



Viber Service Messaging

GMS—Viber's official partner
since 2015

Global market overview

Every company today struggles to reach their customers. With more and more communication channels streaming thousands of messages, pictures and videos daily, consumers are overwhelmed with information; as a result, the competition for their attention is fiercer than ever.

This means that a business's is that their communication strategy needs to be sharp, **optimized to perfection** and up-to-date with the latest trends. By 2020 the smartphone share will reach 60% with around **5.7 billion smartphones in use globally**, and offering a number of ways to reach its user. GMS's Hyber platform allows our clients to take full advantage of this ever-increasing number of smartphone users, as well the rise in OTT messaging apps.

Convenient for interactive communications with the use of multimedia content, low-cost and free for the end users, over-the-top messaging apps (OTT) have already claimed their place among the most used communication channels. Today they are also one of the fastest-growing types of communication. The number of OTT messaging users is expected to reach over **2.4 billion worldwide by 2020**—and Viber is the fastest growing.



Reasons to use Viber Service Messages now

Viber today:

900,000,000
users in 193 countries

45,000,000
Africa

6,000,000
Australia/NZ

100,000,000
Eastern Europe

15,000,000
LATAM

50,000,000
ME

30,000,000
North America

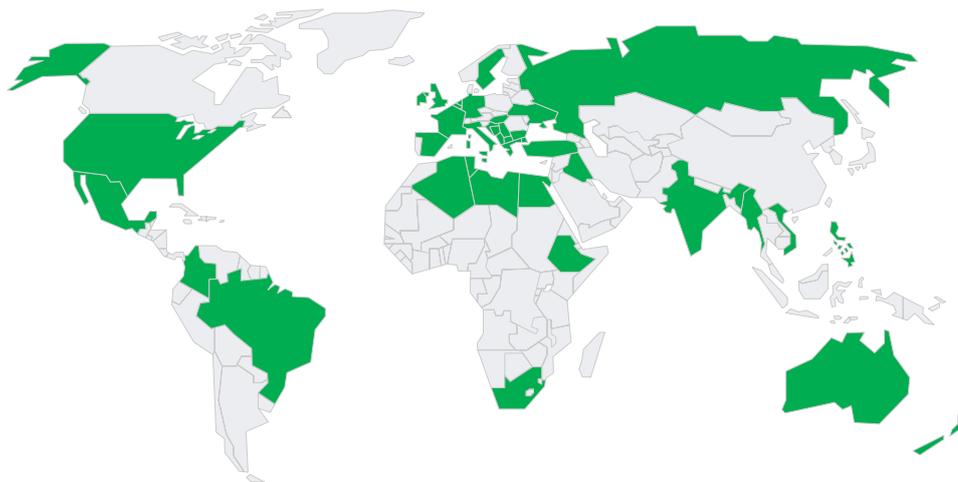
100,000,000
SEA

50,000,000
Western Europe

406,000,000
Total

Viber Service Messages are a new way for businesses to **communicate directly with customers on Viber using the familiar platform** that customers already use to talk to their friends.

Viber Service Messages allow you to interact personally with your customers, keep them engaged with your business and drive them to perform actions.



Viber worldwide reach map

It can be used as a **marketing** tool for special offers, loyalty programs and promotions; as a **transaction** channel to validate authentication and provide delivery reports and account information; or as a form of **two-way communication** including notifications and alerts.

Every 60 seconds
on Viber:

3,000,000
messages sent

140,000
calls

1,200,000
users log in

2,000
new users join

1,500,000
pictures sent

How does it work?

After we receive your request to use the service, our managers process it promptly, and in just a few days you'll begin communicating with your customers!

- The Service Messages you send will arrive as Viber messages
- Your business will be **easily recognized** via a profile picture and service name
- Viber Service Messages can contain **text** (up to 1,000 characters), multiple **images** and **buttons** (which link to a URL) within a single message
- Once you send a message, you will get a call-back with the message status



Viber Service Message content



Service Messages supports **text, images, buttons** and **links**: all in one message.

- Service Messages can be personal, informational, transactional, and promotional
- All your customers must agree to use this service (opt-in) and they can block the service at any stage
- Each service that is approved gets authenticated and receives a proprietary Viber token

One-way messaging

Your customers will receive messages from you without having the ability to reply.

Two-way messaging

Your customers can reply to your messages and initiate a conversation with you. “Two-way service” allows you to engage your customers in a dialogue via Viber, as well as via push technology in client apps.

Deep Link

Deep link is an advanced two-way messaging feature, which creates an additional communication channel with customers via Viber chat: a channel where your customer takes the initiative.

Make it easy for your customers to reach you: put a button with an active hidden link on your web or mobile site, enabling your customers to initiate Viber conversations directly from the site!

Your deep links can be implemented via a button, for example “Contact us” on mobile platforms.

Four simple steps to get started

1

Our managers help you to define your needs and create a mutual technical connection for testing purposes

2

You sign an agreement with GMS for further cooperation and support

3

Our managers assist you with filling in the Service Qualification Form with the minimal required information
(message samples, indicative volume of dispatches, sender name etc.)

4

Within 3–4 days Viber verifies and registers a service ID for your company. GMS then activates the service on your behalf and you’re ready to go!



How can Viber Service Messages benefit you?

- Through Viber, you can share your latest updates and information while offering a more engaging experience for your users
- You will be able to reach users in your target market all over the world
- Using our API, you get to understand how end-users react to your messages
- You will pay per delivered message at a fixed rate per country
- “Two-way service” allows clients to have a dialogue with customers through via Viber, as well via push technology in a client’s app

Viber key features



- Dialog takes place in the same chat window as the service messages arrive in
- Users do not pay for sending messages; charging takes place only for delivered by customer messages
- Only for Android/iOS users starting with Viber 5.8 version on smartphones and 6.0 version—PC and tablets
- Replies can be delivered to any device with active Viber
- Users can reply as many times as required, at any time

Security

User privacy and security is our top priority. All Service Messages between clients and servers are encrypted and can only be viewed on the client’s devices.



Hyber platform from GMS

Hyber is GMS's secure, reliable, cost-efficient multi-channel messaging platform, designed to take your multi-channel communications to the next level. We can create a strategy tailored to your needs and preferred channels, and Hyber platform will ensure faultless and timely communication delivery across channels. It's a one-stop point of entry into the world of efficient, multi-channel communication.

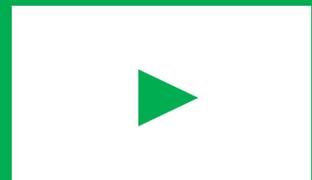
Key Hyber features

- Rich communication suite
- Multiple channels: PUSH-OTT-SMS
- Two-way communication
- Guaranteed delivery
- Payment required only for successfully delivered messages
- Customizable and transparent
- Real-time statistics
- High throughput
- Reliable (99.9% uptime)
- Encryption
- Access control
- Standard IP-based protocols: JSON API, SMPP, SMTP, XML API, HTTP, Ccom
- 24/7 support
- User-friendly interface
- Extensive customizable settings
- White/black lists
- Templates
- Address books
- Newsletter lists
- Emoji



Hyber is easy to use

- Choose a combination of channels to ensure maximum reach and engagement
- Set customizable settings for each channel
- Broadcast messages across channels until successfully delivered
- Get online delivery reports



[Hyber platform video](#)

youtu.be/bFITJt5a_CM

About GMS

GMS is a leading messaging provider specializing in P2P and A2P SMS traffic monetization services for mobile operators, as well as customized and complex messaging solutions for business enterprises.

Our solutions for enterprises cover short numbers services and interactive projects; software development (mobile apps and chatbots); mobile advertising and other services which help our customers achieve goals and move to the next level.

We value our clients and partners. We want them to grow. We are ready to offer all of our profound knowledge of the market, create turnkey solutions of the highest quality, and tailor them perfectly to fit your needs.

GMS has extensive experience in cooperating with enterprises.

11

years of market leadership

200⁺

mobile operators directly connected

300⁺

enterprises worldwide

900⁺

mobile operators in 200+ countries

20

MNOs' successful monetization cases

- largest GSMA Compliant messaging provider in the CIS
- ISO/IEC 27001, 9001, and ISO/IEC 20000-1 certified
- GSMA Associate Member since 2007

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