone and language support
- Flexible access and send options
- Access to resources portal, including user guides and sample code

- Easy to use web dashboard
- High-volume throughput
- Real-time reporting and visibility of usage and results
- Cost-effective way to encourage consumer engagement with your brand
- Rapid deployment of solutions for a fast implementation