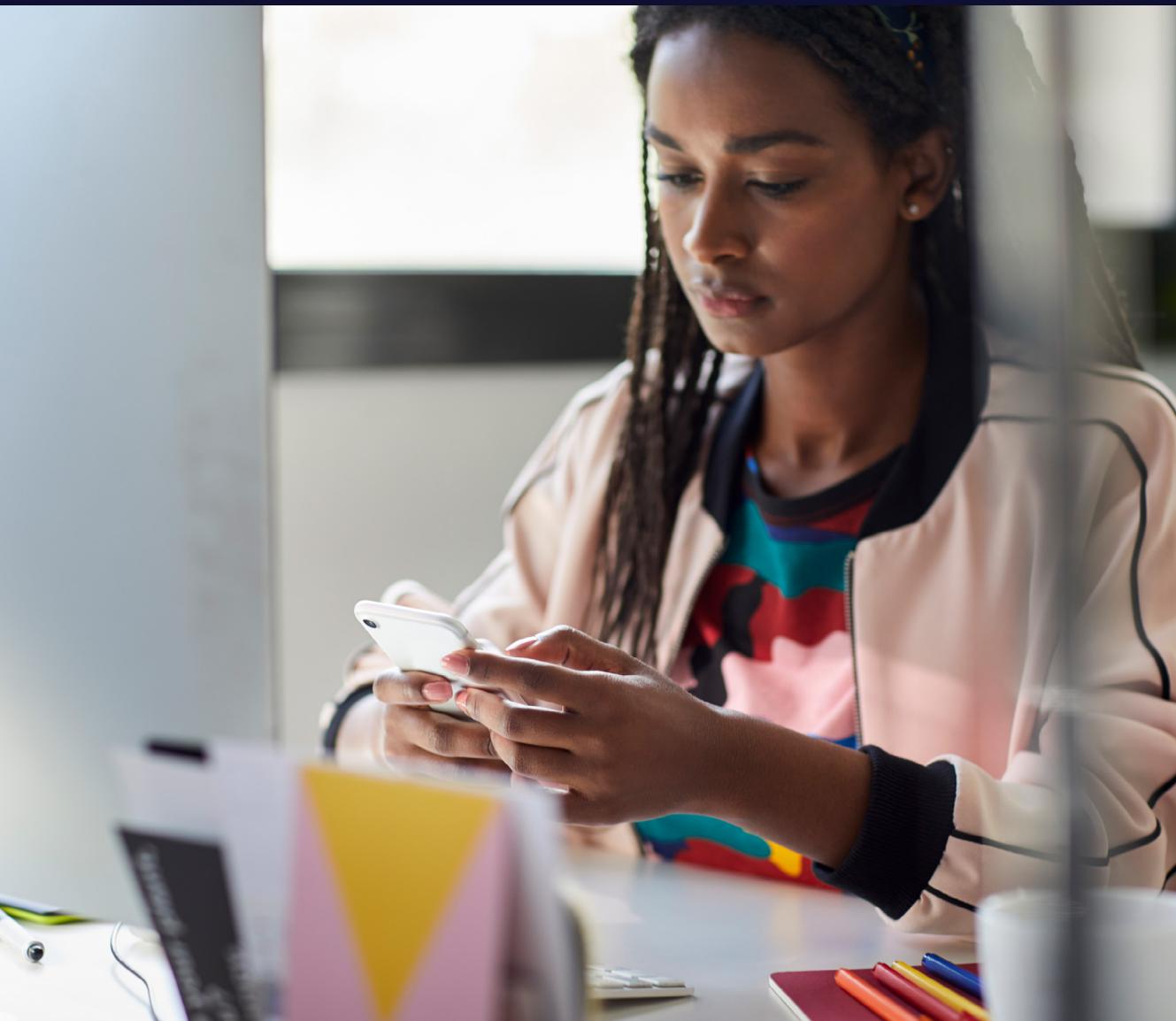


Migrating US short codes the easy way

A quick guide to moving your short codes – without any fuss



Look after your short codes

Short codes can be precious. When you spend a lot of time and money getting them known among customers, you'll want to bring them with you when you switch mobile messaging providers.

We can help with that.

OpenMarket delivers the smoothest short code migration in the business. We coordinate with each carrier on your behalf, provide tools to support the process, and generally ensure you avoid downtime and undelivered messages.



A straightforward move

Over the years, hundreds of companies have migrated their short codes to OpenMarket to take advantage of our world-renowned service, data expertise, network performance and reliability.

We've made the migration quick and easy for each and every one of them.

The process can be completed within two to four weeks if everything runs smoothly – far quicker than most aggregators can manage. Why? Because we have close relationships with all the major US carriers and know the process and potential pitfalls inside out.



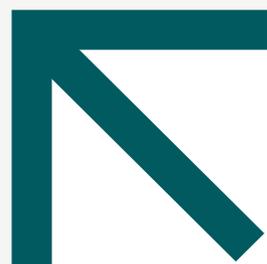
OpenMarket is one of only three “Tier 1” aggregators with direct SMS connections to all major US carriers. Even our fiercest competitors turn to us to help with their migrations.

The actors involved

It's worth reminding ourselves there are several parties involved in a short code migration:

1. You (the business that owns the short code)
2. Your former aggregator
3. Us (your new aggregator)
4. Your customers' mobile carriers – all of which have different migration processes

Coordination is the key to migration success. We act as a conduit and facilitator, keeping things organized and simple for you.





The migration in a nutshell

Once you're ready to migrate, we'll let the carriers know you'd like to move your traffic over to OpenMarket. The interactive tools on our multi-channel messaging platform indigo help you complete a program brief for carriers. We'll help you submit the appropriate documents for each carrier, and ensure you comply with their individual guidelines.

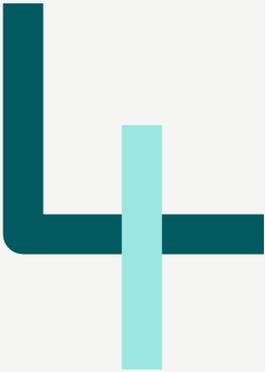
One by one, each carrier will then unplug the short code route to your former aggregator and plug the route into OpenMarket. The messages between you and each of your customers under each carrier's umbrella then come through us rather than the former aggregator.

Migrations can become complicated for most aggregators because the carriers follow different migration processes and complete migrations at different speeds. So for a period of a few weeks after pushing the button on a migration, any messages you send could be traveling through two aggregators.

Some customers will be unable to route through two aggregators at once, so traffic has the potential to fail in this period.

This is where our experience and expertise becomes invaluable. There are steps we take to make sure none of your messages get lost in the ether.

Let's look at these steps in more detail.



The 4-step process

Moving your short code traffic to indigo, our multi-channel messaging platform, is easy.

Step 1: Integrate with OpenMarket

Your devs first need to incorporate the OpenMarket APIs into your application code. We then give you a live demo *short code to run some tests and ensure your messaging flows run smoothly on the OpenMarket platform.

Step 2: Choose a migration approach

At this point, businesses need options to ensure every short code message they send and receive makes it to the destination. We offer three different approaches to ensure the needs of different businesses are catered for.



Step 3: Gather documentation and update website

We'll file three documents to carriers for you:

- A current copy of your CSCA receipt, which includes the short code and Application ID.
- A program brief. This is the summary of your program.
- A letter confirming your authorization of the migration.

Step 4: Start the migration

Each carrier reviews the submission and, if all is in order, the migration begins.

Discover indigo

Your people can use indigo, our multi-channel messaging platform, to create engaging messaging flows – and they don't even need to be tech gurus or messaging experts.

[Learn more](#)



Choose an approach

Approach A: Match numbers with operators

OpenMarket provides an invaluable service that lets you find out which mobile operator is in control of each of your customers' phone numbers. This allows you to build a routing table. Once you find out that a migration from one operator has been completed, you can route all the messages for that operator through us, one by one.

This is a sensible approach if you want to keep costs down. And we can guide you every step of the way on setting up this table and handling the logistics of this type of migration.

Approach B: Send duplicate messages

To avoid failed messages and downtime, you can send duplicate messages through us and your former aggregator at the same time. Once the migration is complete, you simply stop sending messages through your former aggregator.

This approach is relatively simple but it doesn't suit every customer. There are duplicate messaging charges and an extra burden on CRM and messaging systems to factor in.

Approach C: Send through OpenMarket first

Many customers opt to first send every message through OpenMarket during the migration process. When messages fail (due to being sent to numbers still with the former aggregator) they can simply be resent through the former aggregator.

We ensure this approach runs smoothly by providing a demo short code for testing, to make sure message flows will run smoothly on the OpenMarket platform. Once error-free messaging performance is ensured, the process can begin.

Your OpenMarket Implementation Manager and Global Support team are on hand to provide guidance for migration options and integration with our APIs.



Your next move

That's it – your quick guide to the short code migration process. What's your next move? [Get in touch](#). We can talk you through your options in more detail.

We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and 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.

