

Company *Profile*



rdcom
business messaging

Our company

rdcom started as
a provider of SMS
marketing services

2000

**Over
20+ years**

New channels, tools and
functionality

2021

Business Messaging
Experts

Our company

We operate on a global level
with a network
of international
collaborations

Our customers are companies of all sizes,
ranging from SMEs
to large global
enterprises

Solutions for

Using

Thanks to

Improving
relationships with
your active clients

Generating
awareness
amongst new
potential
customers

SMS
Email
RCS

WhatsApp
...and more!

Customised
and automated
communication

Engaging
Marketing flows

Unforgettable
customer
journeys

Our values:

KNOWLEDGE



- We have a **strong focus on innovation** to optimise performance and results

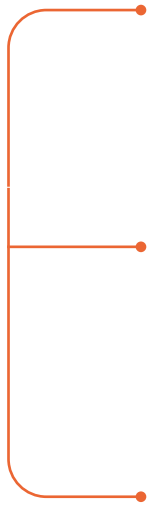

- We help our customers **achieve valuable goals**

- We provide **simple yet powerful solutions** to create and enhance **business opportunities**

- We are constantly developing our skills through **our daily experience and continuous training**

Our values:

RELATIONS



Our team is made up of **experienced, attentive and committed people** who are bound together by their dedication to enhance our company

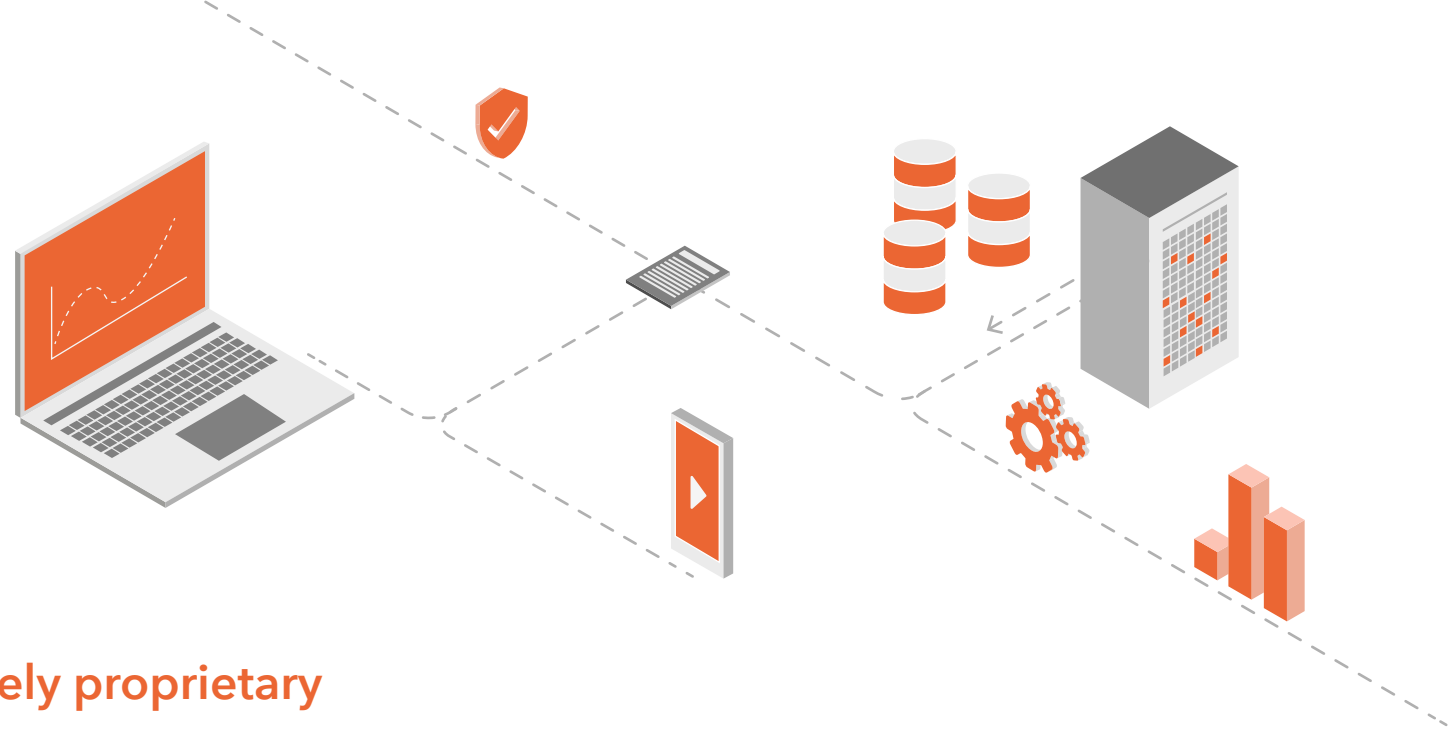
We are passionate about using **mobile business messaging** as a facilitator between companies and their audience

Our daily motivation is to **satisfy the thousands of customers** we successfully manage digital communication for



Our values:

TECHNOLOGY



Our infrastructure **is entirely proprietary**

The performance and safety standards comply with **regulations of national and international control bodies**

Our messaging services are accessible via:

- **Multichannel web platforms as a service**
- **API and protocols for interconnection and data transfer** for integrations into third-party websites and applications such as CRM, ERP, CMS, CPaaS etc.



Our **products**

RDCOM PLATFORM



SMS



Email



RCS



Messaging Apps



Communication Flows



Lead Generation



Content Creation



Automations

The **rdcom** Platform

Our Platform **enables you to enhance relationships with your customers and obtain new ones**

Easy to use

Intuitive interfaces guide users when creating effective email and SMS Marketing campaigns

Bringing businesses & customers closer

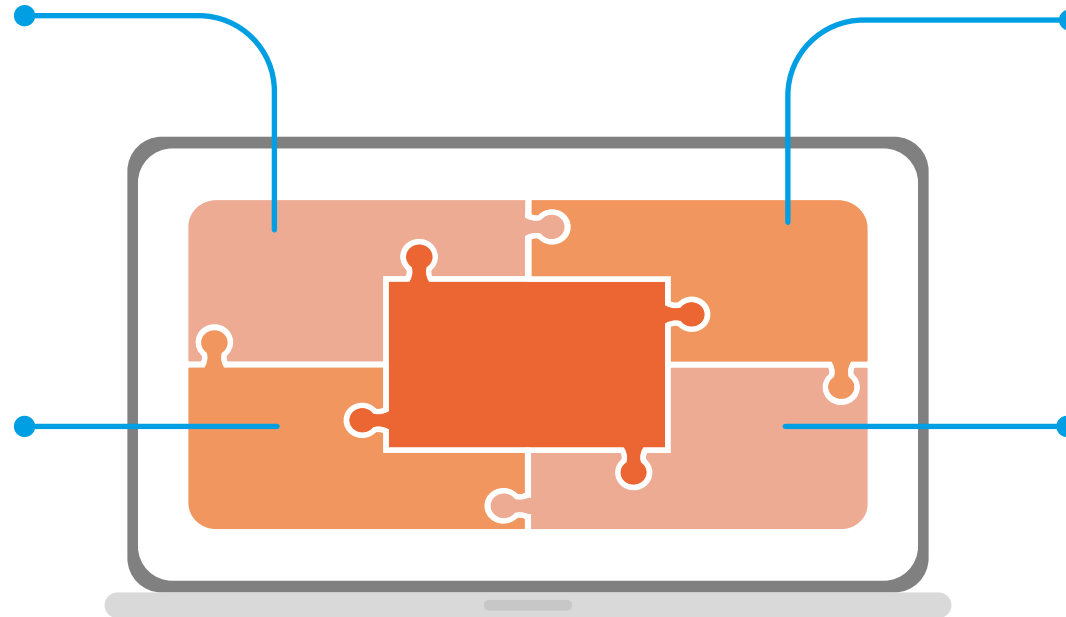
Create richer interactions via SMS and emails for marketing and customer service using retargeting to deliver the right content to those most likely to engage

Innovation & technology

Accessible via a web version or API and being continuously developed with new messaging channels and advanced Artificial Intelligence

Digital transformation

Available in predefined configurations and white label, with customisation and integration with business applications thanks to cloud-as-a-service usability





The **rdcom** Platform

empowers you to

Manage the data

of your customers or existing contacts and get access to the data of new on-target ones

Create content

and build fully responsive email and landing page templates that are accessible across every device and email client

Personalise

communications based on content, recipients, goals and social shares

Send bulk campaigns or one-to-one communications

via SMS and email that can be integrated with the main messaging apps

Lead generation

to gain new customers and gain deeper levels of insight into your customers to generate increased revenue

Define automated communication flows

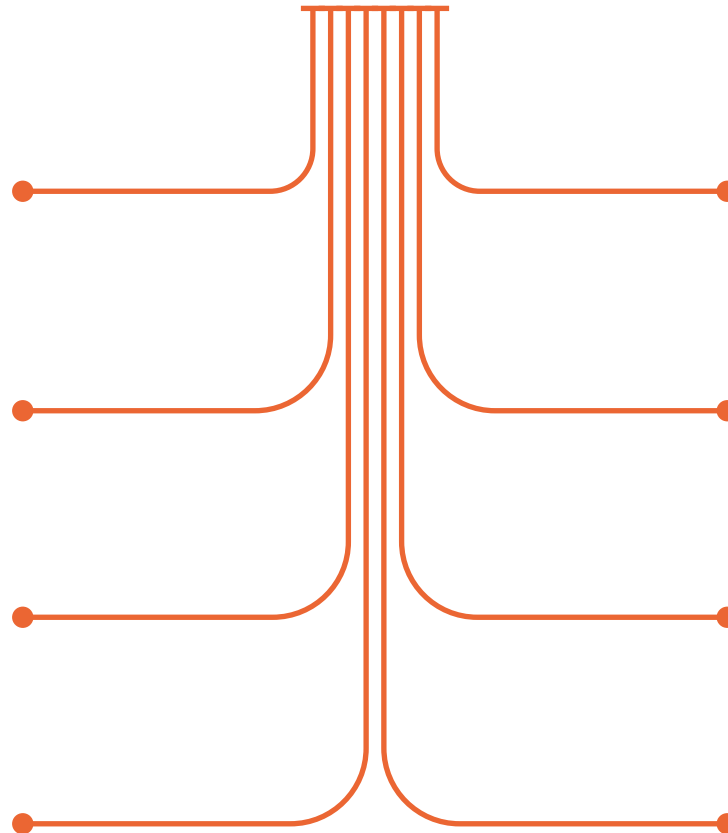
to enhance engagement and improve customer loyalty

Benefit from detailed reports

to understand the effectiveness of your campaigns, track interests, requests, opinions and confirm or and improve your strategy through data analysis

Have a white label solution and multiple users

for large organisations and/or resellers



SMS

The most effective channel to reach your customers wherever they are based

We send billions of them every year to every part of the world

We guarantee



Direct
connections to
mobile operators
around the globe



Web platform
and API that
supports **all types**
of coding and
languages



In-depth
knowledge of
regulations and
restrictions in
each country



GATEWAY

Distributed in numerous
data centres, **ensures global**
coverage, high reliability,
redundancy and continuity
of services

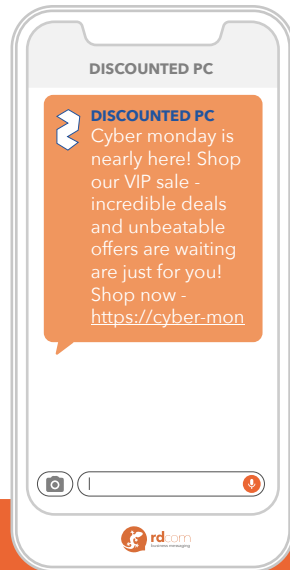
INTELLIGENT ROUTING

Delivers every SMS in a **very**
short amount of time with
the best possible quality

Main SMS sending and receiving protocols supported: *HTTP (S), SMPP, UCP, SS7*

A2P & P2A SMS: *Application to Person & Person to Application*

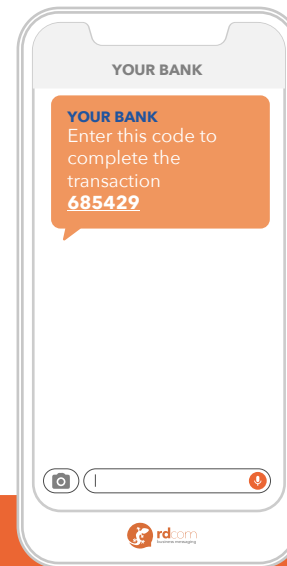
BULK SMS



One-to-many
communication

Branding
Promotions, discounts and
vouchers
Loyalty schemes
Lead generation

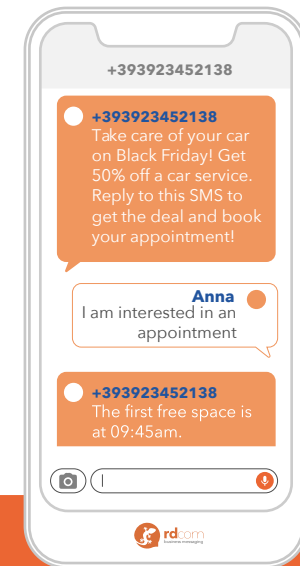
TRANSACTIONAL SMS



One-to-one
communication

Shipping confirmations,
reservations, purchases
Appointment reminders, OTPs,
Financial transactional notifications
2-Factor Authentication (2FA)
IoT device alerts

MO and 2-WAY SMS

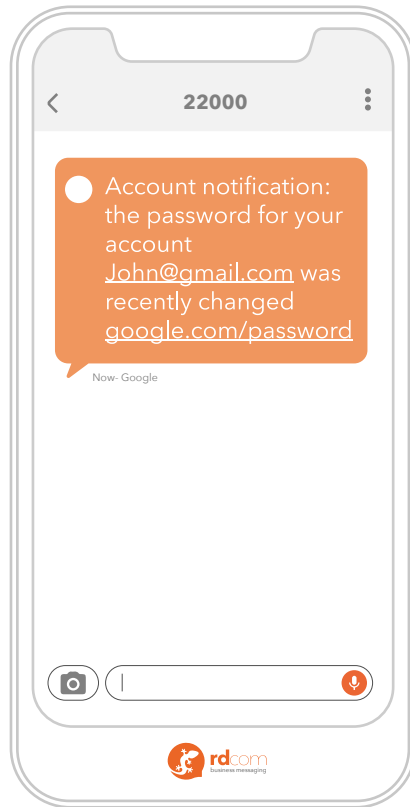


Inbound and bidirectional
communication

Short codes and Virtual Long
Number (VLN)
Inbound MO for competitions,
surveys, opt-ins and opt-outs, etc.
2-way interactive campaigns for
lead generation Conversational
messaging between company and
customer

A2P SMS:

Google Verified SMS



STANDARD SMS

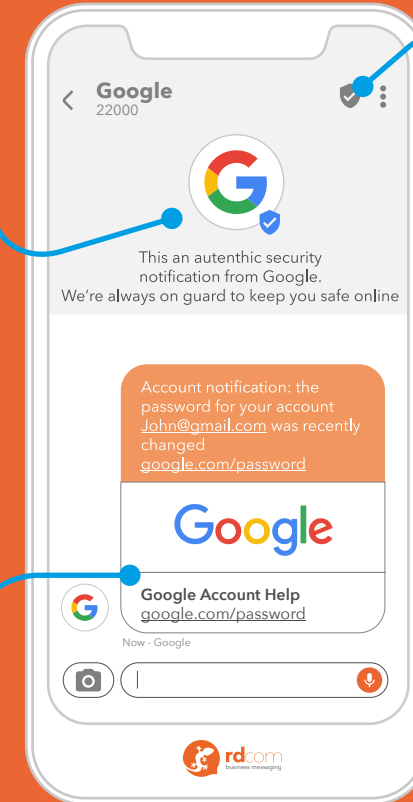
New features compared to SMS

BRAND LOGO

is displayed at the top of the message and provides instant brand recognition

VERIFIED SENDER SYMBOL

certifies the security of the message



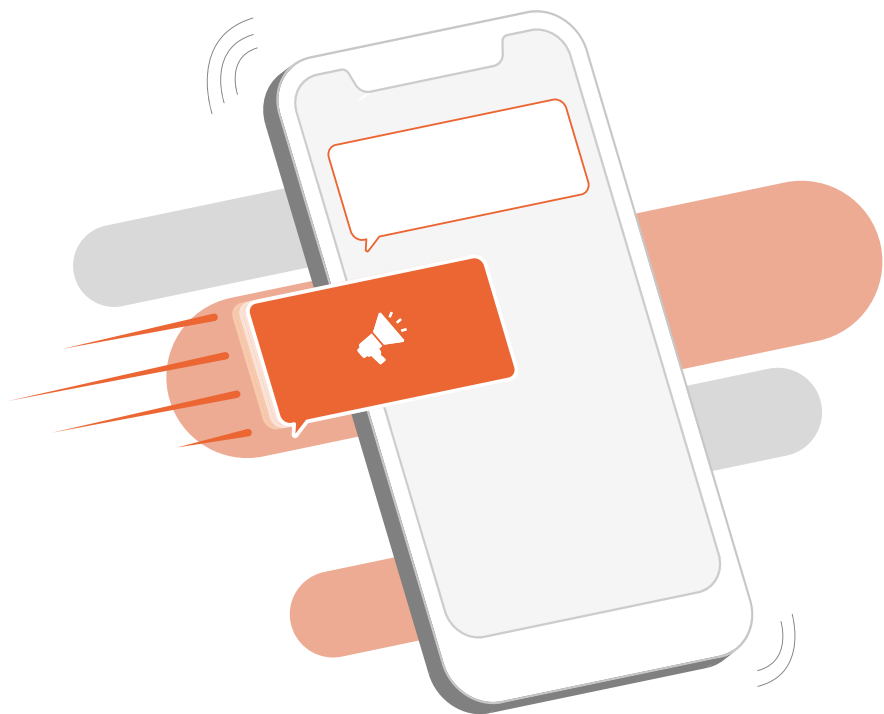
PREVIEW LINK

the ability to view the preview increases the visual impact and open rates of the messages

VERIFIED SMS

SMS advertising

The ideal tool **to increase brand awareness and win new customers**



**It enables
you to**

- **Reach a profiled target of prospects**
- **Communicate promotions and special offers**
- **Receive expressions of interest**
- **Increase sales and revenue**

*We provide **a database of 15 million contacts** residing in Italy, who have given expressed consent to receive commercial communications, in compliance with privacy and GDPR*

Email

rdcom provides constant support and services that add real value for our customers **to grow their business through email marketing**



Cutting-edge
technological
infrastructure
and continuous
innovation



Secure data
management
and GDPR
compliance



Our expertise in
marketing, design
and privacy is
available as a
service for our
customers



Custom
integrations
with any type
of application



Deliverability
team is operative
24/7/365

With only **a few clicks** you can create email marketing campaigns with **professional designs and in line with recent trends**

Email

The **rdcom platform** is equipped with innovative email marketing features that allow you **to create effective communication campaigns and send transactional notifications with secure delivery**



Drag & drop editor

Create email templates that capture your recipients' attention, with a large gallery of ready-to-use templates



Anti-spam

Tools to ensure high quality emails are sent thanks to Spam Assassin



Responsive

Optimised for viewing from any device and email client



Statistics

Detailed reports, click map, marketing funnel, delivery errors to improve effectiveness and protect your brand reputation



Automations

Send automated emails based upon pre-defined events to increase engagement, loyalty and conversions



Integrations

API to connect and synchronise external databases and software, SMTP service for sending transactional or bulk campaigns

Email **advertising**

Immediate time to market and an investments within everyone's reach to
get in touch with highly profitable potential customers



**It enables
you to**

- **Increase brand awareness**

- **Acquire new customers**

- **Grow your business**

We provide **a database of 10 million Italian residents**,
who have given consent to receive commercial
communications, in compliance with privacy and GDPR

RCS - Rich Communication Services

The new **"over IP" messaging channel**
provided by mobile operators on a global scale

The current global reach:

90 mobile
operators*

473 million
monthly active users *

60 countries
around the world *

**Source: GSMA - July 2020*

rdcom is a Google partner, the main
hub capable of interconnecting
mobile operators to accelerate their
reach on a global scale

rdcom is interconnected with
Google's RCS hub and the **RCS**
Vodafone Global Platform



*In the latest generation of Android smartphones, the SMS messaging application is natively enabled
to receive RCS messages, without the need to download an app from the store*

RCS - Rich Communication Services

The channel offers the opportunity **to create more engaging, interactive and enriched user experiences via the Android eco-system**

It is the evolution of the SMS, **with features and functionality of other messaging apps incorporated:**

- Send and receive photos, videos, audio files, GIFs and text
- Group chat, location sharing and maps

Business communication functions:

- Verified sender
- Configurable buttons for guided answers
- Integration of **chatbots for customer support activities**
- **In-message payments** thanks to Google Pay



Messaging Apps

The well-known messaging apps have been integrated into the business world to offer brands and customers **multiple opportunities for engagement and conversational messaging on their favourite channels**

Enriched interactions throughout the customer journey make it possible to always send **relevant content** thanks to insights into **the actions and behaviour of recipients**



Our Platform will soon integrate:



WhatsApp



Telegram



Viber



Messenger

**Currently available
upon request for specific projects**

K - bricks

The powerful, versatile and innovative drag & drop editor
to create professional newsletters and landing pages

Features:

- ✓ Enables you to **create compelling content in a single and intuitive way**
- ✓ **Can be integrated** into websites and third-party applications
- ✓ Suitable for anyone who needs a **tool for creative or design purposes**
- ✓ **Wide selection of pre-defined professional templates** for various sectors based upon different trends
- ✓ **Build your own templates in HTML**



API & integrations

The **rdcom** ecosystem is an open and integrable environment.
Thanks to the extensive **library of APIs, webhooks, synchronisation tools and communication protocols, connecting external applications and databases to the rdcom platform is always possible, quickly and securely**

**Integrations are available for the rdcom Multichannel Platform,
or only for the sending of emails and SMS**



Multichannel Platform

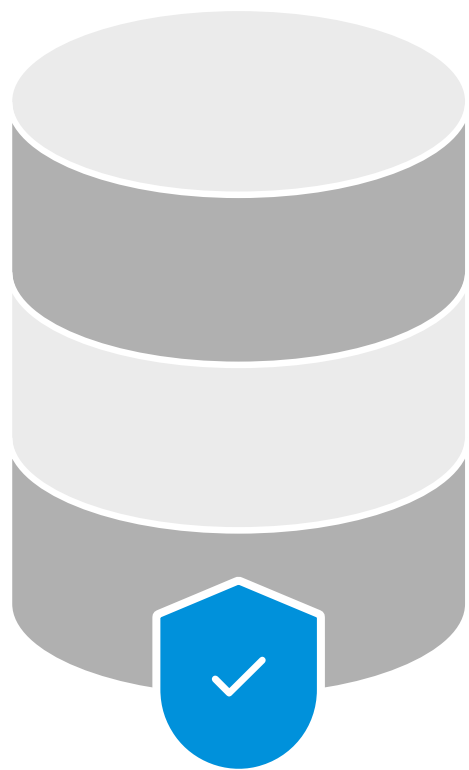
HTTPS REST API for creating accounts and users, automation flows, email and landing page templates, management and list synchronisation, scheduling and sending SMS and email campaigns to your customer base or our advertising databases

Email & SMS

Sending and receiving bulk and transactional SMS via HTTPS REST API and SMPP, UCP, SS7, FTP protocols. Sending mass or transactional emails via SMTP protocol

Our **transparency: ppma.it**

Privacy Policy Mobile Advertising



- **ppma.it is a privacy reference portal** for the advertising services provided by **rdcom**
- It was created to **ensure full compliance with GDPR legislation**
- It allows campaign recipients **to view the consent given and related privacy information, find out who is the Data Controller and Data Processor of the data and the relevant points of contact** and proceed with the immediate removal of the data held on our databases

Our **partners**

They are

- **Digital and marketing agencies**
that resell the **rdcom** Multichannel Platform as a white-label service or use its APIs
- **Technology integrators, CPaaS, and CRM platforms**
which include **rdcom** messaging channels within proprietary applications or third parties
- **Mobile operators**
who need to integrate their A2P commercial offerings for “over IP” messaging channels and to monetise their off-net SMS traffic

What we offer

High levels of experience in mobile messaging since its inception

Rapid Go to Market at a low cost

Continuous development of our innovative technology

24/7/365 support

Our **support**

We have a team of experts, the **Customer Support**, who are always available to offer assistance



- ✓ **Dedicated support team**
- ✓ Assistance in **several languages**
- ✓ **High level of technical support**
- ✓ Available **24/7/365**

Our **collaborations**

Google partner
for RCS, Business
Messaging and
Verified SMS



Members of the
Mobile Ecosystem
Forum



Associate
members of the
GSMA



Partner of the
Osservatori del
Politecnico di
Milano



Authorised by
AGCOM





Thank you!

Sign-up to the **rdcom** platform and
SEND UP TO 250 EMAILS PER DAY
and **GET 20 SMS CREDITS FOR FREE!**

Find out more at

www.rdcom.com

Contact us
+39 045.8841199
support@rdcom.com