Future of SMS Aggregators: Business Model, Ecosystem and Value Chain

Description:
Mobile marketing, media and entrainment, mobile information services, mobile commerce, off-portal content providing are becoming the core of the mobile business success story. Numerous applications in many business areas have been designed to reach wide mobile audience by SMS. According industry players the 2010 and years to come are bringing the call for shaping the business models using the SMS channel in more ways than one. Content, application and brand providers, SMS aggregators and SMS services providers are facing the challenges of exercising viable business models able to trade mass volumes of SMS traffic, real-time delivery, collection, reporting, billing and all other operations making their business more valuable.

This report addresses many questions raised around the SMS aggregators as service intermediaries and penultimate link in the enterprise SMS chain, and brings to the reader concise information from both a business and technical perspective. The report also evaluates the present enterprise messaging business model, revenue model, strengths and issues and desired changes for further success in the business. It also provides reliable survey from in-depth analysis of the mobile text messaging market, current players and opportunities for SMS wholesalers, content and application vendors and service providers.

Key Findings:
- Revenue share models vary largely around the world
- Enterprise text messaging market is deeply fragmented and very competitive
- Messaging service models that succeeded in developed countries moving to the developing ones
- Risk factors and issues in the current business model do not influence equally all participants in the chain
- The model will evolve as technically also in services and size, allowing new players to join and merging with other mobile channels

Questions Answered in Report:
- Basics of SMS Aggregators
- What services do SMS aggregators provide, what is their business model and ecosystem
- When can aggregators be used for an application?
- Advanced Areas
- What are the SWOT factors that will outline the future business model?
- What are the SMS aggregator players in the world and their comparison?
- Analysis of the enterprise SMS business model, revenue shares, etc.
- Analysis of significant issues in the SMS Aggregator business model
- Analysis of the four expected top markets for enterprise messaging by emerging regions

Target Audience:
- Mobile content and application companies
- Media brands and content owners
- Messaging resellers
- Mobile application developers
- Advertising and marketing agencies
- Industry analysts and consultants
- The investment community

Contents:
Introduction
Background
What are SMS Aggregators?
Type of SMS Aggregators
Aggregator Service Spectrum
When to Use SMS Aggregators
SMS Ecosystem and Value Chain
Mobile-to-Mobile Value Chain: General Model
Application-to-Mobile Value Chain: Aggregator's Model
SMS Purchaser
Aggregator
Mobile Operator
Revenue Share Models and Billing
Interconnection Agreements
Regulations
Current Issues in the Present Value Chain
Number Portability
Interconnect Charges and Lack of Regulations
Favored Revenue Share
Other Observed Issues
Usage Areas of SMS Aggregators and Emerging Markets
SMS Usage Drivers
Usage Areas and Markets
Mobile Banking and Financial Services (MFS)
Location Based Services (LBS)
M-Payment
Mobile Marketing and Advertisement
SWOT Analysis
SMS Aggregator Architecture and Technologies
Basic SMS Network Structure
Protocols and Interfaces
Messaging Types
Case Studies
SMS Aggregators Products and Solutions
Bulk SMS Termination
Short-codes
Virtual Mobile Numbers (VMN)
Service Implementation
Comparisons
Conclusion
References

List of Figures
Figure 1 SMS aggregator services
Figure 2 Mobile-to-mobile typical value chain
Figure 3 Application-to-mobile value chain
Figure 4 Bulk SMS termination revenue model
Figure 5 Premium SMS revenue share
Figure 6 Premium messaging revenue by category in UK
Figure 7 SMS termination wholesale arrangement
Figure 8 M-banking & financial services consumers worldwide (2008-2015)
Figure 9 SWOT summary
Figure 10 Short messaging entities in the GSM network
Figure 11 SMS network layers
List of Tables
Table 1 Summary of Mobile Termination Rates (MTR) regulations by region
Table 2 Estimated revenue leakage due to non-delivery of messages
Table 3 Mobile messaging future 2010-2014
Table 4 Sample usage areas of SMS aggregators
Table 5 Examples of SMS transactions in m-banking and financial services
Table 6 SMS aggregators comparison table

Ordering:
Order Online - http://www.researchandmarkets.com/reports/1406260/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Future of SMS Aggregators: Business Model, Ecosystem and Value Chain
Web Address: http://www.researchandmarkets.com/reports/1406260/
Office Code: SCAYONLW

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 995</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 2495</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 1285</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
First Name: __________________________________________ Last Name: ________________________________
Email Address: * _______________________________________
Job Title: __________________________
Organisation: ________________________________________
Address: ___________________________________________
City: _______________________________________________
Postal / Zip Code: ___________________________________
Country: ___________________________________________
Phone Number: _______________________________________ 
Fax Number: _________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World