

“OpenMarket is a wise choice for Limbo. We depend on OpenMarket’s mobile commerce platform and ability to get the job done—no matter how much Limbo’s text messaging throughput requirements increase. I envision maintaining a strong business partnership with OpenMarket as Limbo continues to stretch the definition of web and mobile entertainment.”

Rob Lawson

President and Co-Founder
Limbo

OpenMarket Hits High Gear to Support Limbo Growth and Capacity Requirements

Limbo

Founded in October 2005, Limbo is now the world’s largest mobile entertainment community. For consumers, the company offers interactive games and services via SMS, mobile Internet and the web. For advertisers, Limbo leverages its patent-pending platform—including SMS, mobile web, mobile video, web and e-mail—to seamlessly integrate brands through unique games, content and community.

To help increase purchase intent for its advertisers, Limbo’s integrated marketing opportunities include branded games and community, and product placement. The company also recently launched The Limbo Show, the first-ever mobile game show, on which viewers can watch and compete in games to win prizes. Limbo is headquartered in Burlingame, CA, with a satellite production office in Los Angeles and an engineering team in Finland.

Business Challenges

When Limbo launched a dynamic media platform based on SMS technology, the company recognized that success hinged on its ability to offer an enjoyable, community-driven gaming experience to consumers. In other words, Limbo wanted to be synonymous with mobile fun—while giving leading brands and media companies an outlet for product exposure to an engaged audience.

The company quickly got its wish. The effective mobile marketing application grew in popularity and began generating a large volume of text messages from members each month. Currently, Limbo averages more than seven million SMS messages per month—and the number continues to climb. “To support Limbo’s rapid growth, we needed a reliable, customer-service oriented content aggregator that could scale with our exponentially increasing traffic,” says Rob Lawson, President and Co-Founder of Limbo.

In addition, Limbo’s interactive games played via SMS depend on immediate delivery of gameplay responses to maintain player excitement. Anything less could disengage customers and erode entertainment value. However, Limbo’s business alliances with a large group of content aggregators turned out to be costly and difficult to manage.

It was time for Limbo to put its trust into one mobile commerce provider that could support Limbo’s growth projections and improve throughput performance.

OpenMarket Solution

Limbo found a partner with OpenMarket and its pioneering mobile commerce solution that helps companies sell digital content directly to consumers. By consolidating to OpenMarket, Limbo achieved both cost and operational benefits. “We were impressed with OpenMarket’s competitive pricing, tested platform reliability and commitment to customer service,” says Lawson. “Based on OpenMarket’s plans and demonstrated ability to scale, we also believed that the company could stay one step ahead of Limbo’s escalating capacity needs.”

OpenMarket is a business unit of Amdocs and maintains a strong relationship with Qpass, a recognized leader in the digital commerce market with extensive relationships with major network operators and expertise in providing financial-grade solutions for mobile commerce.

Limbo appreciated the complete solution offered by OpenMarket and the direct access to all major US operators, providing the ability to reach more than 98 percent of US mobile subscribers. OpenMarket's close relationship with operators helped Limbo effectively manage its program application process and simplified Limbo's compliance with operator policies.

Limbo also found benefit in OpenMarket's automated operations. For example, the way in which OpenMarket programmatically manages the carrier disconnect process saved Limbo a great deal of manual work. OpenMarket's accessible online reports proved valuable as well, allowing Limbo to monitor traffic volumes on a daily basis.

Business Results

Since choosing OpenMarket, Limbo has continued to grow at an unprecedented rate and increased throughput from 15 to 50 text messages per second. "Business partner continuity is vital to Limbo in terms of both cost and operations. Given OpenMarket's strong performance and ability to meet our growing requirements, we anticipate continuing our sole-source relationship," says Lawson.

About OpenMarket

OpenMarket is the only complete messaging and financial solution for mobile commerce and the service provider of choice for companies looking to reliably sell digital content directly to consumers. OpenMarket provides an innovative and powerful suite of on-demand services from a trusted industry expert enabling the largest consumer brands to the smallest enterprises to rapidly and cost effectively leverage the mobile channel to market and promote their digital content offerings. OpenMarket provides the most direct network operator connections in the U.S. market today. OpenMarket is a business of Amdocs Limited.

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