İNTERVİEW What's on the HORİSEN for messaging?

SMS may lead the way, but today business messaging is all about getting the consumer and the brand using the channels that they want. So, is it about "building the planes for the messaging industry so others can fly"? We talk to **Fabrizio Salanitri**, CEO of HORİSEN to find out

Business messaging has become an intense business. Following the pandemic, more consumers than ever are engaging with brands and merchants through digital channels – and that has meant business have had to transform how they interact. But who is making it happen and what trends are shaping the industry?

SMS FORUM: Fabrizio, can you tell us more about HORISEN? What does your company do?

FABRIZIO SALANITRI: HORISEN is a company with a long history and extensive experience in the telco and marketing industry. Back in 2001, it was established with a vision to enable users to send SMS via an application that they could access through a browser. Over the years, HORISEN has developed a powerful variety of messaging technology solutions: SMS Platform, Business Messenger, SS7 Platform, MNP Service, etc. for managing the entire wholesale and retail messaging business. All these solutions are developed to be user-friendly and intuitive for messaging technologists so they can manage the entire business from a single point easily.

SMS FORUM: And who do you think of when you say "messaging technologists"?

FS: "Messaging technologists" is a phrase invented by us at HORISEN. We use it for professionals who work with our technology on a daily level. Messaging technologists are specialists in the SMS trading business, they are 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.

Knowing the challenges messaging technologists face on daily basis, we build all-in-one products so they can start, run and build a successful wholesale or retail SMS business.

SMS FORUM: This is reminiscent of your "We build planes for the messaging industry so others can fly" tagline on the HORISEN booth at World Telemedia 2022. What does it mean?

FS: We see messaging companies as airlines; messaging companies transport SMS from A to B as airlines transport people from A to B. "We build planes for the messaging industry" means that HORISEN builds products which enable our customers to "fly" – in other words, to run a successful messaging business. In this metaphor, aircraft companies provide airlines with the planes, as HORISEN provides messaging technology to messaging companies. Another important point is that we build "planes" for others, we do not "fly" those planes ourselves. We do not compete with our customers.

SMS FORUM: And what is the key of HORISEN's success as messaging technology provider?

FS: 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 making complex operations look easy for our customers. With our holistic and strategic approach and vision, all HORISEN's solutions, from the SMS Platform to a very intricate system like the SS7 Platform, are developed to be easily understandable also for users without a technical background, accessible, and painless in the way of running, monitoring and administration.

Additionally, our extensive experience and passion for innovation have made us the only messaging technology provider who can offer all that is needed for a successful messaging business within only one platform. HORISEN messaging technology solutions are all-in-one products. They 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.

Simultaneously, HORISEN maintains an API-centric approach in development. The vision of improving processes through APIs makes us a transparent and flexible vendor that gives its clients complete freedom. Therefore, our solutions are easily integrated with other system environments, they can communicate to CRM, bookkeeping and other software, by getting all systems to talk to each other without any limitations or restrictions.

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