Mblox Unveils New Generation Messaging Infrastructure: Atlas

New infrastructure meets the growing demand for cloud-based mobile messaging; provides enterprises with the highest service levels in the industry

February 18, 2016 10:07 AM Eastern Standard Time

ATLANTA--(BUSINESS WIRE)--Mblox, Inc., the largest provider of cloud-based mobile messaging, announced today the availability of its new generation messaging infrastructure, Atlas. The future-proof infrastructure reinforcing the company's position as a global leader by providing users with best in class reliability, security and performance.

Atlas, the result of a multi-million dollar investment and development initiative, provides enterprises the assurance that messages will be sent using the most reliable and secure direct routes available today, while also providing the highest levels of data security in the industry. Additionally, with Atlas, enterprises will have a greater ability to analyze back-end data, enabling a deeper understanding of the effectiveness of marketing and customer care campaigns.

Mblox has long focused on offering businesses a simple, one-stop global solution to meet strategic mobile messaging needs. Atlas' easy-to-integrate infrastructure enables enterprises and brands to achieve a return on investment faster and more reliably than ever before

In addition to these benefits, enterprises will have access to Atlas' full suite of offerings, including:

- **New API's and tool set,** which make it easier than ever for companies to connect and send mobile messages globally by using a single API or through a self-service campaign tool. Atlas supports SMPP, HTTP and REST.

- **Geo-redundant data centers located across the globe**, which ensure fault tolerant performance and compliance with data protection and safe harbor laws.

- **Industry-leading customer portal**, which provides an easy, convenient and secure way for enterprises and brands manage their account at anytime, anywhere.

- **Ultra-low latency**, which includes a best in class request-to-response time and end-to-end delivery time so customers can send and deliver messages faster, allowing for one of the highest conversion and read rates in the industry.

- **More connections to more destinations**, which allows customers access to the vast majority of the global GDP on routes Mblox owns, manages and monitors.

The development of this infrastructure is important for the industry as it prepares for significant growth. In 2015, Mblox delivered a record seven billion mission-critical messages and anticipates significant growth in the coming years. This increased use of messaging comes from a global hyper-focus on consumer experience and the fact that consumers are on mobile phones more than three hours a day.

"Leveraging new technological breakthroughs, we have created Atlas, an infrastructure and process standard, which will revolutionize the industry. At Mblox, our relentless pursuit of

cutting-edge innovation empowers customers to better engage their audiences and drive optimized value," said Mblox CEO Tom Cotney. "It is gratifying to see the commitment that our employees have to our customers. It is clear that as leaders, we will not be caught by competition."

About Mblox
Mblox is the largest provider of cloud-based mobile messaging in the world, trusted by more companies to carry their mission-critical traffic than any other service. As the industry's most experienced Tier One SMS aggregator, Mblox specializes in the unique demands of large-scale mobile messaging programs and are known for providing reliable, uncompromising connections. By creating positive brand experiences, Mblox helps clients transform numbers into profitable relationships with their customers.

Contacts

Edelman for Mblox

Megan Smith, +1 404 832 6776

Mobile: +1 404 610 3241

Megan.Smith@edelman.com