



Vonage Launches SMS Automation Platform

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Powerful messaging platform complements UCaaS solution, enables embedded and targeted capabilities without the need for software expertise

HOLMDEL, N.J., Nov. 1, 2017 /PRNewswire/ -- Vonage (NYSE: VG), a leading provider of business cloud communications, has launched [VonageReach](#), an SMS Automation Platform designed to provide enterprises with the ability to easily implement streamlined, automated, and targeted messaging to prospects and customers.

The launch of VonageReach is another step forward in the Company's long-term plan to create packaged business communications applications using Nexmo, the Vonage API Platform, setting it apart from other cloud communications providers. Developed using Nexmo APIs, VonageReach is a new delivery model of communications whereby complex and robust functionality can be easily implemented as a turnkey messaging solution, to augment Vonage's existing Unified Communications as-a-Service (UCaaS) offering.

Legacy messaging management applications are often heavy, expensive, and require software expertise to install and manage. Using Nexmo APIs, VonageReach arms businesses with targeted and relevant B2B2C capabilities without the resources, or need, of an expert software engineer.

"The addition of VonageReach to our robust product portfolio enables our business customers to send automated and personalized contextual messages to customers and leads in real-time," said Omar Javaid, Vonage Chief Product Officer. "By using our Nexmo API Platform to create this packaged solution, we are complementing our UCaaS offering with powerful and easy-to-use SMS capabilities to help businesses convert more leads, engage with customers in more meaningful ways, and streamline operations to help drive better business outcomes."

This extended UCaaS offering, which combines the world of voice and messaging to help build and maintain lifecycle management with customers and prospects, uses popular business communication channels including voice, SMS and email.

Today's consumer receives countless voice and email messages on a daily basis, making it difficult for businesses to make their message stand out in the noise. The VonageReach SMS automation platform enables companies to connect with customers and prospective customers in a more personalized and contextual way, through what is arguably the most used and effective communication channel - text messaging.

As a multi-channel solution, VonageReach supplements the power of text with messaging channels such as email, social media and voice, providing the ability to reach customers and prospects wherever they are, all from a single platform. VonageReach automates and personalizes messaging by associating each contact within a company's customer or lead database with unique interests, preferences, and responsive behavior, allowing them to target each recipient with the most relevant message.

VonageReach was developed as an integrated feature for Vonage's UCaaS offering by leading mobile messaging and multi-channel marketing automation software provider, Trumpia.

About Vonage

Vonage (NYSE: VG) is a leading provider of cloud communications services for business. Vonage transforms the way people work and businesses operate through a portfolio of cloud-based communications solutions that enable internal collaboration among employees, while also keeping companies closely connected with their customers, across any mode of communication, on any device.

Nexmo, the Vonage API Platform, provides tools for voice, messaging and phone verification services, allowing developers to embed contextual, programmable communications into mobile apps, websites and business systems. Nexmo APIs enable enterprises to easily communicate relevant information to their customers in real time, anywhere in the world, through text messaging, chat, social media and voice.

The Company also provides a robust suite of feature-rich residential communication solutions. For more information, visit www.vonage.com.

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