

Mblox Invests in Growing African Market, Attends AfricaCom 2014

SUNNYVALE, Calif., Oct 27, 2014 (BUSINESS WIRE) -- Mblox, the global leader in application-to-person (A2P) text messaging, has identified Africa as a strategic growth region for the company, stemming from its significant rise in SMS traffic. A recent Portio Research report recognized a 45 percent increase in SMS traffic in 2013, over full-year 2012 totals, illustrating the potential for in-market growth of mobile messaging as the company expands its global reach.

Mblox has been active in the South African market since the company's inception, developing next-generation engagement strategies with rich push and SMS solutions for the region's brands and enterprises. However, Mblox sharpened its focus on the growing African market with the opening of a Cape Town office in spring 2013.

The company's recent acquisition of CardBoardFish positions Mblox for further growth in the region, offering a state-of-the-art, highly automated A2P messaging platform with industry-leading security, reliability and service levels. The platform has provided legacy Mblox customers with a host of new features, even greater resilience and enhanced usability.

As the global messaging leader, Mblox is well positioned to leverage its platform and expertise on behalf of companies in all areas of the world. Mblox's global reach is underscored by its recent acquisitions of UK-based CardBoardFish and Zoove, along with the 2014 opening of its Japanese office.

Mblox will join top digital and mobile experts at AfricaCom 2014, Africa's premiere technology event. The conference will take place in Cape Town, South Africa Nov. 11-13, 2014.

"Mblox continues to identify growth opportunities in markets around the world, driving the industry forward through our platform enhancements, capabilities expansion and increases to our customer base," said Mblox CEO Tom Cotney. "Mblox has already established a strong African foot print. AfricaCom provides an opportunity to increase the region's understanding of mobile opportunities and deepen the relationships we have made."

If you are interested in connecting with Mblox MENA Regional Head James Bayhack at the conference, please contact him at james.bayhack@mblox.com or +27 82.575.2006.

About Mblox

Mblox is the largest independent application-to-person (A2P) mobile messaging provider in the world, trusted by more companies to carry their mission-critical traffic than any other service. As the industry's most experienced Tier One SMS aggregator, Mblox specializes in the unique demands of large-scale mobile messaging programs and are known for providing reliable, uncompromising connections. By creating positive brand experiences, Mblox helps clients transform numbers into profitable relationships with their customers.

SOURCE: Mblox

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