



Application to Person (A2P) messaging is an advanced technology using applications for generating Short Message Service (SMS) and transmitting to mobile subscribers. SMS is supported by all handsets that using all kind of mobile operating systems namely Android, iOS, Symbian or Windows. By the increase of mobile subscriber, the future of A2P SMS business keeps growing progressively.

Enterprise A2P SMS market is growing in some key regions, including North America, Latin America, Eastern Europe, Western Europe, Asia Pacific, Japan and Middle East & Africa. Among these regions, Asia Pacific is accounted for the largest market share in 2014. This region is expected to have the highest growth throughout the forecast period. Many countries in Asia Pacific, such as India, China, Japan, South Korea, Singapore, Malaysia and Indonesia are witnessing one of the highest adoptions of A2P SMS globally.

According to a market report published by Future Market Insights, the global enterprise A2P SMS market was valued at USD 23.4 Bn in 2014 and is expected to record a CAGR of 7.9% from 2015 to 2020.

During 2014, Telin spearhead first initiative of monetizing International A2P SMS for Indonesian mobile operator by leveraging competitive advantages including direct connection to major operators in Indonesia and East Timor, flexible pricing model, competitive price and variety of connectivity.

Telin viewed the promising business of A2P SMS for mobile operators which primarily driven by the OTT, e-Commerce, Banking, Financial services and Insurance industries. Telin has succeeded in aggregating and delivering international A2P SMS to major mobile operators in Indonesia and East Timor. By positioning international A2P SMS as new stream for TELIN in 2015, has brought extraordinary revenue soared by 365%, and have delivered nearly 270 million SMS in a year that is expected to grow in 2016

Telin had aggregating International SMS traffic by leveraging the direct route to operators in Indonesia and East Timor via Short Message service center (SMSC) with Short Message Peer-to-Peer (SMPP) or SS7/SIGTRAN connectivity, located in Hong Kong. By creating partnerships with 6 major mobile operators in Indonesia and East Timor, Telin is able to manage the cost structures and offer the most efficient business model to more than 10 global major A2P SMS key players.

In order to strengthen Telin's position as Global SMS Hub and provide the premium quality International A2P SMS termination to Indonesia, Telin has implemented grey route SMS detection platform to detect the illegal traffic termination. While in the case of Telin's sister company, Telkomsel — Indonesia's largest mobile operator which is the subsidiary of Telkom with more than 150 million subscribers –, Telin has been appointed as exclusive partner to provide international A2P SMS service and has implementing the filtering system to block illegal A2P SMS traffic.

By committing to deliver a world class services, Telin will continuously build strong partnerships with key players in the Enterprise A2P SMS market. As Telin's contribution to wholesale industry, Telin also will create innovative technology and business model which will be the next key services of Telin.