

# The integration Q&A

## Your questions about the Infobip and OpenMarket integration answered

OpenMarket recently became part of the Infobip Group. Together, we became the global leader in mobile and omnichannel communications.

Here's what you need to know about the integration.

---

### Will the service I receive be interrupted in any way?

No. Your messaging will continue to run like clockwork. This integration enables us to combine the knowledge and connections of both companies into one unrivalled service. And you will still receive the 24/7 support you're used to.

---

### What are the benefits of the integration?

Together we have more than 650 direct carrier connections across the globe. This means you can expect speed of messaging, a reliable service, and peace of mind. It means you have a better opportunity to communicate easily and empathetically – locally and on a global scale. No other company in the world comes close to this number of direct connections.

We are now also in a position to offer you a broad range of communication and authentication solutions. We want to help your customers and employees use your online services more easily. We want to remove all friction so you can build closer relationships.

## Which channels will I be able to access?

SMS is going to be a cornerstone of customer communications for years to come. But as an Infobip customer you have access to so many more channels. We'll be offering a full-stack CPaaS solution. There's MMS, RCS, Voice, and OTT messaging apps such as Messenger, WhatsApp, Viber, KakaoTalk and others too. There's also email, live chat via agents or chatbots, web, in-app push notification and video.

---

## What other engagement solutions will I have access to?

### Moments

This is a multi-channel customer engagement platform. It allows you to automatically deliver tailored interactions for each customer, using the most appropriate channel and content, triggered by specific events. It also enables campaign analytics.

### Conversations

This is our digital-first cloud contact center solution. It improves the experience for both your customers and your agents by enabling them to communicate using any of the channels we mentioned earlier. It also ensures all the information they need is centralized in one place.

### Answers

This is an intelligent chatbot building platform. A smart chatbot can take the pressure off your contact center by answering simple queries or even completing entire transactions. It can also hand over to a live agent if necessary.

### People

People is a customer data platform that connects data from all your online and offline sources, including your CRM. You get a 360-degree view of your customers and become empowered to deliver exceptional experiences.

## **When will I be able to access the new Infobip products and services?**

The first part of the integration is dedicated to ensuring the service you have come to rely on doesn't change – except for the better. We're committed to ensuring minimal impact for your teams and zero impact for your customers when we upgrade you to our integrated platform. This will be done in phases, with different upgrade dates for different groups of customers, and will be complete at the beginning of 2022.

The next stage is to ensure that all the exciting solutions and services are available to you and can be slotted into your interaction strategy. You will start to see new products and services, and your account manager will explain how you can benefit from these.

---

## **Do I need to do anything ahead of the upgrade?**

Your account manager will be in touch. Every customer is unique so if there are steps you need to take due to your specific account setup, your account manager will let you know and will talk you through these.

---

## **Will the transition have an impact on the holiday season?**

We have kicked off the holiday period with tremendous success from an interactions perspective – for all of our customers. The volume of traffic we processed on Black Friday and Cyber Monday was double the volume handled by OpenMarket on those days in 2020. The combined teams of OpenMarket and Infobip are working together to ensure the smoothest December and January holiday periods. We will continue to share monitoring alerts and incident management processes and our account teams will be here to support all of you. If you have any issues or concerns, please reach out to your account manager.

---

## **Will my account manager be changing as part of the integration?**

It's very likely you will continue to work with the same account managers. Any changes will be communicated to you in advance. We're working hard to safeguard continuity and uninterrupted service,

while ensuring you reap the benefits of all the improved services and business opportunities this exciting development promises.

### **Will the terms and conditions of our contract with OpenMarket change?**

For existing customers using existing services, the integration does not impact our agreed terms in the respective contracts and/or agreements entered into between parties. But as you add new services we'll ask you to sign relevant addendums. Otherwise, it's business as usual for all OpenMarket customers.

---

### **Will I receive a new invoice?**

Yes, OpenMarket began using a new invoice layout in October. Expect to see the logo change from OpenMarket to Infobip during the next couple of months.

---

### **What will happen to the OpenMarket brand?**

Over the coming weeks we're going to ramp up the transition to the Infobip brand. The OpenMarket brand will no longer be used in the US from the start of January, and we will operate as Infobip from that point on. Please be aware that the people you work with aren't changing. They'll just have more support and resources than ever to help you! Our promise to you remains the same. We're still committed to delivering the best possible service for you and your customers. We'll continue to fulfill this commitment in 2022 and beyond, as the global leader in mobile and omnichannel communications.

---

### **Who do I go to for questions about this combination?**

Your account manager is here to answer any question on any topic – from operational issues about your invoice, to service-level agreements.

---

### Where will I be able to find my SMS API product documentation?

All of your SMS, MMS and RCS documentation will still be available in the same place for the foreseeable future – the [OpenMarket docs](#) site you already know and are familiar with.

### Where will I access reporting?

By the end of 2021 you will receive access to our new, upgraded customer portal, which includes reporting. You'll be able to see cross-channel insight in a single dashboard, with information relating to traffic, delivery quality, etc. And the logs section is great for new customers, or for troubleshooting. There will be a short overlap period where you can access both our new portal and your existing OpenMarket data.

---

### How is data privacy being managed as part of the integration?

Your customers need to trust you to keep their data safe. We're here to help you honor that commitment. Their data will be secure and protected – encrypted in transit and at rest. At Infobip, we carefully adhere to high security and privacy standards such as ISO27001 and GDPR. We've also recently added HIPAA SMS compliance to our list of compliances and certifications.

---

If you have any further questions, or if you need more details on the integration, please speak to your account manager.