



Nexmo Works with AWS for SMS Message Delivery for Simple Notification Service

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SAN FRANCISCO, July 14, 2016 /PRNewswire/ -- [Nexmo](#), a [Vonage Company](#) and a leader in global communications platforms, announced that it is collaborating with [Amazon Web Services](#) (AWS), an [Amazon.com](#) company, to help AWS deliver SMS messages through [Amazon Simple Notification Service \(Amazon SNS\)](#).

As people increasingly expect companies to communicate with them more rapidly, application to person (A2P) messaging, a form of SMS, is addressing that requirement. This is demonstrated, evidenced by the explosive growth in the A2P market. According to [Transparency Research](#), A2P messaging is expected to grow to a \$70 billion market by 2020. Nexmo's cloud communications platform extends the innovative capabilities of the Amazon SNS suite to help meet the growing demand for SMS-based communication from customers around the world.

AWS is collaborating with Nexmo given Nexmo's global reach, quality assurance and capability to send billions of messages every day. Nexmo has built one of the largest global networks of carriers, 650 in total, and has the infrastructure to seamlessly address technical, regional and compliance-related limitations on communications around the world. In addition, Nexmo's proprietary Adaptive Routing algorithm routinely tracks millions of data points to immediately determine the fastest and most reliable route to deliver messages.

"We are incredibly excited that Nexmo's cloud communications platform is extending the reach of the Amazon SNS suite," said Tony Jamous, President of Nexmo. "Nexmo looks forward to working with AWS as Nexmo continues to redefine how developers build communications software to meet the growing demand for more relevant and engaging customer communication."

"AWS provides a rich set of services for developers for building mobile applications that are secure, robust and scalable - ranging from Identity, Sync, and Serverless Backends to APIs," said Simon Poile, General Manager, Mobile, Amazon Web Services, Inc. "We are pleased to work with companies like Nexmo to help mobile developers to reach their customers effectively via text messaging, which remains one of the most popular forms of communication across the world. AWS is able to offer such capabilities through a single API, making it easy for developers to add such capability to their mobile applications."

Worldwide SMS via Amazon SNS is available now. To learn more go to: <https://mobile.awsblog.com/post/TxSP0HUNM8FQ1Y/Introducing-Worldwide-SMS-Messaging>

About Nexmo

Nexmo, a Vonage Company, is a global cloud communications platform leader providing innovative communication APIs and SDKs for voice, text, messaging and phone verification services. Nexmo enables applications and enterprises to communicate with their customers reliably and with ease, anywhere in the world. High-volume communication companies such as Alibaba and Viber send millions of messages per month using Nexmo APIs. Nexmo has been recognized as a Tier 1 A2P SMS Messaging Vendor in 2015 by Roaming Consulting Company, a Top 20 Most Promising API Solution Provider in 2015 by CIO Review, and was selected as an Aragon Research Hot Vendor in Real-Time Communication and Collaboration Platform as a Service in 2015. Vonage (NYSE:VG), a leading provider of cloud communications for business, acquired Nexmo in June 2016. www.nexmo.com

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