

Corporate Background

The company

tyntec (www.tyntec.com) is a telecom-web convergence company that connects the immediacy and convenience of telecom with the power of the Internet. Partnering with telecom operators around the world, tyntec enables enterprises and Internet brands to power their applications, authentication, and mission-critical communications with universal mobile services such as SMS, voice, phone numbers and number information services.

Founded in 2002, tyntec employs over 150 people in six offices around the globe, serving more than 500 global businesses, Internet brands and telecom operators.

The market

As more and more businesses are required to provide seamless services and communications for their increasingly mobile customers and workforces, the ubiquitous connectivity and convenience of telecom services are rapidly being integrated into business communications and operations on a global scale. Backed by tyntec's decade-long experience working at the intersection of telecom and the Internet, the company continues to push the envelope on the concept that telecom and digital ecosystems can not only play well together, but their integration is a requirement in the new communications environment—one that requires far-reaching, secure and device agnostic communication.

tyntec provides the following capabilities for businesses and mobile network operators:

- ▶ **Enterprises and Internet companies:** tyntec powers their applications, authentication and mission-critical communications across their global user bases, markets and workforce. tyntec helps businesses integrate telecom services right into their cloud communications with plug & play efficiency and ubiquitous access.
- ▶ **Mobile network operators:** tyntec delivers greater returns on their core telecom assets, bringing speed, scalability and flexibility of the Internet to their operations and service offering. With competition from Over-the-Top services growing, tyntec enables mobile operators to leverage enterprise applications and OTT services, improve network efficiency and expand coverage without adding complexity.

As a market leader in telecom-web convergence, tyntec enables truly ubiquitous mobile communications. By working with both telco partners and Internet brands, tyntec unites the world's fragmented mobile networks with digital innovations that help businesses create simple mobile interactions with their customers and workforces anywhere, on any device.

The products

Messaging:

- ▶ **SMS:** tyntec offers global reach, high quality 2-Way SMS with a carrier grade network. Mission-critical, secure SMS messaging requires the best balance of coverage, reliability, speed, and scalability from a single provider. With direct connectivity to operator networks, and strict adherence to Service Level Agreements (SLAs), tyntec takes 2-Way SMS messaging to the highest levels of performance that today's connected enterprises and Over-the-Top (OTT) services require.
- ▶ **OTP SMS:** With cybercrime in the headlines every day, every company is looking to minimize the risk of fraud without inconveniencing customers—all while keeping security costs in check. Phone-based authentication with SMS and real-time number verification provides the ideal mix of convenience, security, and low cost that helps companies power service activation, enable secured access to the mobile workforce, and verify financial transactions. tyntec is leading the way with phone-as-a-token services using SMS-based One-Time-Passwords (OTPs) and contextual authentication tools that are globally accessible, fast and secure.
- ▶ **Interactive Text:** tyntec adds 2-way SMS capabilities to existing landline numbers so that companies can provide a quick and easy way for their customers to get the help they need without having to call and hold the line to speak to a representative. Whether they need to reschedule an appointment on the fly or reset a password, the customers can simply send a text message to the same customer support number they use for calling—a brilliant way to lower call center costs while delighting the customers. Moreover, companies can proactively engage customers via texting, making their customer journey truly omni-channel.

Voice:

- ▶ **Voice:** Built on a highly resilient SIP trunking architecture, tyntec's voice solution offers instant, high quality inbound and outbound voice services at a global scale. As a result of tyntec's direct connections to the world's major voice providers, tyntec ensures instant connectivity and reliable call completion, even during traffic spikes.

Numbers:

- ▶ **tt.One:** tyntec's innovative portfolio of phone numbers enables businesses to implement their mobile strategies by integrating core mobile communications capabilities into their communications infrastructure. With tt.One virtual numbers, businesses can get multi-country telecom access from a single point of contact—and power their customer support and foster better workplace collaboration. With messaging and voice integrated across all communication channels, companies gain complete control of their communications flow—while providing more choices for their users.
- ▶ **US Short Codes:** When sending and receiving application-to-person (A2P) messages in the US, using Short Codes is required in order to avoid messages being blocked by mobile operators/carriers without notice. But obtaining Short Codes from the carriers requires a process that's riddled with uncertainty and delays. tyntec simplifies the process by managing the entire application-approval process across different carriers—so that companies can rely on the quality they need for business-critical use cases such as two-factor authentication and customer alerts.

Number Information Services:

- ▶ **Global Number Portability:** Making sure SMS messages and voice calls are properly routed—and arrive—is still tricky business for telecom companies. tyntec simplifies number portability by working with data taken directly from local number portability databases and live network information from operators across the globe.
- ▶ **Global Number Verification:** tyntec enables businesses to optimize messages and call routing, cut down on fraud, increase customer conversions and keep their data clean with real-time phone number verification. tyntec's globally recognized number verification package combines portability and network information with phone status, roaming and geographic data.

Operator Services:

- ▶ **International A2P Gateway:** Enabling operators to monetize international A2P SMS without having to incur capital and operating expenses, tyntec leverages its own messaging infrastructure and extensive customer base that includes OTT providers, social networks, security service providers and enterprises. tyntec's A2P expertise ensures that all elements of international A2P, including SMS, portability and phone verification lookups, are monetized for legitimate use cases such as authentication, marketing campaigns, customer support interactions.
- ▶ **Phone Number Virtualization:** As revenue from traditional telecom services shrinks due to competition from Over-the-Top (OTT) players, tyntec helps operators capitalize on the asset they still own: phone numbers. tyntec can virtualize phone numbers and connect them with OTT services and business applications, generating additional SMS and voice traffic, and growing additional revenue for operators through its revenue-sharing model.
- ▶ **Enterprise Messaging Services:** Few operators are set up to help multinational business customers with mission-critical messaging services such as 2-Way SMS, Web SMS, OTP SMS, or even SMS for landlines. tyntec's plug & play platform for enterprise messaging services offers operators with immediate global coverage, and scalability with high delivery rates and APIs that meet the requirements of their business customers.
- ▶ **P2P Messaging:** tyntec's direct connections to carriers—reaching more than 1,200 networks in over 200 countries—provide worldwide coverage for operators that want to widen their coverage for Person-to-Person (P2P) messaging. Instead of signing separate bilateral interworking agreements with myriad parties all over the world, operators can simply connect to tyntec to gain access to required destinations instantly.
- ▶ **SMS Firewall:** Building on its 13+ years of experience in business-critical messaging, tyntec brings a holistic approach to network security and A2P monetization. tyntec SMS Firewall is a new content filtering solution with automated rules that enables operators to first secure their network against threats, gain control over all traffic, and then securely monetize all legitimate A2P SMS traffic, including SMS, portability and phone verification lookups.

The Management Team

- CEO: Nicola Wolfram
- CTO: Thorsten Trapp
- CSO: Andreas Heimgartner
- CFO: Andreas Wiedmann
- Vice President - Development: Jens Schroeder
- Vice President - Service Management: Dominik von Blanckenstein

Press contact company

tyntec
Jean Shin
+49 89 202 451 140
press@tyntec.com

Press contact PR agencies

Barokas Public Relations (US)
Bailey Fox
+1 206 264 8220
tyntec@barokas.com