



DATA SHEET



MOBILIZE YOUR ENTERPRISE WITH VERISIGN

Operating a global network that reaches more than 3 billion wireless subscribers in 200 countries and enjoys 99.98 percent uptime, VeriSign Mobile Enterprise Services makes it easy to engage your customers, partners and employees via mobile messaging.

VMES can help:

- Generate new business by offering last-minute or carefully targeted specials
- Improve customer loyalty by providing updates about order status, promotions and sales
- Increase profitability with rapid customer awareness, faster routing, and reduced call center inquiries
- Upsell new or frequent customers with time-sensitive offers or packages
- Uncover new revenue streams with interactive, ad-sponsored messages
- Reduce labor expenses with automated text alerts
- Streamline operations and communications by integrating SMS text messages with enterprise voicemail systems
- Enhance customer relationships by expanding from SMS to rich-media alerts that include images, videos and more
- Confidently upgrade services with the secure, reliable VMES platform

VeriSign® Mobile Enterprise Services (VMES) Mobile Messaging for Enterprises

Today's enterprises face soaring operating costs, intense global competition, and rapidly disintegrating brand loyalties. So to remain competitive, companies are doing everything they can to keep in constant touch with customers and employees who are always on the move.

There are more than three billion mobile subscribers worldwide, and 262 million in the U.S. alone.¹ Mobile phones and devices are so commonplace that mobile market penetration has reached 85 percent in the U.S. and nearly 100 percent in many international markets.²

That's why organizations like yours are turning to mobile messaging as a strategic, cost-effective way to mobilize their enterprise. By regularly engaging users via their favorite mobile devices, you can:

- Attract and retain customers
- Stay connected with mobile employees
- Reduce operating costs
- Increase revenues
- Build brand loyalty

+ Mobilize your enterprise with VMES

VeriSign Messaging and Mobile Media helps enterprises sharpen their competitive edge by enabling them to send time- and event-based messages and alerts to customers, employees, and partners—both domestically and internationally. Personalized mobile messages can provide users with time-sensitive, actionable information, reminders and notifications, news of sales or promotions, weather updates, and even public safety alerts.

Through VeriSign® Mobile Enterprise Services (VMES), a next-generation, cross-carrier mobile messaging solution, you can gain the reach, reliability and security your enterprise needs to achieve today's business objectives.

¹ Gartner, CTIA

² Strategy Analytics





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A CARRIER-GRADE SOLUTION THAT SCALES WITH YOU

The robust, device-agnostic VMES solution enables mobile messaging to accommodate the unique capabilities of mobile devices and the preferences of each user. With VeriSign's carrier-grade SMPP solution, you can reliably and securely send large volumes of messages, while scaling services from SMS text messages to fully interactive, multi-modal applications.

PUSH AND PULL MESSAGING

The multi-modal capabilities of VMES enable true "push and pull" mobile messaging for all enterprises. Businesses can push one-way or "mobile terminated" alerts to users, requiring no response to complete the transaction. Or they can use an SMS message to push a WAP link that encourages customer interactivity. Two-way messaging, triggered by "mobile originated" messages, enables users to send an SMS text to a short code, with the goal of pulling the user to the business with more response-driven communications.

VMES enables you to deliver time-sensitive offers, information and updates via wildly popular short message service (SMS) text messages. SMS text messages:

- Are universally available on most of mobile phones
- Are gaining widespread use due to their low cost and ease of use
- Allow you to reach users directly and instantaneously 24x7x365
- Bring immediacy and two-way interactivity to every communication
- Are secure and – unlike email – are much less susceptible to spam
- Offer cost reduction and new revenue opportunities through ad-sponsored messaging

VMES also delivers the headroom you'll need to proactively keep pace with growing user populations and the demands of media-rich, interactive MMS applications and WAP browsing.

VERISIGN MOBILE ENTERPRISE SERVICES

PUSH AND PULL MOBILE MESSAGING

FINANCIAL INSTITUTIONS <ul style="list-style-type: none"> + Credit/debit alerts + Overdraft alerts + Fraud alerts + One-Time passwords + Account balance + Bill payment alerts + Money transfer alerts + Money payment alerts 	ONLINE PORTALS <ul style="list-style-type: none"> + Local listings + Weather information + Driving directions + Stock quotes + Price searches + Flight information + Sport scores + Movie/concert listings 	TRAVEL & HOSPITALITY <ul style="list-style-type: none"> + Security alerts + Weather alerts + Fare watcher alerts + Flight status alerts + Itinerary changes + Gate changes alerts + Baggage claim status + Hotel locations 	SHIPPING & LOGISTICS <ul style="list-style-type: none"> + Shipment confirmation + Shipment status alerts + Shipment delay alerts + Shipment delivery + Get tracking number + Track by tracking no. + Track by reference + View all shipments
BUSINESS SERVICES <ul style="list-style-type: none"> + Voicemail notifications + Email notifications + Multi-part VM alerts + Customer support alerts + Remote management alerts + Handset OS updates + Application updates + Business software alerts + Enterprise paging 	GOVERNMENT, UTILITIES & NON-PROFITS <ul style="list-style-type: none"> + DHS security alerts + FEMA alerts + DOD alerts + TSA alerts + CDC alerts + NOAA alerts + FBI alerts + Local police alerts 	HEALTH CARE <ul style="list-style-type: none"> + Prescription refill alerts + Prescription status + Pharmacy locations + Click-to-call pharmacy + Discounts & promotions + Locate doctor/hospital + Appointment reminders + Insurance quotes + Insurance claim status + Immunization notifications 	RETAIL & BRANDS <ul style="list-style-type: none"> + Store locations/hours + Sales alerts + Discounts & promotions + New inventory alerts + Store events alerts + Coupons via SMS + Order status & tracking + Shipping & delivery alerts + Store pick-up alerts + Brand M-Marketing

+ Rely on VeriSign's trusted, global delivery platform

VeriSign provides a mobile delivery network that reaches more than 3 billion wireless subscribers worldwide and includes more than 700 worldwide carriers operating in 200 countries, with support for mobile devices and major protocols. With VMES, businesses can.

- Take advantage of VeriSign's proven messaging infrastructure, which delivered 224 billion mobile messages in 2008 and is on track to deliver over 320 billion in 2009³
- Meet Service Level Agreement (SLA) obligations by leveraging VeriSign's industry-leading SLA performance with a 99.97 percent average uptime
- Leverage VeriSign's unparalleled commitment to security, with a redundant network, SAS 70 certified solution, 3DES encryption, user-level authentication, data masking and extensive physical security
- Leverage industry standard APIs that are very easy to deploy and require no prior experience in mobile messaging
- Rely on VeriSign's world-class account management and technical support, automated escalation paths to minimize downtime, and a secure Web-based interface for tracking messages and viewing reports
- Benefit from VeriSign's unique position as a trusted partner for secure communications and transaction processing

³ Annualized estimate based on most recent mobile messaging traffic reported by VeriSign.

CASE STUDIES

VMES Spotlight:

Financial Services

- A major bank in India relies on VeriSign to power its mobile banking and alerting services in over 129 countries globally.
- PayPal uses VeriSign solutions to enable PayPal account holders to use their mobile phones to further secure their PayPal accounts.

VMES Spotlight:

Travel & Hospitality

- VMES has helped several airlines improve customer service and reduce costs by deploying interactive SMS alerts advising of flight delays, arrivals and departure times, and baggage tracking.

VMES Spotlight:

Online Portals

- A leading online portal relies on VeriSign to deliver over 40 million SMS communication and alerts every month.
- A major auction site's re-bid notification service allows bidders to stay connected via their mobile device during the active final moments of an auction—all using SMS.

VMES Spotlight:

Shipping & Logistics

- VMES lets organizations remain in constant contact with customers, advising them of shipment status and delivery delays, while offering a convenient way to track shipments, secure rates and delivery times, and schedule pick-ups.

+ VMES: Enabling Next-Generation Mobile Messaging for Enterprises

VeriSign Mobile Enterprise Services

Message Creation and Global Delivery

VMES leverages existing infrastructure and processes to create and deliver messages to customers, partners and employees.

- Global Network — Helps to provide timely and accurate message delivery, connecting to more than 700 pager and telephony networks and over 3 billion wireless users worldwide
- Escalation — Administrators can monitor the status of messages and retry and/or escalate delivery via another specified format, so urgent alerts are delivered to recipients according to pre-defined preferences

Multiple Modalities for Message Delivery

Advanced Group Messaging/Broadcasting

VMES allows administrators to create and send messages from a Web site, create broadcast groups, and set custom priority levels to different types of messaging.

Additional features include:

- Group Creation — VeriSign supports automated group creation through an upload or via connectors into corporate directories or lightweight directory access protocol (LDAP) and open database connectivity (ODBC) compliant databases
- Two-Way Messaging — The query-and-response engine supports two-way messaging, enabling 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 can also schedule messages across multiple time zones
- Enterprise Connectors — VMES has standard XML formats for accepting streamed content over HTTP or TCP/IP. Also supported are interfaces to enterprise solutions, including Remedy®, Siebel™, Oracle®, Clarify®, PeopleSoft®, Talisma®, Microsoft® Exchange, and Lotus Notes®

Intelligent Message Processing

VMES supports multiple routes to networks and uses intelligent routing to help determine the best route available for message delivery. Additional features include message retry, load balancing, bulk send, intelligent keyword based routing, message specifications, and device rendering.

Monitoring Tools and Interfaces

VMES provides near real-time, Web-based monitoring tools, providing the health status of enterprise connectors and the messaging network. Administrators can also trace delivery path, status, and delivery receipt confirmation for each message and generate and analyze usage reports by end user, application and service.

Advanced Security Measures

VMES provides the messaging architecture that helps to prevent “clear text” from being transmitted over wires. Other security features include:

- Encryption — The architecture provides 3DES encryption for all data stored in the system and two-way cipher encryption within the system. Data is not kept as clear text.
- Connectivity — Accessibility to the integrated networks includes secure connectivity via Internet, VPN, or a dedicated line using HTTPS over Secure Sockets Layer (SSL) Certificates (X.509) at server and client end.



CASE STUDIES

**VMES Spotlight:
Business Services**

- A leading global telecommunications solution vendor uses VMES to provide Tier-1 and Tier-2 carrier customers in North America and Europe with carrier-grade voice mail and enhanced messaging services.

**VMES Spotlight:
Governments, Utilities
& Non-Profits**

- VeriSign powers an anonymous text-a-tip SMS service for the Boston Police Crime Stoppers program. To combat a “stop snitching” culture, citizens text tips to the short code 27463 (CRIME).

**VMES Spotlight:
Health Care**

- Pharmacies can use VMES to improve service by reminding customers to refill prescriptions and check on prescription status. Doctors and dentists can remind patients of upcoming appointments.

**VMES Spotlight:
Retail & Brands**

- VMES offers a reliable, spam-free avenue for connecting with consumers via timely alerts of sales, discounts, new arrivals, promotions and product launches.
- VeriSign has powered hundreds of mobile marketing campaigns for leading soft drink companies, auto manufacturers, apparel manufacturers, and other Consumer Package Goods (CPG) brands.

Figure 1: Mobile Messaging: The VeriSign Advantage



+ VeriSign Messaging and Mobile Media

VeriSign Messaging and Mobile Media is a division of VeriSign the trusted provider of Internet infrastructure services for the networked world. Through this business unit, VeriSign provides global application services that reliably delivers short-messages (SMS), multimedia messages (MMS), and mobile content across wireless operators and mobile devices throughout the world. As a leader in mobile messaging, mobile banking and mobile content delivery, VeriSign offers a broad portfolio of mobile infrastructure and delivery services. Offering reliable delivery, a worldwide presence, and rapid and effective deployment, VeriSign has built a trusted and respected brand with global mobile operators, media content providers and enterprises. The reach, reliability and value add of VeriSign services enable these companies to capitalize on the rapidly growing messaging and media content markets.

+ Learn More

For more information about VeriSign Mobile Enterprise Services, please call 1-888-716-0023, (00-1-617-673-2418 for international callers) or email mobilesales@verisign.com or download VeriSign’s latest Solution Paper, *Enabling Next-Generation Mobile Messaging for Enterprises*, at www.verisign.com/static/044337.pdf

+ About VeriSign

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

Visit us at www.Verisign.com for more information.