

Tanla Leverages Vodafone's Network for A2P messaging

Hyderabad, December 04 2014: [Tanla Solutions](#), the leading provider of mobile messaging and payment solutions, today announced the deployment of its [Fast Track](#) platform for [Application-to-Person \(A2P\) messaging](#) with Vodafone Business Services (VBS), the enterprise arm of Vodafone India.

Fast Track is a state of the art Application to Person (A2P) messaging platform with advanced security, reliability, analytics, service levels alongwith the proven ability to process the largest volume of messages per second. The platform currently processes over 2.5 billion messages per month making it one of the largest and most proven platforms in the A2P messaging market. Fast Track offers a robust core short message service center (SMSC) layer that is deployed within Vodafone's network and controlled by a centralized SMS hub platform using MPLS connectivity. The platform has several enriched features like intelligent routing, spam prevention and number portability detection. The technology ensures that all messages are processed with the lowest latency.

The market for [A2P SMS](#) messaging continues to grow worldwide and is estimated to be worth \$60 billion by 2018, according to Juniper Research. SMS is a highly reliable form of communication and is therefore the best choice for Enterprises to communicate with their customers. A2P SMS is used for everything from providing reminders and time-critical alerts to banking services and payments; from mobile marketing and customer service updates to authentication and transaction oriented services, e-commerce sites. Social Networks and enterprises are driving the use of A2P SMS by providing more personalized and real-time customer services such as account updates, reminders or SMS-based two-factor authentication.

Tanla's Fast Track platform is tailored to help enterprises to leverage the engagement with customers.



"Tanla has always been the leader in the mobile messaging space since inception, being the first Indian company to deploy an SMSC with a carrier way back in 2001. Our experience and strong technology combined with Vodafone's superior network and reach will make for a compelling service for enterprises."

commented
[Uday Reddy, CMD Tanla.](#)



[Satish Mittal Sr VP-Technology,](#)
[Vodafone Business Services,](#)

adds,

"We are happy to partner with Tanla and look forward to addressing the growing needs of our enterprise customers."

About Tanla Solutions:

Tanla Solutions [BSE:532790|NSE:TANLA] founded in the year 1999, a Hyderabad based Indian company is a leading provider of telecom solutions to mobile operators, handset manufacturers, content aggregators, ISVs and media companies globally. With over 100 customers in 32 countries, Tanla provide solutions in the areas of Voice, Video, Messaging, Application/Content Licensing and [Mobile Payments](#) and is one of the first companies to launch VAS services in India. Tanla's Mobile Payment Gateway is connected with more than 100 mobile operators and processes mobile payments in over 160 countries through operator, credit/debit card billing. Leading content aggregators, ISVs and handset manufacturers including the erstwhile Nokia use Tanla mobile payment gateway to market their applications/content globally. Tanla's License Manager Product is embedded in more than 300 million the erstwhile Nokia handsets globally. Located in 9 countries, Tanla employees more than 300 telecom professionals and is listed in BSE and NSE in India.



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