



## Nexmo, the Vonage API Platform, Selected as Solution Provider for the Launch of New WhatsApp Business Solution

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Nexmo to Provide Support for the Largest Chat Application in the World with a Simple API for Easy Implementation

HOLMDEL, N.J., Aug. 1, 2018 /PRNewswire/ -- [Vonage](#) (NYSE: VG), a business cloud communications leader, today announced that [Nexmo](#), The Vonage API Platform, is a provider for the new WhatsApp Business solution. In limited availability, WhatsApp, the largest chat application in the world, is now opening its doors to businesses, allowing them to communicate with their customers on a more engaging platform.

By leveraging Nexmo APIs to simplify their integrations and handle the complexity of maintenance and operations, WhatsApp Business users can focus on elevating their customer communications, meeting customers where they are, and ultimately improving customer loyalty.

"At Vonage, we believe companies want to communicate with their customers on their platform of choice, whether that is [SMS](#), [chat](#), or social messaging," said Omar Javadi, Chief Product Officer for Vonage. "As a global platform, WhatsApp has been our customers' number one requested channel. In response to that, we're so excited to work with WhatsApp, a company that is quickly gaining traction among businesses as a common messaging platform."

Eric Le Guiniec, VP of Global Sales, Nexmo, the Vonage API Platform, commented, "Nexmo aligns with WhatsApp's goal to help businesses drive deeper customer relationships using the most innovative business communications solutions. With the scalable, robust Nexmo platform, businesses leveraging the WhatsApp Business solution will experience simple integrations, ongoing maintenance, and the freedom to focus on what matters most - connecting to their customers."

The WhatsApp Business solution is providing businesses with a way to better manage conversations with their customers and provide useful information, whether notifications or customer service messages, quickly, reliably, and privately. Integrating with Nexmo APIs allows them to quickly and easily integrate with WhatsApp to improve their message delivery rates and therefore increase customer engagement.

"Nexmo is our global communication platform of choice for messaging and voice. With the help of the Nexmo API, we continue to bring trailblazing innovation to the recruitment industry by integrating WhatsApp Business with the Talkpush CRM," said Max Armbruster, Talkpush CEO.

Mr. Armbruster continued, "We're delighted with the simplicity of working with Nexmo and the support we've been getting. Within a single day, we were able to start testing the WhatsApp Business solution with our customers. Innovation is about speed and with the help of Nexmo, we further cemented Talkpush's position as the leader in messaging recruitment."

As a WhatsApp Business solution provider, Nexmo is taking the user experience to the next level. Nexmo enhances the WhatsApp Business solution on [several key fronts](#):

- **Single Abstracted API.** With just a simple API call, businesses can easily send WhatsApp pre-set template messages without having to manage the complexity of enterprise software. Businesses do not have to host, scale or manage updates; Nexmo handles that for them.
- **Optimal Messaging Experience.** Nexmo provides optional failover to SMS. So if a message isn't read or delivered via WhatsApp, the messages can be sent via SMS. This helps ensure that companies are getting their messages to their customers.

[Nexmo APIs](#) also provide real-time insights with delivery callbacks that provide information such as message status (delivered, read, or sent), cost and any applicable errors. This enables businesses to optimize their messaging strategy and deliver messages on their customers' preferred channel, while optimizing operational costs. Messages are encrypted from Nexmo to the customer's device, maintaining the integrity of sensitivity information.

### About Vonage

[Vonage](#) (NYSE:VG) is redefining business communications. True to our roots as a technology disruptor, we've embraced technology to transform how companies communicate to create better business outcomes. Our unique cloud communications platform brings together a robust unified communications solution with the agility of embedded, contextual communications APIs. This powerful combination enables businesses to collaborate more productively and engage their customers more effectively across messaging, chat, social media, video and voice.

Nexmo, the Vonage API Platform, provides tools for voice, messaging and verification, allowing developers to easily embed innovative programmable communications into mobile apps, websites and business systems on a global scale.

The Company also provides a robust suite of feature-rich residential communication solutions.

Vonage Holdings Corp. is headquartered in Holmdel, New Jersey, with offices throughout the United States, Europe, Asia and Israel. Vonage® is a registered trademark of Vonage Marketing LLC, owned by Vonage America Inc.

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