



Embracing the shifting paradigm- Mobile Messaging

A snapshot on how Vectramind plans to address the changing mobile messaging landscape

Evolving Mobile Landscape

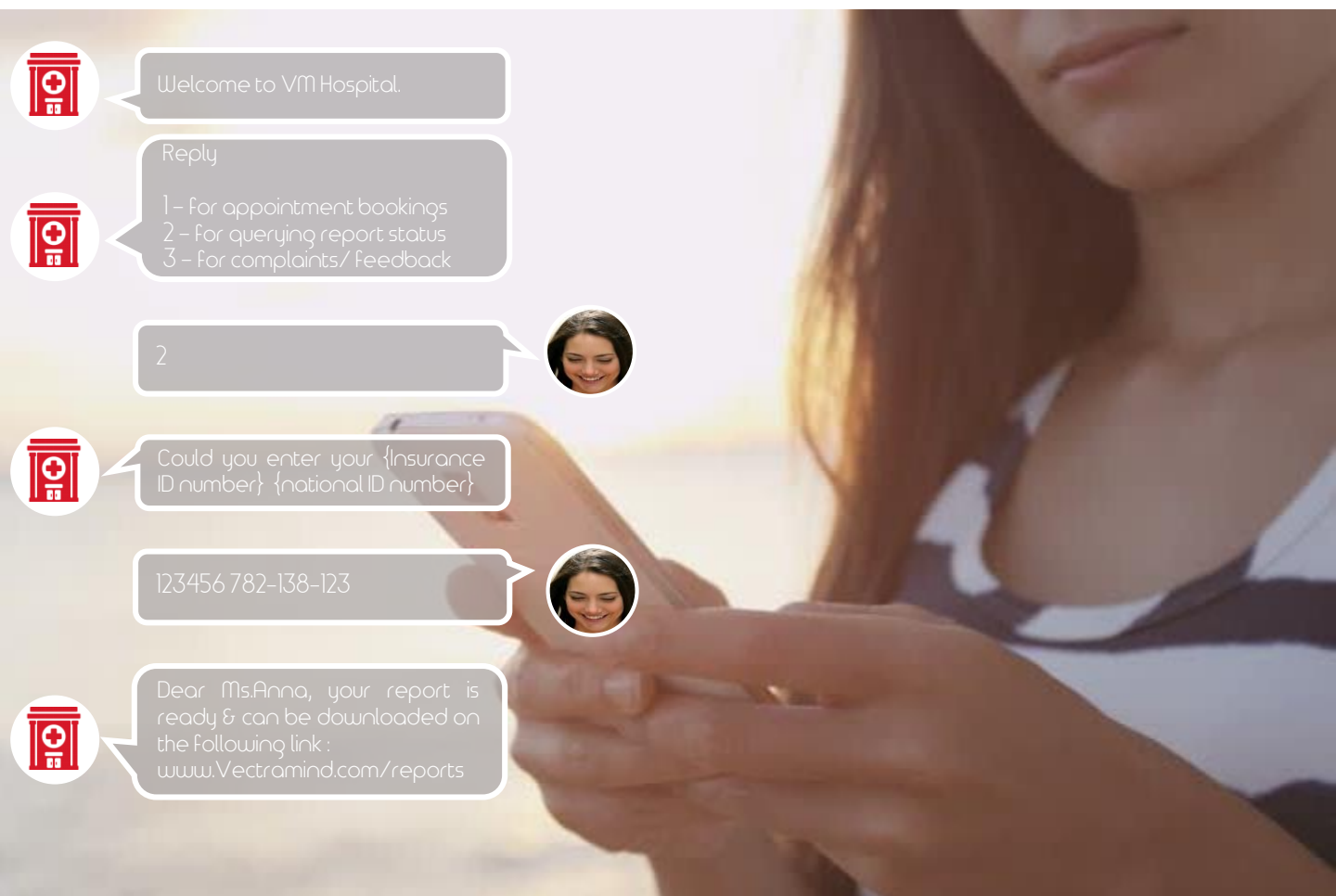
Rapid evolution of OTT apps, mobile technologies and consumer behavior have led to a paradigm shift in information exchange between enterprises & consumers - from NOTIFICATION led messaging to a more CONVERSATIONAL style of communication.

Why Conversational ?

Looking at today's consumers, especially millennials, their preference is mobile, which includes mobile apps, social media, SMS, mobile web and mobile commerce.

They seek information from the most efficient and quickest means possible. These technologies will no longer function independently of each other as mobile channels have reached a point where all must complement each other and create a comprehensive mobile engagement strategy.

Mobile messages should be personalized, taking into account the timing, location, right channel and right content, as well as the device on which the message will be read.



Evolving Mobile Landscape

Implementing an Effective Enterprise Messaging Solution

Many enterprises struggle with deploying a mobile messaging solution as a result of complexity of integrating messaging services into existing IT set up and business processes.

While many messaging gateways provide connectivity and broadcast features, only an advanced messaging platform will allow businesses to communicate contextually in real time over preferred communication channels – SMS, push notifications, location based alerts, *in app* chat, Email, A/V calls..

A key element needed to deploy a customized solution with easy to use APIs allowing authorized third parties to exchange mobile messages in a seamless and secured manner. Ease of use is the key, as the complexity of sophisticated interfaces is often an entry barrier prohibiting companies not versed in various mobile messaging channels.

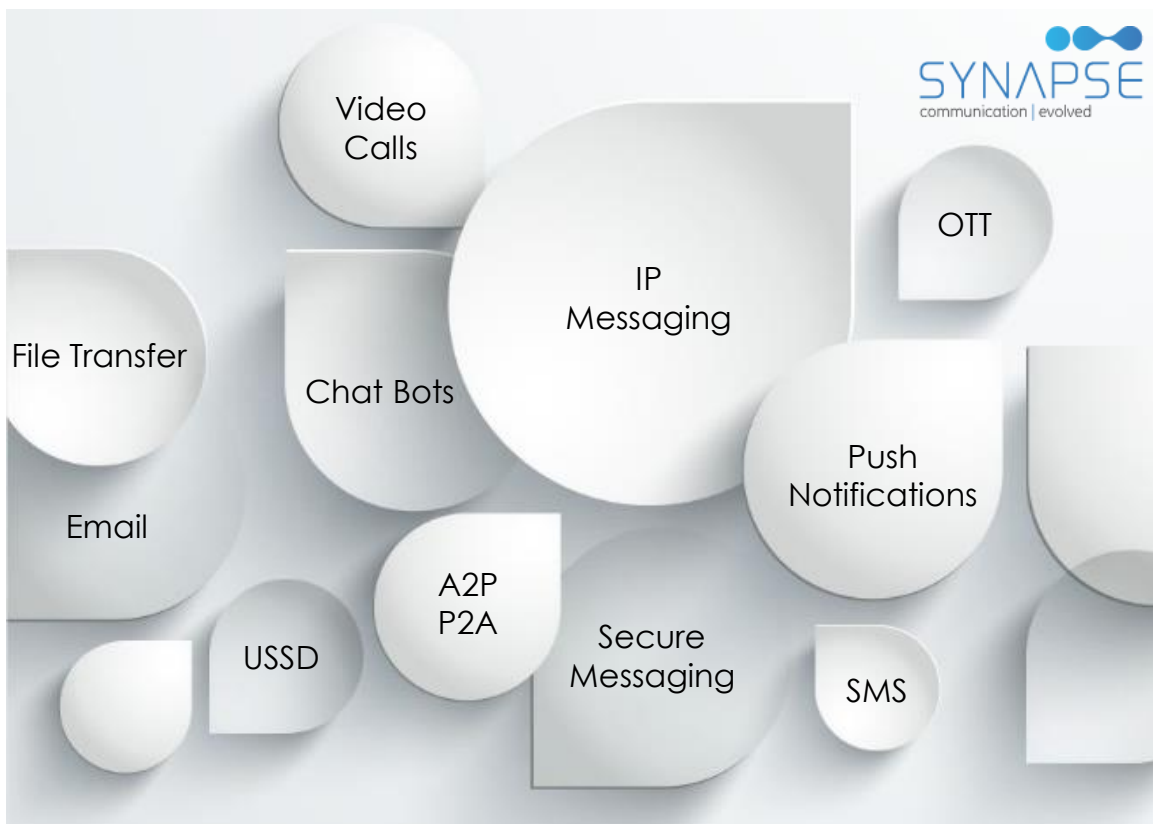
Vectramind understands the importance of evolving mobile engagement strategies. Synapse Mobile Messaging Platform by Vectramind empowers enterprises to harness the potential of the mobile medium.

Synapse can be tailored to be deployed across multiple industry verticals :

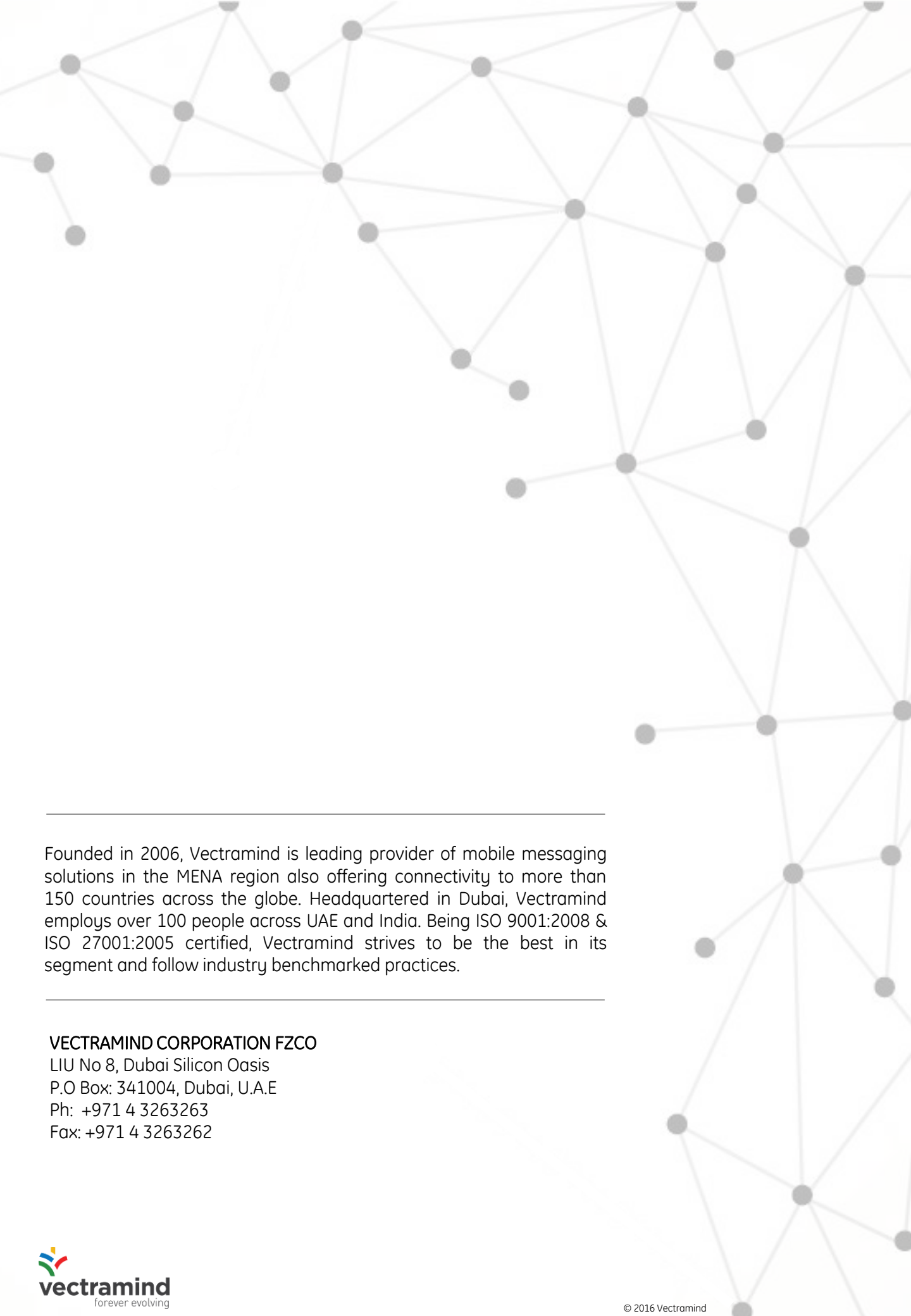


Synapse : the next frontier of evolved mobile messaging

Synapse is a next generation carrier grade Multi Channel Mobile Messaging Platform for both A2P and P2A communication, evolved over a 10 year period. Synapse can play a major role within IT organizations looking to maximize value from existing IT infrastructure.



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|------------------------|----------------------|------------------------|
| ❖ Cloud Based | ❖ Connectivity | ❖ Flexible Traffic |
| ❖ Supporting Databases | ❖ Data Source | Allocation |
| ❖ Scalability | ❖ Audit | ❖ Incident Management |
| ❖ SMS / OTT gateways | ❖ Message Priority | ❖ Compliance |
| ❖ Module Based | ❖ Maintenance | HL7, HIPPA, FHIR, MLP |
| Framework | ❖ Customizations | ❖ Audio/ Video calling |
| ❖ Rule Based | ❖ Message Scheduling | ❖ Adaptive routing |
| ❖ Administration | ❖ Multi Lingual | ❖ Open & Flexible APIs |



Founded in 2006, Vectramind is leading provider of mobile messaging solutions in the MENA region also offering connectivity to more than 150 countries across the globe. Headquartered in Dubai, Vectramind employs over 100 people across UAE and India. Being ISO 9001:2008 & ISO 27001:2005 certified, Vectramind strives to be the best in its segment and follow industry benchmarked practices.

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