



Customer Notice

April 3, 2020

US EMS Messages: help us keep networks running smoothly

Dear customer:

Mobile messaging has a critical role in the changed world we find ourselves in.

So please help us do all we can to keep networks running smoothly.

We ask that Enhanced Message Service (EMS) messages are limited to segments of no more than two. (SMS was always designed short in nature – e.g. close to 160 characters).

EMS messages should also only be used for critical messages related to public service. Where possible, please limit mass messages during the busy hours of the day (unless the message is truly urgent).

We're working with partners, competitors, mobile operators and all messaging stakeholders to ensure the most important messages reach their destinations on time.

Your help in this effort is much appreciated.

Please contact your account manager with any questions, or if there is anything we can do to help you.

Sincerely,

The OpenMarket Team

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