Introducing indigo
Multi-channel mobile
messaging made simple
– for OpenMarket partners

The new era of messaging

Mobile messaging is going multi-channel. Here's why:

- Customers increasingly want to be served on the channels that suit them.

- Brands are desperate to please these customers.

- The tech giants (think Google, Apple and Facebook) are putting the rich-messaging business channels in place.

For years now, we've all known the day was coming – that we'd have to start modifying our SMS-centric ways.

But new formats and channels don't have to mean more complexity.

In fact, sending messages through OpenMarket is about to become easier than ever before for our partners.

Introducing indigo – our new multi-channel mobile messaging platform.

Simplifying complexity

The indigo platform is where OpenMarket partners can find everything they need to set up SMS and multi-channel messaging campaigns and conversations.

From originator provisioning, to messaging tools, to data insights, to in-built intelligence, we're making it easier for you to work with us than ever before. The services you rely on are being unified and optimized.

You'll find that multi-channel messaging becomes a breeze when indigo does the routing for you – across SMS, RCS, MMS and (very soon) Apple Business Chat.

As time goes by, more channels will follow.
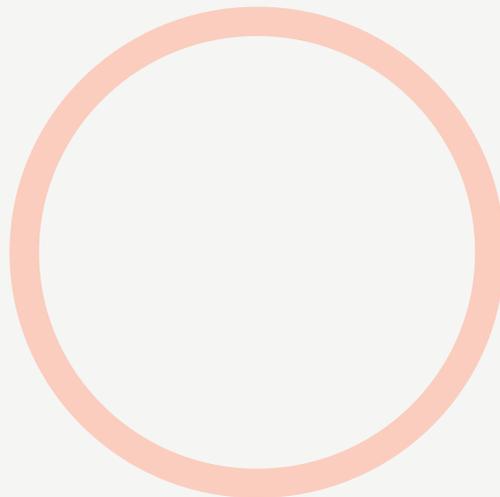
The three i's

You can think of indigo as offering OpenMarket partners three i's

1. **Interaction management**
    For smooth multi-channel
    mobile messaging

2. **Insight**
    To create sophisticated and
    personalized campaigns

3. **Intelligence**
    That does the thinking for you

A unique platform

Here's just a handful of the added benefits you'll start to see:

- Easier acquisition and provisioning of new originators
- Streamlined API access
- Added self-service capabilities
- More cross-sell and up-sell opportunities
- Greater insights and reporting packages
- Advanced spam and smishing filters

Meanwhile, smart routing means your messages will predictably arrive in milliseconds rather than minutes. And this reach, speed and reliability will keep improving.

In time, you'll also have the opportunity to contribute your value-added solutions to the indigo platform.

And the best part is: you don't have to do anything right now.

The products you enjoy from OpenMarket will automatically move under the indigo umbrella over time. Meanwhille, we'll keep you updated as new upgrades, dashboards, and features become available.

Powered by indigo

indigo is made up of four parts:

indigoConnect

Smart APIs to build and integrate with

indigoInsights

Data visualization and reporting

indigoExchange

Apps and add-ons: from OpenMarket and third parties

indigoCreate (in Beta)

Self-service interaction designer

Let's dive into each of these parts.

indigo Connect

Connect gives you multi-channel messaging power. SMS, MMS, RCS and (coming soon) Apple Business Chat APIs are at your disposal.

Connect will gracefully upgrade or downgrade the message to the richest format for the receiving handset.

These are flexible, simple-to-use APIs – tried and tested by the world's biggest brands. Connecting mobile messaging to your systems and tools becomes simple and straightforward.

Introducing indigo
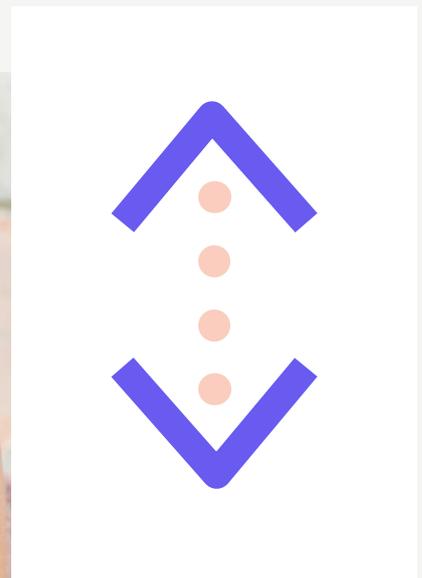
indigoInsights

Insights is where you can harness tools to help you understand your messaging data.

Real-time querying, data visualizations and in-depth reports mean you'll quickly be able to understand customer behavior and campaign performance better – increasing message deliverability.

indigoExchange

If you want to add anything to your account, this is where to do it. Connect up plug-ins, channels, bots and external APIs.

Exchange is where you can order and provision originators too – whether short codes, 10DLC, alphanumeric, or text-enabled toll-free numbers.

indigo Create (in Beta)

Create is where you put together, organize and store conversations and interactions.

An intuitive drag-and-drop builder and simple on-screen prompts mean getting started is a breeze.

Create offers you a library of templated campaigns – all created by domain experts. There's 11 to begin with in the beta program, but this number will grow fast.

Alongside the Create library, there's automated best-practice data, and in-built artificial intelligence to help you create the right conversations, on the right channels, at the right time. Of course, once you've created a conversation flow, you can store it for future use.

Create is also where you construct, store and organize your audience lists – tailored and segmented in any way you like.

Introducing
Branded Messaging

Branded Messaging is a new indigo service that lets your business customers deliver SMS messages with their brand on them. You simply send an SMS message on their behalf – then we convert it along the way. If a consumer has an RCS-enabled phone, the message arrives with your business customer's verified logo. Simple.
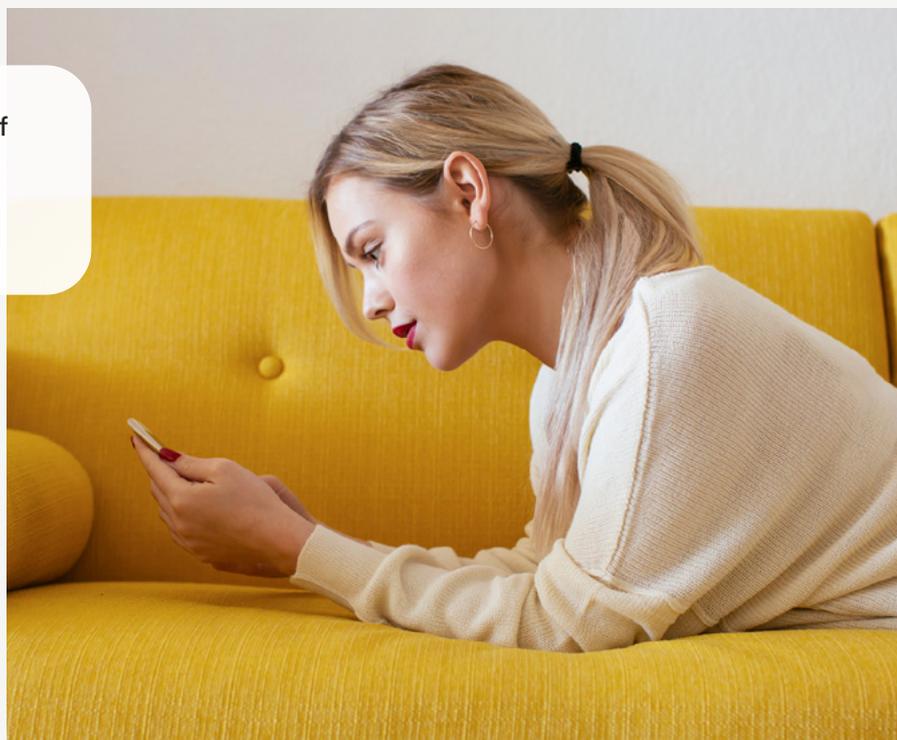
This is an important moment for A2P messaging. The customers of the businesses you work with can now be sure the messages they're receiving can be trusted.

Check out our Branded Messaging guide

Sale still on. Save up to 30% off across all our ranges – further reductions in our outlet store. Visit ac.me – 30Save-h7u9

Today at 11:38AM

The full messaging package

Use the indigo platform, and you can also expect:

1. **The highest security standards**
   Few messaging platforms can match the security credentials of indigo – from its spam and smishing filters, to its reliable routing, to its integration with carrier systems. indigo protects messages and data, whether at rest or in transit.

2. **Straightforward migration of short codes**
   indigo's tried-and-tested service migration processes ensure short codes can be migrated with no downtime or lost messages.

3. **Account management excellence and support**
   You can expect the advice and support you need to build (and run) campaigns full of empathetic interactions via the indigo platform. You can also tap into our years of data and experience for custom analytics specific to your business and campaigns.

For answers to the important indigo questions, check out our indigo FAQ.

Download the FAQ

Looking ahead

From day one, you'll have access to the unrivaled global power and reliability offered by the indigo network – and the gamut of features we've described. But this is far from the finished story for OpenMarket partners.

Natural language processing, sentiment analysis, more data insights, and many other features are coming too.

As indigo matures and grows, it's going to become easier than ever before for you to work with OpenMarket and serve your business customers more efficiently.

We hope you're as excited by indigo as we are. If you're already an OpenMarket partner, drop your account manager a line for more information. If you're not yet with us, get in touch to find out how to get started.

Contact us

About OpenMarket
OpenMarket helps the biggest brands in the world use mobile messaging to connect with their customers in the moments that count. When they need to be there and be responsive in real time. When customer experience isn't just a buzzword, it's an obsession.

indigo™

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