



## SMS and payment solution provider OpenMarket plans Asia Pacific expansion

Global mobile messaging and payment solutions provider OpenMarket aims to not only become No.1 in Australia but to use it as its base to expand into Asia.

OpenMarket is a global mobile transaction hub, providing payments, messaging and connectivity to companies using mobile as a marketing channel. The company has offices in Sydney and Melbourne and aims to capitalise on the growth of engagement with consumers via their mobile phone. OpenMarket Australia spokesperson Jonathan Morgan said mobile marketing is becoming a huge industry. "We help brands communicate with the customers through the mobile phone. We help content providers monetise their content through the mobile phone bill and help mobile network operators monetise their network by finding new uses for their existing connectivity," Mr Morgan said. "Major brands, retailers and start-ups are increasingly seeing the benefits of using mobile messaging, such as SMS, MMS and Push Notifications to interact directly with consumers and drive new business. "We have seen a massive growth, particularly over the past year because SMS is an ideal fit into almost any organisation's existing marketing strategy." OpenMarket is a pioneer in mobile payment technology and is already the number one mobile payment provider in the UK and the US. "We have chosen Australia to base our Asia Pacific operations because of the growth we see here. Australia has one of the largest penetration of mobile phones anywhere in the world – 28 million subscribers and only 22 million people," Mr Morgan said. "We are also starting to appoint people in other countries in Asia where we believe customers would value our proposition of reliability, service and support" Mr Morgan said, "OpenMarket takes the pain out of navigating what can sometimes be seen as a complicated industry by providing a range of enterprise messaging and payment services that enable the largest consumer brands to the smallest new digital content ventures engage directly with their customers. "Think of us as similar to Visa or MasterCard . They act as an aggregator between Woolworths and your bank when you purchase your groceries via credit card. OpenMarket is the aggregator for a merchant and the mobile phone network when a consumer chooses to pay for goods or services by allowing a charge to be placed onto their mobile phone bill. "It may not be a new technology, but SMS is still the most personal and efficient way to connect with your target audience, and it means you can talk to 100% of phone subscribers. "Whether you are a national brand chain wanting to enable customers to pay via text message, a bank wanting to remind their clients to pay their bills on-time or a retail outlet keen to text special offers to VIP customers, OpenMarket is able to help access your target audience." Mr Morgan said a major selling point for OpenMarket is its reputation. "We have a track record over more than a decade in successfully serving some of the world's most demanding enterprises and a reputation for technical excellence and high availability; all of our systems are designed, built and supported in-house so you can be confident that the delivery of your mission-critical SMS is in the hands of experts. "A lot of companies use SMS services and assume that when they are sending a text to their customers, it's like sending a text on their phone to a friend. Enterprise SMS uses different phone routes to personal messaging though, and you need to know you are working with a company that has trusted routes like OpenMarket to ensure all your messages reach their intended destination securely and on-time." Release Ends Further information Website <http://www.openmarketaustralia.com/> Short YouTube video – We're OpenMarket <http://www.youtube.com/watch?v=EaVLfTdEZys&lr=1> Contact: Samantha Gavin at Red Agency (03) 9670 8350 or [Samantha.Gavin@redagency.com.au](mailto:Samantha.Gavin@redagency.com.au)

### Contacts

Samantha Gavin  
+61 3 9670 8350  
[mailto: samantha.gavin@redagency.com.au](mailto:samantha.gavin@redagency.com.au)