

Leader in mobile messaging expands SMS operations across Asia

This week Singapore will become the new regional hub for global leading mobile messaging solutions company Dialogue Communications. The new office will help to drive operations in Asia to deliver innovative mobile messaging services, including bulk and wholesale SMS and SMS software integrations.

Dialogue will mark the opening of the regional headquarters on Thursday with an opening event at the Ying Yang Bar – during the same week as Asia’s leading ICT show CommunicAsia2011. Dialogue’s APAC Commercial Director Mitch Powell, who has relocated to Singapore to head up in-region activities and will be at CommunicAsia2011, says the move to Singapore had been planned for some time.

“We know there is a strong market in Asia for our SMS messaging solutions and already have many established relationships with customers in this region,” said Mr Powell. “We have been looking to expand our operations here since 2010 and plan to now work closely with organisations and service providers in the region looking to adopt mobile messaging services to enhance communications.

“Our connectivity to the region already exists on the back of our strong SS7 reach through both our SMSCs and partner agreements. In 2011/12 we plan to extend our ‘platinum destinations’ with full monitoring and redundancy routing on the ground at each target region. This is set to include the hard to reach destinations such as Hong Kong, Macau and China as well as the stronger regions.”

Highlighting the growth in Asia, Singapore had 7.384 million mobile users at the end of March this year, up from 7.320 million in February. According to the latest figures from regulator IDA, the previous month also showed that mobile penetration rates had grown to 145.5 percent from 144.2 percent.

With over 16 years’ industry knowledge and experience, Dialogue already has offices in Australia, UK and South Africa and delivers tens of millions of messages successfully for thousands of companies on a monthly basis across the globe. It uses a range of SMS API’s as well as its own specialised technology to help customers to benefit from using SMS messaging and works with market leaders across the world to integrate effective two-way SMS services with other software applications.

Dialogue CEO Hugh Spear concluded: “The SMS market, not just in Asia but globally, is continuing to thrive with the latest figures indicating that around 6.1 trillion SMS messages were sent in 2010*. It shows that SMS messaging is a communication tool that cannot be overlooked. There are huge benefits to be had by SaaS providers who integrate SMS into their current systems and by organisations looking to communicate quicker and more effectively with customers through SMS.

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