

MACH Connectivity opens a new chapter and a whole new world

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Press release from: [MACH](#)

Luxembourg, 16th February 2009 – MACH, the leading provider of solutions to simplify and accelerate the creation and operation of the mobility supply chain, today announced that it is fully integrating its End2End Connectivity business. From today, the business will be known as MACH Connectivity, offering carrier grade messaging solutions with global SMS coverage.

MACH also announced today that it has expanded MACH Connectivity's Application-to-Person (A2P) SMS Service to serve all key Latin American markets, including Mexico, Brazil, Argentina, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela.

Consistent growth in the Americas messaging market, incorporating North America and Latin America, has greatly increased the region's significance for MACH's existing and prospective client base. The market, particularly in South America, is extremely fragmented, with multiple technologies like GSM, TDMA and CDMA present not only across the market-place but within individual operator businesses. Complexity and associated costs are set to increase further with the imminent introduction of Mobile Number Portability.

MACH Connectivity messaging services, which equip corporate customers to deliver SMS services including banking information, flight status notification and intelligent mobile marketing, expand enterprise messaging reach, reduce cost and eliminate complexity. The MACH SMS Gateway already provides immediate connectivity to the broadest range of inter-working partners. With only one contract, one technical connection and through industry-standard interfaces, MACH clients can access the world's fastest growing messaging platform, providing instant access to operators in any country, operating on any technology.

With over ten years of global experience in the messaging industry, over 500 customers and presence in more than 200 countries, MACH Connectivity's carrier-grade infrastructure is built on proven market success. By establishing a dedicated Americas operation, MACH Connectivity will now provide local account management, local support and local network operations centres – working in local languages – to deliver a truly local service built on global expertise.

“As a fully integrated part of MACH, MACH Connectivity is ideally positioned within a growing, global business to continue and accelerate the growth and success we have enjoyed for 10 years,” said Alexander Schebler, VP Sales at MACH Connectivity. “Our expansion into the Americas market follows the successful expansion of our presence in the Indian and African markets in 2008, and allows us to work closely with customers in the region to increase the impact and reach of their messaging services and to eliminate complexity in a complex market. It is our people who drive success for our customers, and this move into the Americas places our people at the heart of our customers' markets.”

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About MACH

MACH unlocks the potential of the mobile business eco-system by providing the core conductor which equips any industry player to enable and handle any tele-application or interaction, on any technology, anywhere in the world.

MACH's suite of technology platforms simplifies and accelerates the creation and operation of the mobility supply chain. It is the conduit that connects the mobile market community and extends compatibility, quickly and at low cost, through a multi-faceted portfolio of solutions.

Through MACH, any industry player can harness market diversity and complexity to realise innovative business models and unlock consumer-centric services for the end user, regardless of location, device and technology.

Originally founded in 1987, MACH has merged with, and today incorporates the experience and expertise of, market-leaders such as Dan Net, Cibernet, End2End and Progrator|Gatetrade. MACH employs 1,000 people serving over 600 customers worldwide.

MACH is a proud member of the GSMA and CIBER industry organisations, the Wireless Broadband Alliance (WBA), WiMAX Forum, Rural Cellular Association (RCA), CDMA Development Group (CDG) and CTIA.

www.mach.com

To view MACH's online press pack and access further news and information, visit: mach.mediaroomshowcase.com/

MACH

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