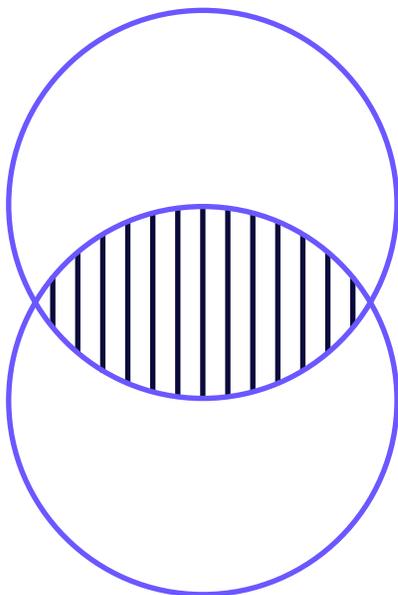


Grow your business with mobile messaging

What you get when you join our partner program

Your opportunity with us.

Partnership means different things to different people.



It can be an empty promise or a thinly-veiled sales pitch. A fancy way of saying “we work with resellers” or a label someone fought for in a negotiation.

We don't see partnerships that way.

To us, partnership means combining our resources to create better solutions. It means growing your business, so we can grow ours. To do that, we'll train your people, share resources, and even take on some of your workload.

Because when you win, we win. And vice versa.

We're certain we can help your business grow. Now it's time to decide for yourself.

Everything you need to drive sales

We offer a mix of tools and services that will help you develop, market and sell mobile messaging solutions.

Here's what's on offer:

1 Sales enablement

We want you to sell mobile messaging to as many businesses as possible and we provide training, talent and content that'll help you do that. This may mean we come to your office to collaborate on go-to-market strategies and conduct specialist workshops. Equally, we're happy to join you on the frontline – whether that means picking up the phone on your behalf or attending new business pitches. Whatever it takes to get hot leads over the line.

2 Co-marketing

We apply the same rigour when delivering marketing support. We can help shape your co-marketing activities both strategically and tactically. This may mean creating custom or co-branded content for your audience or we can run full ABM campaigns on your behalf. It all depends on what you need.

3 Technology

The last thing you need is clunky tech that doesn't play well with other systems. That's why our SMS, MMS and RCS APIs are very easy to use and integrate. They won't let you down either – they're capable of handling high throughput and are linked to redundant data centres to guarantee availability.

4 Services

We offer the very best mobile messaging services in the industry and we're happy to share our people with you. This means you can offer customers a much more complete solution that includes dedicated technical consultancy, migration support, data consultancy and campaign management.

5 Expertise

We've been doing this and only this for a really long time and have learned a lot along the way. We're more than happy to share this knowledge with you. Whether you're planning to expand into new markets, experiment with a new mobile messaging technology or target a new industry, our consultants can steer you in the right direction.

VoiceSage – A partner success story

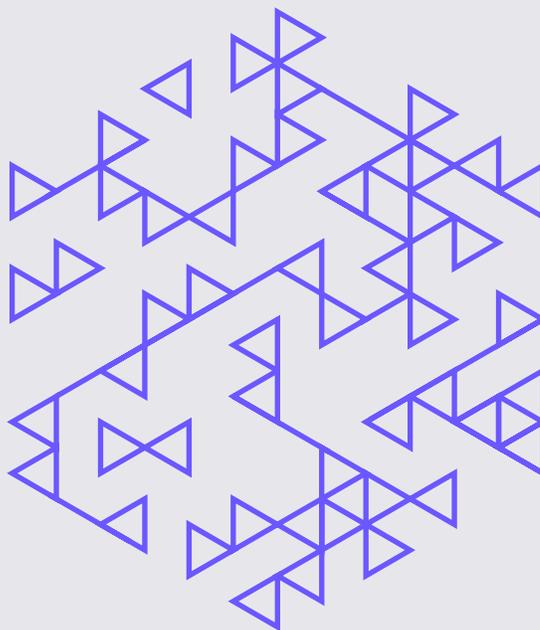
VoiceSage offers a customer communication platform that includes voice, email and messaging solutions.

When they approached us, their biggest challenge was business development. They didn't have the resources they needed to chase and convert prospects.

Our partnership meant they could draw on a larger marketing budget and new lead generation capabilities. We're also collaborating on a multichannel solution that we'll take to market together. Armed with a more complete product and additional business development firepower, VoiceSage has everything they need to drive sales.

"Thanks to OpenMarket, we have a larger marketing budget and all-new lead generation capabilities. They've helped us create content for our website and develop a full marketing plan, including webinars, shared use cases and co-funded events. No other SMS provider has come close to this standard of partnership."

Paul Cogan
Chief Operating Officer, VoiceSage



We don't do cookie-cutter partnerships

No two businesses are alike so we don't offer the same partnership to every organization. Instead, we build packages from the ground up based on your needs.

If you just want to use our APIs and industry expertise, that's fine. If you desperately need sales enablement and high-quality webinar content, we've got you covered. And if you need an all-bells-and-whistles marketing campaign we can provide that as well.

Whatever you need, we can be flexible, providing you're sending the right volume of traffic our way.

Smells like team spirit

Every great partnership relies on teamwork. If one party doesn't commit to the other, then the collective fails.

That's why we go all in with our partners.

We don't just offer a complete mobile messaging solution, we provide everything you need to package, integrate, market and sell it. So you can generate more demand, more sales and more revenue.

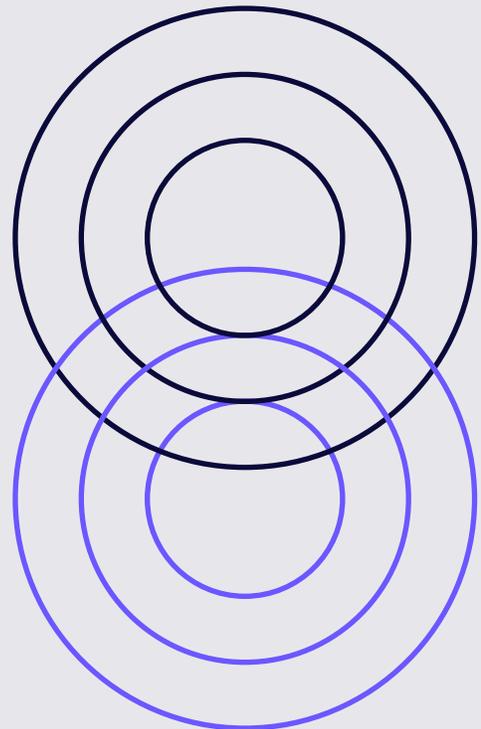
That's how you'll grow your business. And that's how we'll grow ours.

So if you're interested in joining the OpenMarket partner programs, then we're ready to talk.

Let's build something great.

Ready to get started?

Drop us an email at partner@openmarket.com and we'll reply post-haste.



We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you. Visit www.openmarket.com for more information.