

INTERVIEW WITH FABRIZIO SALANITRI CEO OF HORISEN

THE RISE OF MESSAGING TECHNOLOGY

Wida Schmidt: Fabrizio, we could not help but notice HORISEN's very memorable motto: "We build planes for the messaging industry so others can fly". Could you explain a bit more what it actually means?

Fabrizio Salanitri: I am really glad you mentioned it as this slogan entirely explains our mission as a company. Messaging companies are like airlines; as airlines transport people from A to B, messaging companies transport SMS from A to B. First of all, "we build planes for the messaging industry" means that HORISEN is a pure technology company, we build products which enable our customers to "fly", that is to say, to run a successful messaging business. In this analogy, aircraft companies like Airbus provide airlines with the planes, while HORISEN provides messaging companies with its messaging technology. Second of all, this motto clearly states that we are building "planes" for others, we do not "fly" ourselves with these planes. As Airbus is not Lufthansa's competitor, we are not our customers' competitors.

HORISEN is a vendor-neutral company which is crucial for a trustful relationship between us and our customers. So, enabling our messaging superheroes to run and grow their messaging business is what keeps us motivated to develop and improve our solutions.

W: And how do you enable your customers to fly? What is the key?

F: The messaging technology solutions we provide to our customers are state-of-the-art and cutting-edge technology products that we have been developing based on our more than 20 years of experience in the messaging industry. Our vision is to provide our customers with a powerful variety of messaging technology solutions manageable from a single spot in order to simplify the everyday life of messaging technologists. So, to make a long story short, our approach is customer-centric: we enable messaging technologists to start, run and build a successful wholesale or retail SMS business. Again, we are back to the "planes" story, to run a successful airline company you need the best

aircrafts but without the best available staff and pilots, you cannot succeed.

W: Messaging technologist? Very interesting expression! Tell me Fabrizio, whom do you consider a messaging technologist?

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F: Messaging technologist is, in fact, a name of a profession, which we invented to generally call the specialists who work with our products day by day. For us, messaging technologists are professionals in the SMS trading business and messaging marketing industry who incorporate all sorts of skills to run a successful messaging business. They need to be tech-savvy but also expert in sales and negotiations, creative in how to use the possibilities of messaging technology, but also with an excellent understanding of customers' needs. A whole generation of professionals in the messaging industry has developed these commingled skills in order to succeed. Having in mind all the challenges these messaging technologists in the telco and messaging marketing industry face every day – we build professional, all-in-one products so they could cope with daily tasks and fly smoothly in the messaging business.

W: Could you explain to our readers more about the ways





HORISEN helps messaging technologists face these challenges? I am sure they are eager to know how they could tackle everyday challenges and simplify their life.

F: HORISEN is well known for its intuitive user-friendly Messaging Suite. It is really important for our customers to have an easily navigable and easy-to-use interface, so we are highly dedicated to make complex operations look easy for our customers. With our holistic and strategic approach and vision, all HORISEN's solutions are developed to be understandable also for users without technical background, accessible, and painless in managing the way of running, monitoring and administration.

device e.g. laptops, tablets, smartphones etc. Today, we get great feedback from our customers – they are delighted about the possibility to run the entire messaging business on their smartphone “from their pocket” when needed, so they can enjoy their life much more and spend their spare time in a much better way.

Furthermore, our expertise and passion for technology have made us the only provider who can offer all that is needed for a successful messaging business within only one platform, with a single login, from a single point – making messaging technologists' lives easier. Our messaging technology solutions are all-in-one products that combine complex traffic operations with finance operations, monitoring and security operations so the users of HORISEN platforms do not need any additional tools to run their messaging business.

WE PROVIDE VARIOUS APIS SO ALL SYSTEMS CAN TALK TO EACH OTHER

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Back in 2001, I founded HORISEN with a simple, but powerful idea – to make it possible for users to send SMS via an application that they could access through a browser. And nothing has changed since then in our approach. HORISEN Platforms are all manageable from a browser, on any modern

device e.g. laptops, tablets, smartphones etc. Today, we get great feedback from our customers – they are delighted about the possibility to run the entire messaging business on their smartphone “from their pocket” when needed, so they can enjoy their life much more and spend their spare time in a much better way.

At the same time, having in mind that our system is usually a part of heterogeneous customers' system environment, HORISEN maintains an API-centric approach in development. We provide various APIs to our customers so all systems can talk to each other without any limitations or restrictions. Therefore, our solutions are easily integrated with other system

environments which makes us an “open box” with full transparency and flexibility.

W: So, for someone who wants to tap into the messaging business landscape, HORISEN is a perfect one-stop-shop offering a broad spectrum of messaging technology solutions. How do you manage to stand out from your competition?

F: As I stated before, it is all about people. With more than two decades of experience in the messaging business, HORISEN gathers the best specialists in the field who incorporate their experience with their passion for innovation and love for details to develop cutting-edge messaging technology solutions.

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All this experience comes from HORISEN's versatile business life. Until five years ago, HORISEN had been also in the messaging and marketing business. We were running a very successful SMS trading business and marketing agency for many years, working with the most important world brands. We were developing messaging and marketing technology solutions for us first, experimenting a lot with the latest technology and making our software more intuitive for its users. Today, with this know-how, we work hard to provide our clients with the best possible solution to run their messaging and messaging marketing business. And they are delighted to get new features they have never asked for, but which come from our experience and make their daily work more efficient.

W: Fabrizio, how do you see HORISEN in the years to come? What is beyond the horizon for HORISEN?

F: We are witnessing an extreme increase of messaging nowadays. In today's mobile-first world, people expect immediate and concise ways of

an integral part of people's daily lives worldwide. With this meteoric increase of messaging, messaging technology is advancing at a rapid pace.

The 2000 was the decade of the internet, the 2010 was the decade of mobile apps, and now we are entering a new era. 2020 has definitely

include new tools into our software so we make the rise possible for them.

W: Thank you Fabrizio for a very insightful and inspiring interview. All of us within the telco industry are looking forward to the "messaging era". Is there anything else you would like to add?

F: Stay tuned with HORISEN and jump on the "HORISEN plane" to fly to the rise of messaging technology.

2020 HAS DEFINITELY STARTED AS THE DECADE OF THE RISE OF MESSAGING TECHNOLOGY AND HORISEN IS MORE THAN PROUD TO BE AN INTEGRAL PART OF THIS RISE

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communication, they want to send rich media and be the center of communication. Messaging makes it all possible so no surprise that it became

started as the decade of the rise of messaging technology and HORISEN is more than proud to be an integral part of this rise. And believe me, this is only the beginning. For many companies in the telecommunications industry, this is the opportunity to rise to the challenge and utilize all their potential to make the most of it.

And while our messaging technologists focus on their expertise and grow their business during the "messaging era", we at HORISEN continue our innovation circle, develop new features, and

HORISEN is a technology software house with more than two decades of hands-on experience in messaging technology. Dedicated to developing state-of-the-art solutions for clients – HORISEN technology covers the whole messaging value chain, both for wholesale and retail messaging business. With its feature-rich, vendor-neutral SMS Platform, Testing System, SS7 Platform, MNP Service, and Business Messenger, HORISEN provides a powerful variety of messaging technology solutions as a one-stop shop for managing messaging business from a single spot.

WE ARE YOUR MESSAGING PLATFORM

Feature-rich. User-friendly. Highly scalable.

