

Global Messaging Insights

INTERNATIONAL SMS: OPPORTUNITIES AND CHALLENGES IN GLOBAL MESSAGING

Professional insights into global SMS communication

Global Messaging Defined



WHAT IS INTERNATIONAL SMS?

Definition: SMS messages sent across country borders via mobile networks

Scope: Enables global communication for businesses and individuals

Types: Includes person-to-person (P2P) and application-to-person (A2P) messaging

Reach: Connects users worldwide regardless of device or carrier



GLOBAL MARKET OVERVIEW



4B+

Global SMS users worldwide



200+

Countries with SMS coverage



#1

Primary channel despite OTT apps





CHALLENGES

Network interoperability issues between carriers
Variable delivery rates and latency across regions
Regulatory and compliance complexity by country
Cost variability and language encoding differences



TECHNOLOGY AND PROTOCOLS

SMPP, SS7, and SMSC for message routing
Aggregators and direct operator
connections
Sender ID management and formatting
Global network interoperability standards

REGULATORY LANDSCAPE

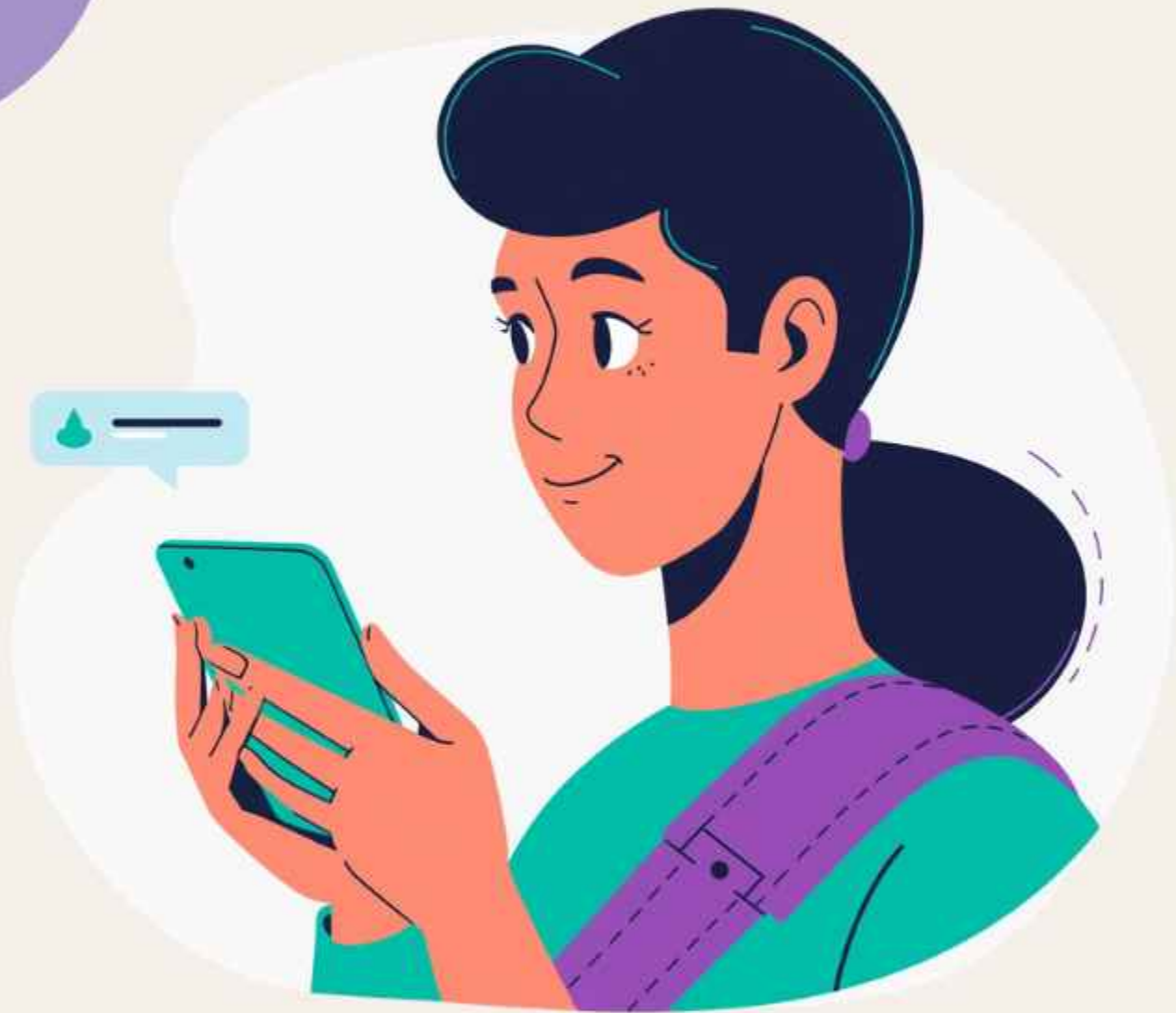
GDPR and data privacy considerations

Country-specific telecom regulations and restrictions

Opt-in/opt-out requirements and consent management

Anti-spam and fraud prevention rules





BUSINESS USE CASES

- Two-factor authentication (2FA) for secure logins
- Transactional alerts and notifications
- Marketing campaigns and promotions
- Customer support and engagement

SECURITY AND COMPLIANCE COMPARISON

SMS:

- High reach, no internet required
- Regulated and monitored channels
- Vulnerable to interception without encryption

OTT Apps:

- Encrypted end-to-end communication
- Requires data connectivity
- Limited reach in some markets





Timmerman Industries

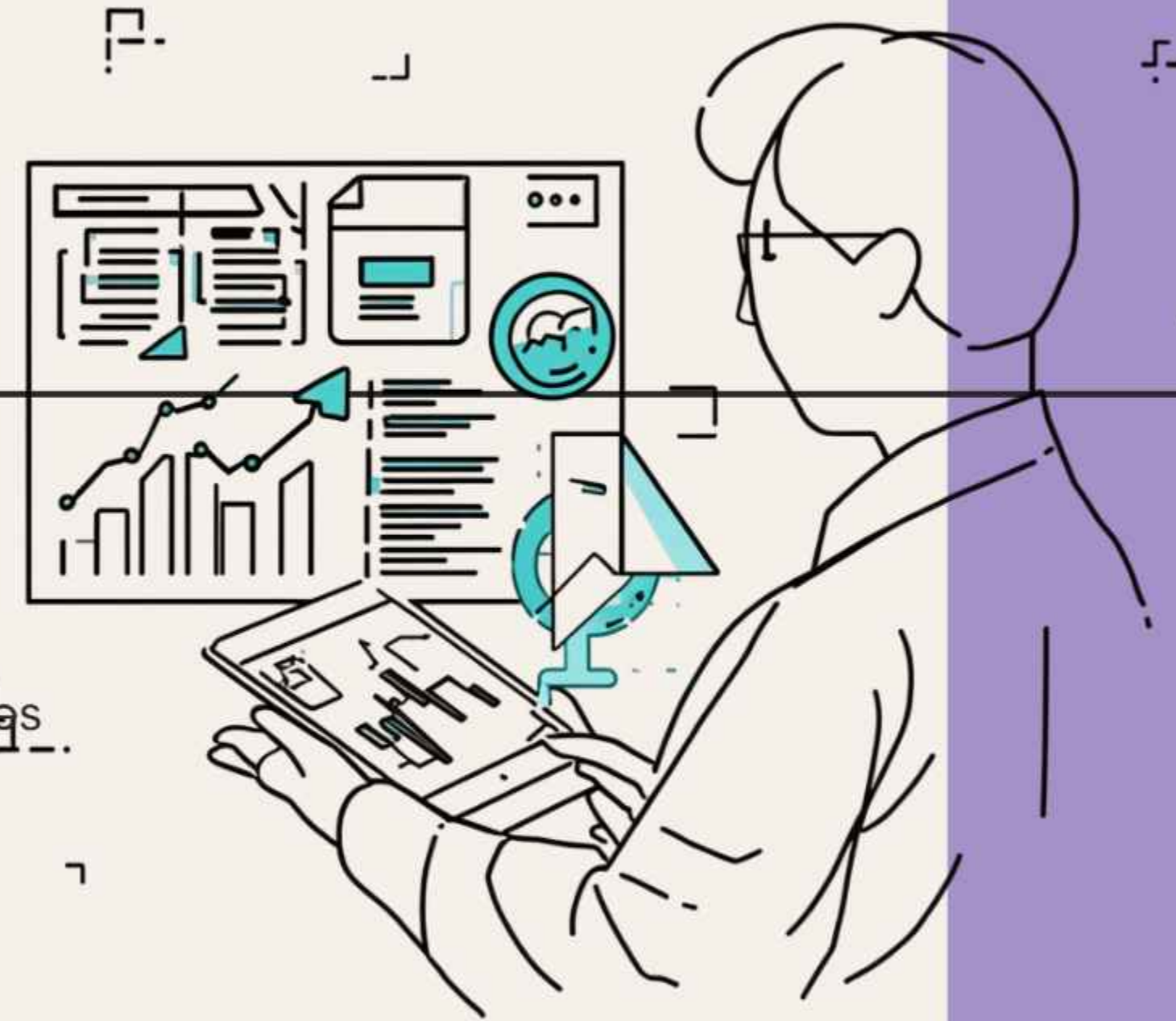
FUTURE TRENDS

A predicted 3% annual growth in A2P international SMS traffic through 2028

Increasing integration with RCS and Rich Communication Services

Enhanced personalization and AI-driven messaging

Growing importance in IoT and business automation



International SMS

**THANK YOU FOR
YOUR ATTENTION**

Questions Welcome | Let's Connect

