

Platform for Business Messaging Management

Visibility and Control for Maximum Monetization

- Increase control and enable revenue via notification and management of acceptable use infractions
- Maintain high customer satisfaction and trust in the business messaging content and channel
- Improve business messaging delivery by supervising sender acceptable use policies and providing valid and trusted content to subscribers
- Maintain revenue and margin by ensuring proper rating and delivery of content

Increase Business Messaging and Grow Revenue and Margin

- Consumers maintain high levels of trust in mobile messaging and mobile platforms are increasingly utilized for commercial practices, including banking, shopping, and other common, every-day tasks
 - 98% of mobile messages are read, 90% are read within three minutes, and Click-Through-Rates (CTRs) are eight times higher on mobile than email†
- Enterprises have embraced business messaging or Application-to-Person (A2P) for customer engagement

Over 13% of business messaging revenue is unrecognized by the MNO ††

† According to [Forbes](#) and [ReBrandly](#) †† Juniper Research, A2P Messaging: SMS, RCS & OTT Business Messaging 2020-2025



Increase MNO revenue and drive high levels of mobile subscriber satisfaction

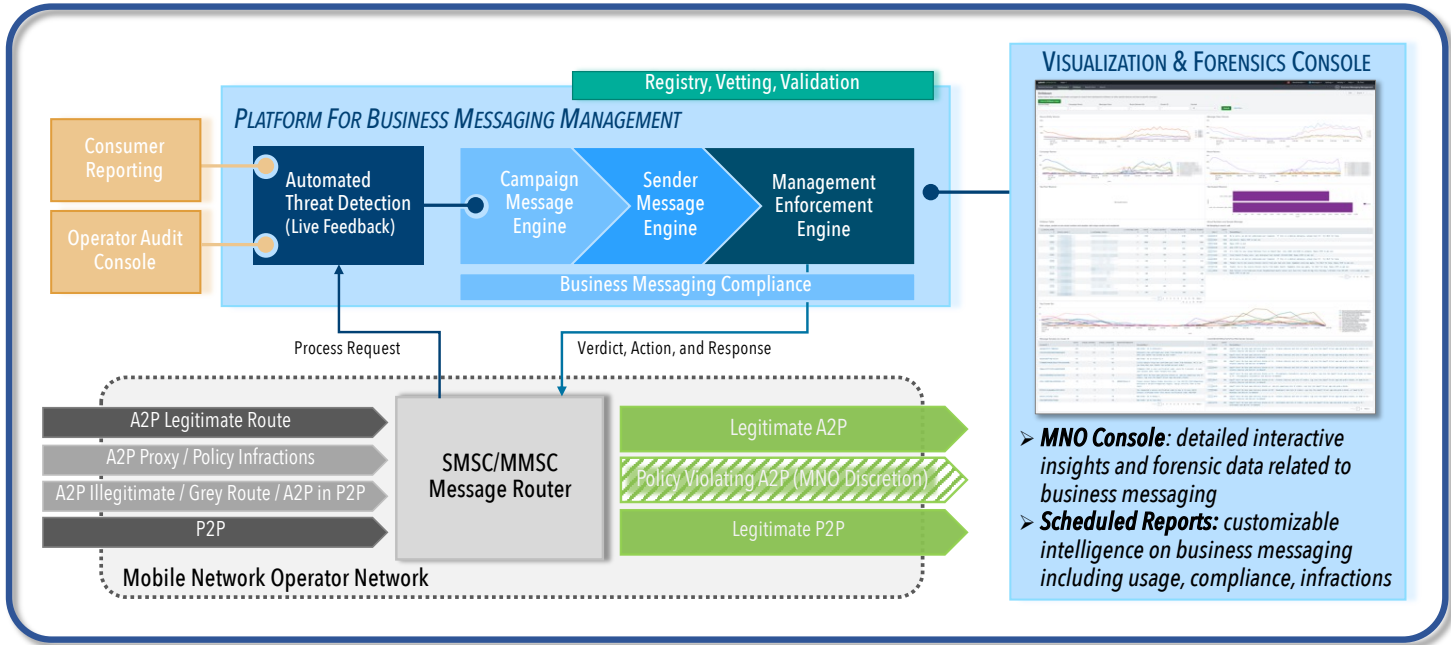
Platform for Business Messaging Management:

- Widely deployed and proven
- Seamlessly integrates with MNO infrastructure and leading registry, vetting, and validation systems
- High-performance, carrier-grade options for on-premises and cloud-based deployments
- Utilizes insights and experience from the largest commercial Global Threat Network:
 - Protecting >1.2 billion mobile accounts
 - 150+ MNOs, ISPs, hosting/provider networks

Proofpoint and Cloudmark: Premier Business/A2P Messaging Control

- Centralized reporting and control of all commercial messaging with detailed reporting; ensuring proper sender adherence to MNO policies to maintain MNO Business Messaging strategy
- Comprehensive detection technology ensures commercial traffic originates from appropriate sources, preventing messaging fraud and revenue loss thereby securing MNO income while also protecting subscribers from unwanted or improper content
- Proofpoint and Cloudmark security expertise leverages threat data, trends, AI/ML learning models, and algorithmic enhancements to continuously improve and adapt the solution

Flexible Cloud-Based or On-Premises Options: Immediate Visibility and Control



Messaging Stream Visibility

- Validate brands and campaigns across SMS, MMS, RCS
- Identify inappropriate sending practices
- Gain insight through analytics, metrics, and forensics
- Demonstrate regulatory compliance

Subscriber Satisfaction and Acceptance

- Confirm subscriber response by associating consumer abuse reports with business messaging
- Assess and manage Acceptable Use Policies

Accurate Use-based Pricing

- Classify traffic and charge based on use-case, e.g., notifications, 2FA, advertising, First Responder, etc.
- Ensure proper routing/path
- Guarantee proper rating and monetization

Control Messaging Content

- Log, block, or throttle based on MNO preferences
- Manage brands/senders based on consumer feedback
- Enforce contractual stipulations

Specialized Business and A2P Solution: Platform for Business Messaging Management

- Delivers keen visibility into business messaging for better monetization while protecting existing revenue
- Increases MNO revenue by managing business message streams, identifying improper traffic, and supplying detailed, clear reporting of infractions and enabling lost income reclamation
- Provides industry leading, proven centralized management including visualization, forensics, and comprehensive analytics of business and A2P communications
- Improves and maintains high levels of enterprise and subscriber satisfaction and trust in MNO messaging, fending off migration to over-the-top (OTT) communications channels

ABOUT PROOFPOINT

Proofpoint, Inc. is a leading cybersecurity and compliance company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 1000, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at www.proofpoint.com.

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