



elfoA2P Platform

2024



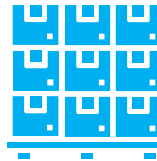
About elfoA2P

elfoA2P is an application-to-person messaging platform where SMS is sent from a software application to a person's mobile phone. A2P messaging is typically a one-way communication since the receiver does not necessarily reply to the message.



elfoA2P for Enterprises

Providing **SMS self-serve web portal** that enables the user to send text messages anytime and anywhere. Sending SMS is easier and more convenient with the features that elfoA2P have provided.



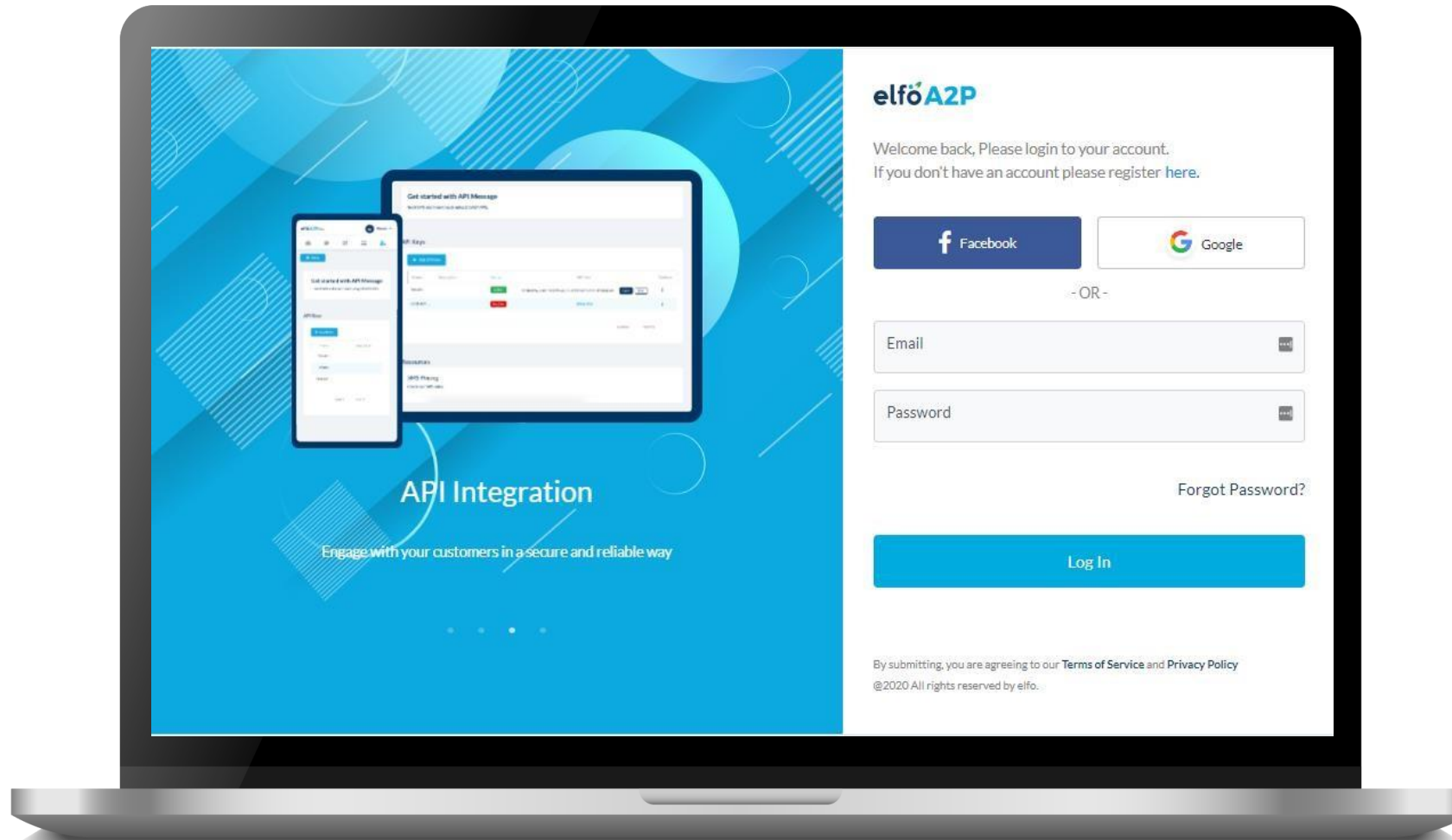
elfoA2P for Wholesale

Providing a **platform and a messaging gateway** for aggregators and resellers to access fast, secure and reliable routes for SMS delivery in A2P messaging. elfo ensures that the best hand-picked and reliable direct, SIM and HQ routes are provided based on the aggregator's requirements.

elfoA2P's wholesale messaging for aggregators covers globally. The best part is this service comes with competitive pricing.



Self-serve Portal elfoA2P for Enterprises



The Features

elfoA2P for Enterprises



Connection Type

Use elfoA2P via web SMS or API integration



Personalized Message

elfoA2P personalized message allows you to insert unique value/ parameter



Scheduler Feature

Set the date and time to blast your SMS



Delivery Report / Analytics

elfoA2P provides comprehensive and real time delivery report



Integration with [ActiveCampaign](#) ➤

Connect your existing Active Campaign account to send SMS by using elfoA2P

The Features elfoA2P for Wholesale



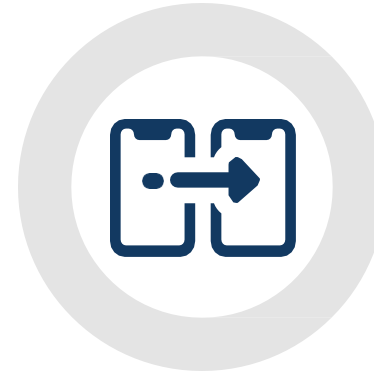
Connection Type

Supports SMPP connection



Transaction Per Second (TPS)

elfo systemsupports up to
500/tps.



Delivery Rate

95%-100%



Support

Dedicated elfo technical
support is available 24/7



Delivery Measure

2-6 seconds of average delivery
time for direct connectivity with
Mobile Operators



Handset DLR

Generates handset DLR for
direct connectivity with
Mobile Operators



Failed Scenarios

In a rare occasion of failed transaction,
the router automatically resubmits via
back up operators.

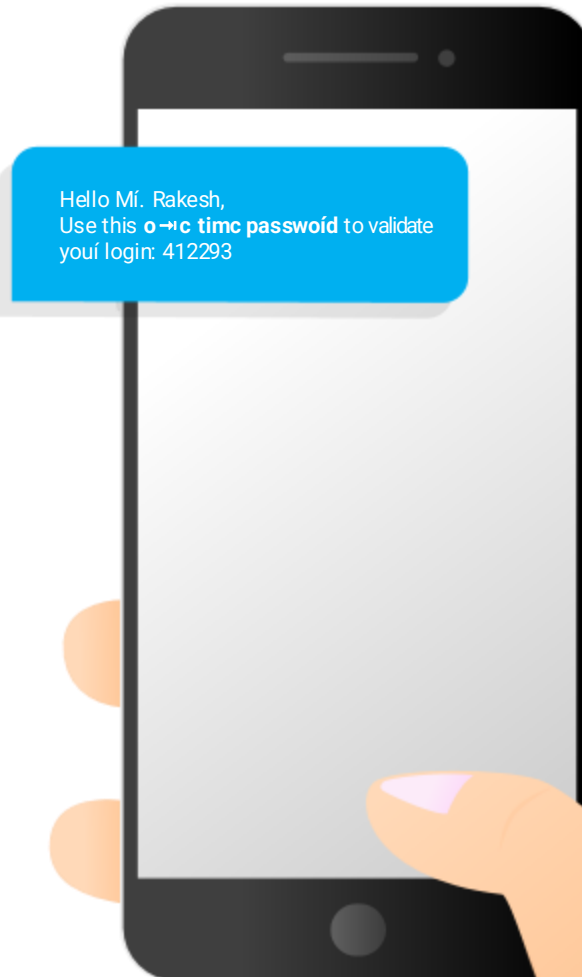


Benefits of A2P SMS



Unlike apps, SMS is a feature that is already installed in every mobile phones.

No need for Internet connection or mobile data for user to receive SMS.



SMS is delivered in seconds which makes it suitable for alerts & notifications

SMS is a more cost effective and eco-friendly approach to promotional activities compared to printing flyers!



As compared to emails, SMS are opened and read within minutes after receiving.

**the picture used is for illustration purposes only*



The Usage of A2P SMS



Mass SMS Advertising



Sending Notifications



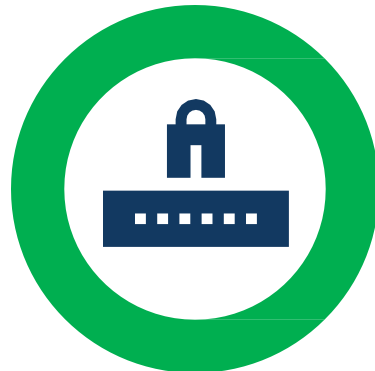
Alerts and Reminders



Entertainment



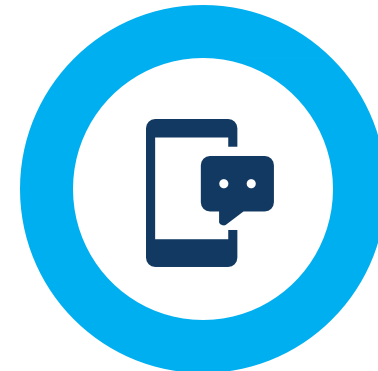
Promotions



Single-use passwords(SMS OTP or two-factor strong authentication)

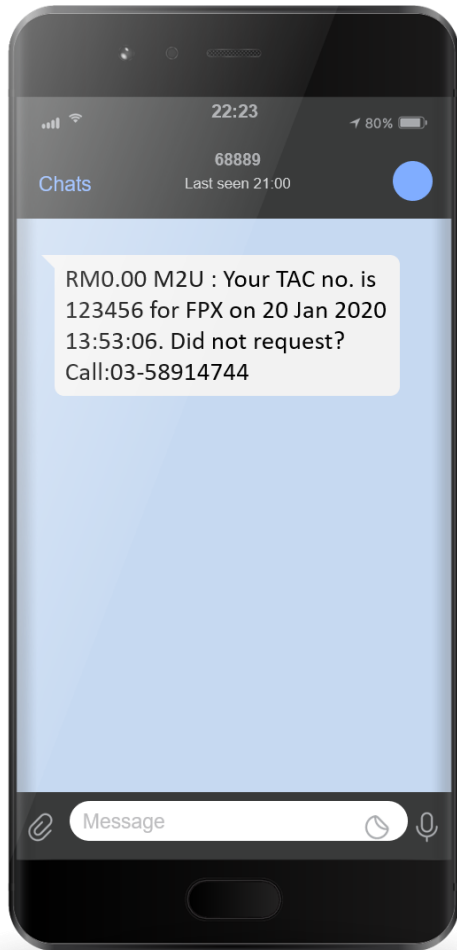


News



SMS Newsletters

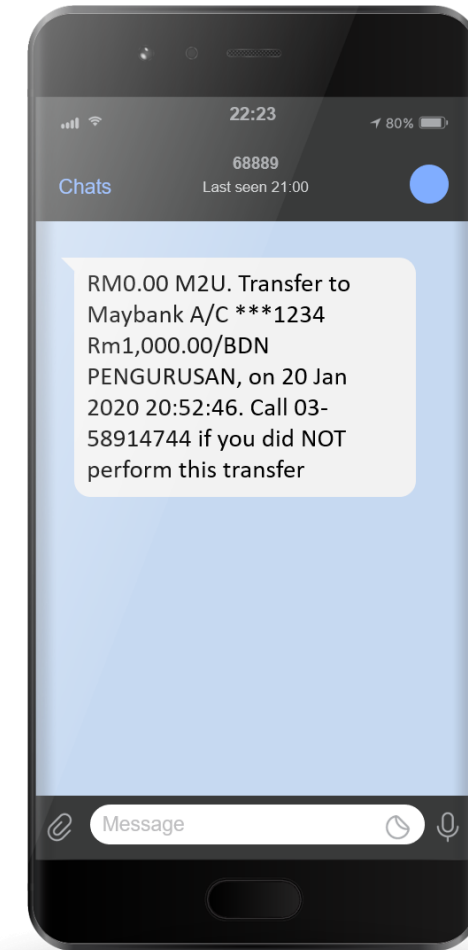
The Usage of A2P SMS - Sample



OTP

- 1. One Time Password (OTP)**
When a customer performs an online transaction, an OTP is required to complete and authorize the transaction.

- 2. Notification**
 - **Self-Notification:**
When a customer successfully performs a banking transaction, an SMS Notification is sent.
 - **Recipients Notification:**
When the funds are credited to their account, an SMS notification is sent to the receiver.



Notification



The Usage of A2P SMS - Sample



Promotion

3.

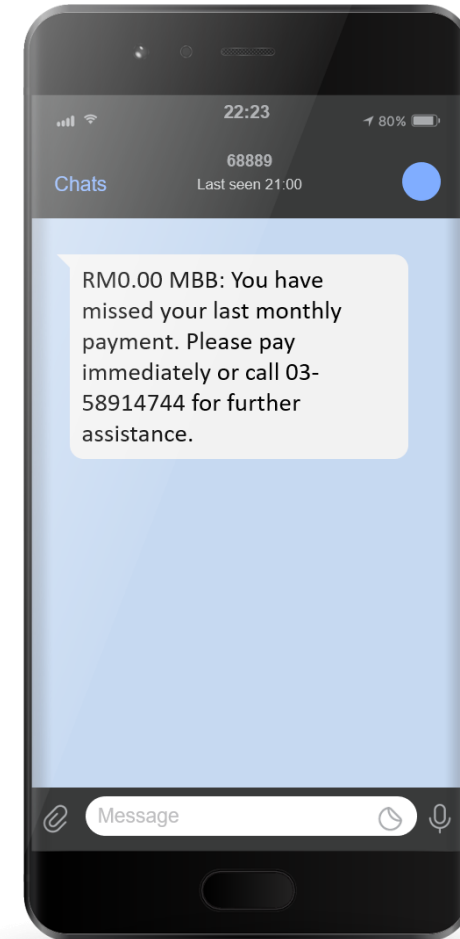
Promotion

Customers are notified when there are new offers and special deals to be introduced.

4.

Reminders

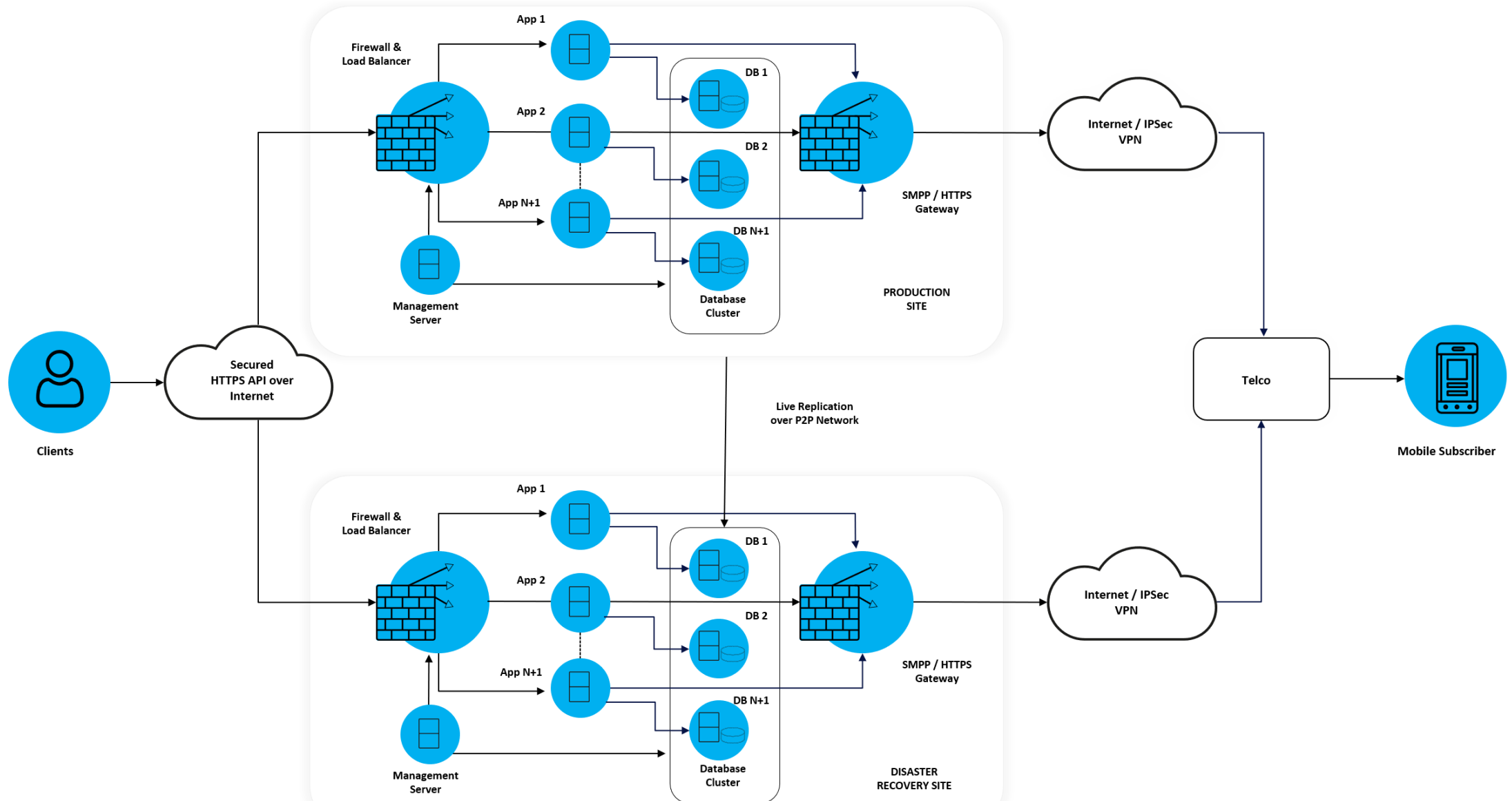
Customers are reminded to have their monthly payment settled before it is due.



Reminder



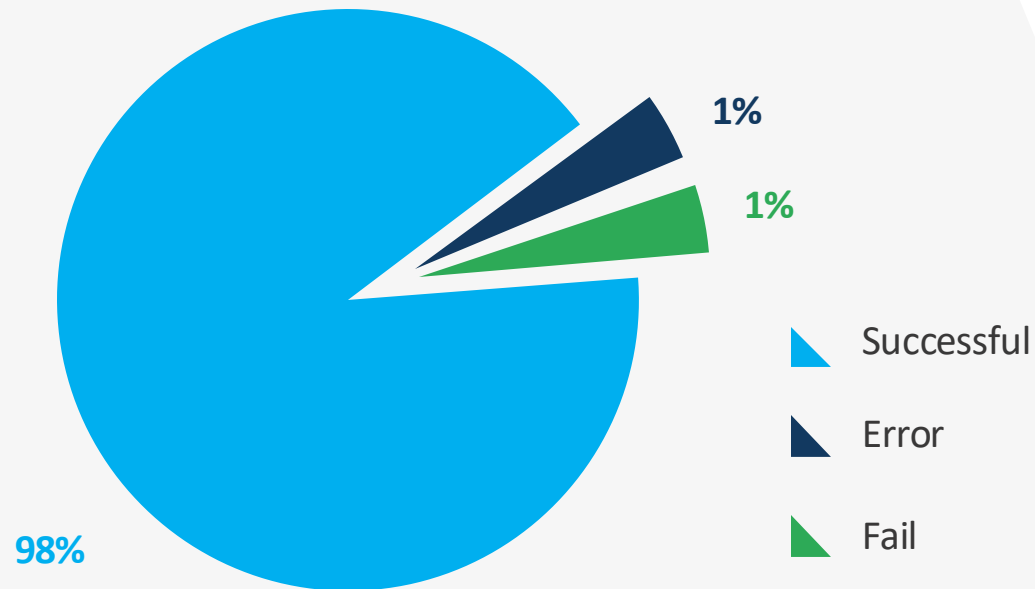
elfo A2P Gateway Infrastructure



Performance Statistics

elfö A2P

DeliveryRates



* Data reflects the 1st and 2nd quarter of 2023.

Fail:

1. The recipient did not have network coverage
2. The number has been ported out from the current telco
3. Transition of changing network provider

Error:

1. User is blacklisted by telco
2. User may have opted not to receive SMS from certain SC

Integrated Mobile Operators

elfoA2P has direct connectivity with all the major Mobile Operators in Malaysia, including:

maxis

celcom

yes

umobile

digi

Tune
Talk
MOBILE
PREPAID

XOX
MOBILE



Corporate Clients

elfoA2P is trusted by hundreds of active corporate clients, including:





elfo™

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