



Leading Global Cloud Communication Platform

Your Messages are in Good Hands

"PaaSoo brings us some costs savings by offering good prices and improving delivery rates toward some destinations"

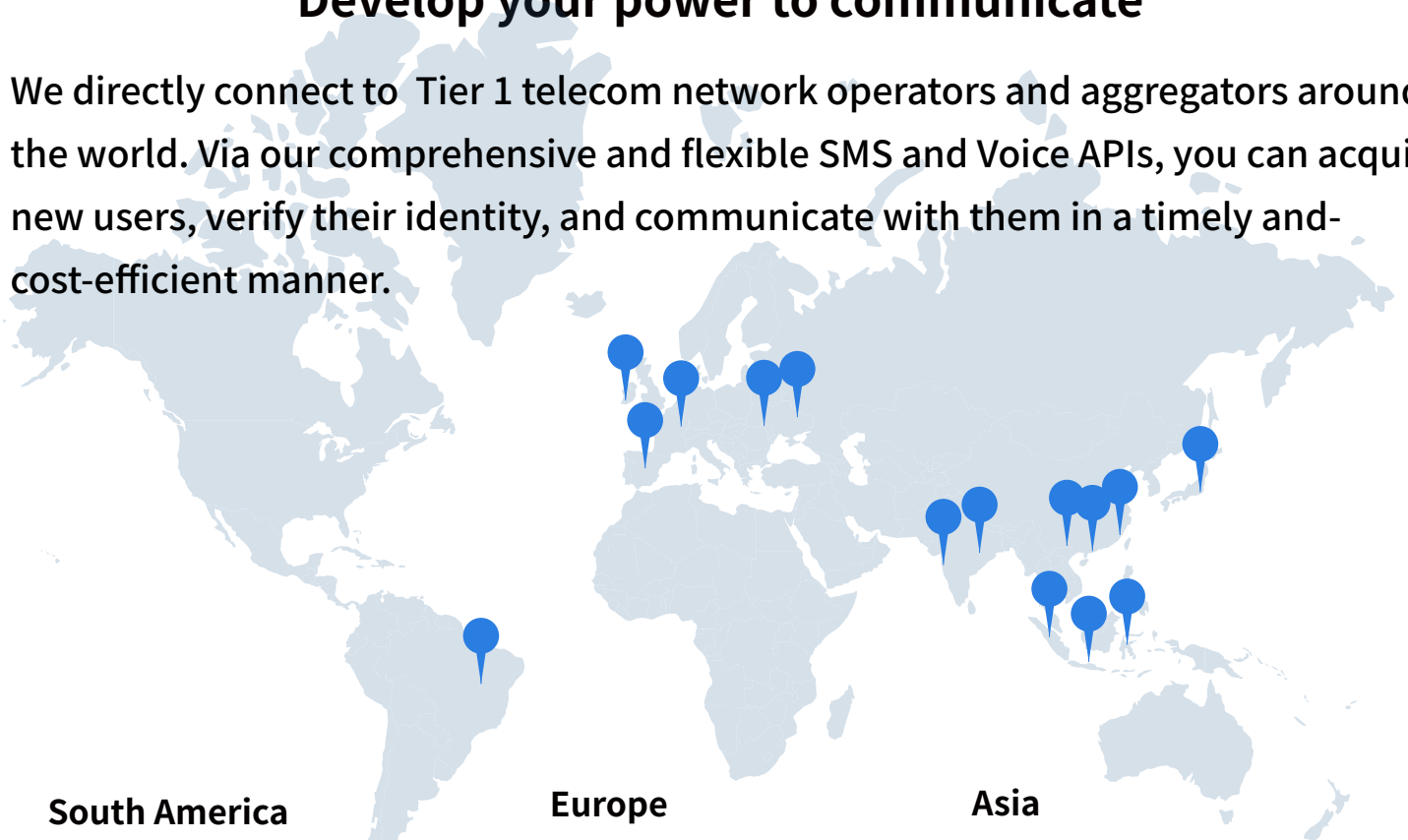
----- Project Manager, Wargaming.net



About Us

Develop your power to communicate

We directly connect to Tier 1 telecom network operators and aggregators around the world. Via our comprehensive and flexible SMS and Voice APIs, you can acquire new users, verify their identity, and communicate with them in a timely and cost-efficient manner.



South America

- › Brazil

Europe

- › France
- › Ireland
- › Spain
- › Romania
- › Ukraine

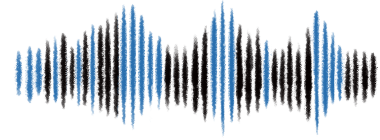
Asia

- › Hong Kong SAR
- › India
- › Indonesia
- › Japan
- › Mainland China
- › Malaysia
- › Philippines
- › Taiwan



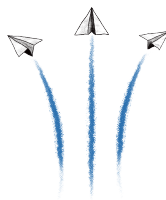
Direct Connectivity

We connect directly to telecom carriers whenever and wherever possible, reducing cost, latency and points of failure



High Quality Voice

Our global connectivity enables clear voice with high quality and low latency



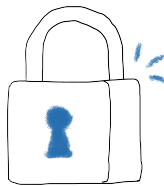
High Conversion Rate

We deliver your messages in a timely manner, using smart routing algorithm



Voice Messaging API

You can use our super intuitive Voice Messaging API to send voice messages to your users, using best-in-class TTS (Text-to-Speech) technology



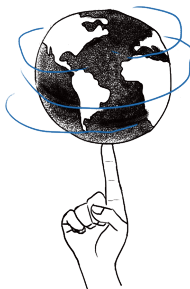
Professional Consulting Services

We gladly share our experience and good practices for your global expansion



Flexible and Programmable

For more sophisticated scenarios, you can use our in-house programming language PML to implement advanced features such as TTS, call forwarding, call recording, etc



Use Cases

OTP
Notifications
Marketing campaign



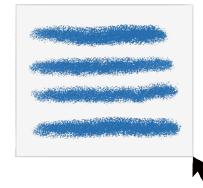
Use Cases

OTP
Notifications and reminders
Virtual Call Centre



Global Database

Our global database can help you detect any invalid phone numbers



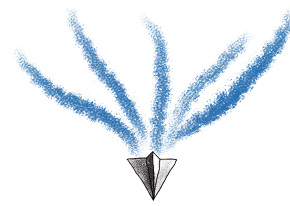
Bulk SMS

Import your own phone number lists, and launch your SMS / MMS / Voice messaging campaigns without any technical integration



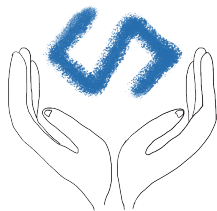
Early Verification

By checking phone number validity and mobile porting before sending verification code, you can avoid negative user feedback during user registration process



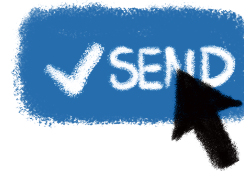
Customizable Timer

Have your campaign well-planned with different time zone schedules



MNP and Roaming Status Lookup

You can also verify the mobile number porting and roaming status of your user, in order to optimize the customer experience



Customizable Message Contents

Send each of your SMS with specific variables like recipient name, phone number, customer reference code, etc



Use Cases

- Invalid/unreachable number scrubbing
- High risk transactions identification
- Advanced routing for SMS/voice aggregators



Analytics

You can check the real time delivery status and monitor the SMS campaign efficiency

Customer Success Story

Industry:

Mobile Gaming

Company:

A well-known multi-billion-dollar online game developer and publisher with 100 million+ users globally and offices in over 20 countries

Challenge:

- Too many vendors across regions to handle SMS traffic: high vendor management cost and routing complexity
- High cost of service, low conversion rates for critical OTP messages
- Unsuccessful Sender ID registrations in some key markets



PaaSoo Product and Services:

SMS API

PaaSoo Impact:

- Overcame the customer validation challenges by 30% across various geographies
- Complied with multiple national regulations for marketing messages
- Lowered user acquisition costs

