

# AWS Partner Retail & eCommerce Solution Day

## PaaSoo

**Leading Global Cloud Communication Platform**

Your Messages are in Good Hands

21<sup>st</sup> October 2022



# PaaSoo Technology Limited

Founded in 2016, PaaSoo directly connect to telecom network operators, with reputable partners and local aggregators across the globe.



- Collaborated with AWS since 2017
- EC2, ELB, S3, RDS, Backup, DirectConnect, CloudFront, OpenSearch, and more
- Worldwide Availability zones (including China), Broad set of Services, Reliability, Security, Scalability, Simplicity, Customer obsession culture

Through AWS, we can provide strategic solutions to our global clients.

## Global Presence

- SMS API and cloud communication services cover over 200 countries
- Satisfying enterprise communication needs with end-users worldwide
- Reliable cloud service plays a most crucial part in our services;  
platform deployed in 4 AWS regions: Singapore, China, Ireland, India

## Where can you reach us

### Asia

- Hong Kong SAR
- India
- Indonesia
- Japan
- Mainland China
- Malaysia
- Philippines
- Taiwan

### Europe

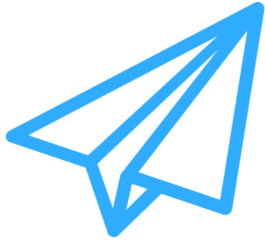
- France
- Ireland
- Romania
- Spain
- Ukraine

### South America

- Brazil



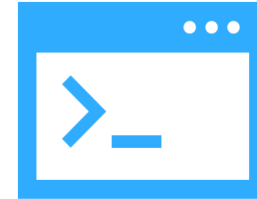
# What products do we offer



**A2P Messaging**  
SMS, LMS and MMS



**Voice Messaging**



**Programmable Voice**



**Global SIP Trunking**



**Phone Number  
Lookup API**



**White Labelled  
CPaaS Platform**



**Cloud-based SMS  
Platform**

# What service features do we offer



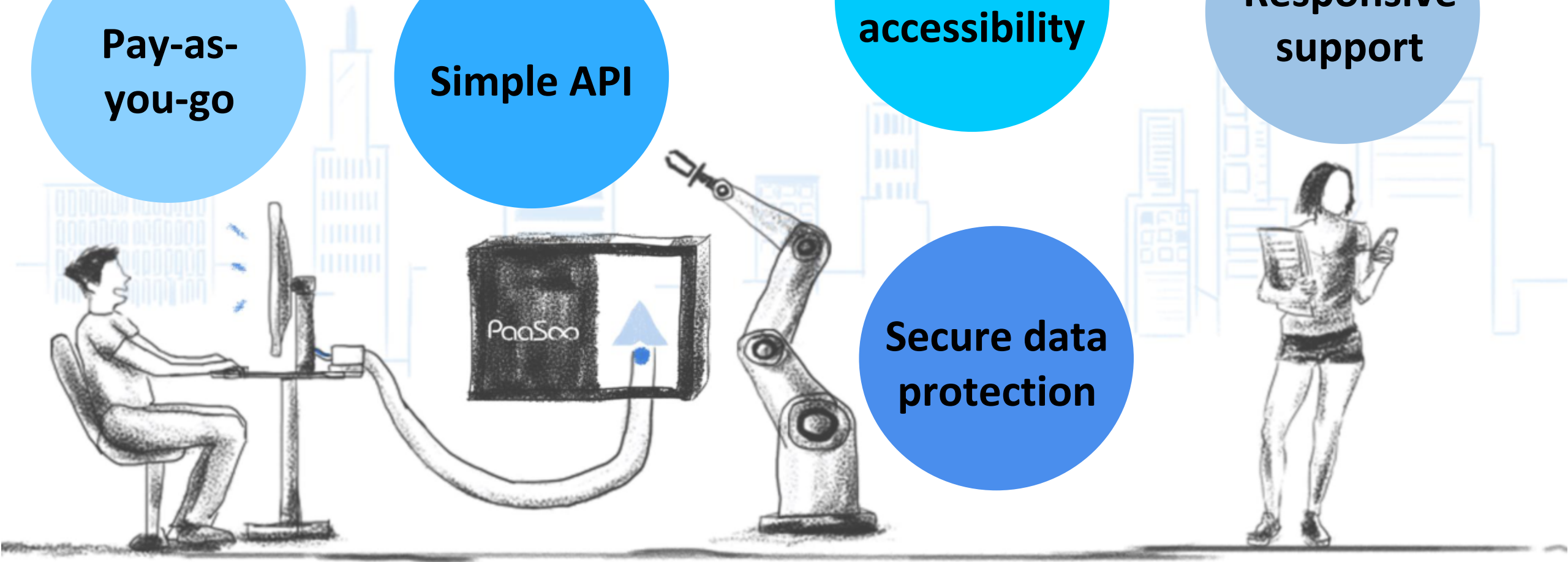
**Pay-as-you-go**

**Simple API**

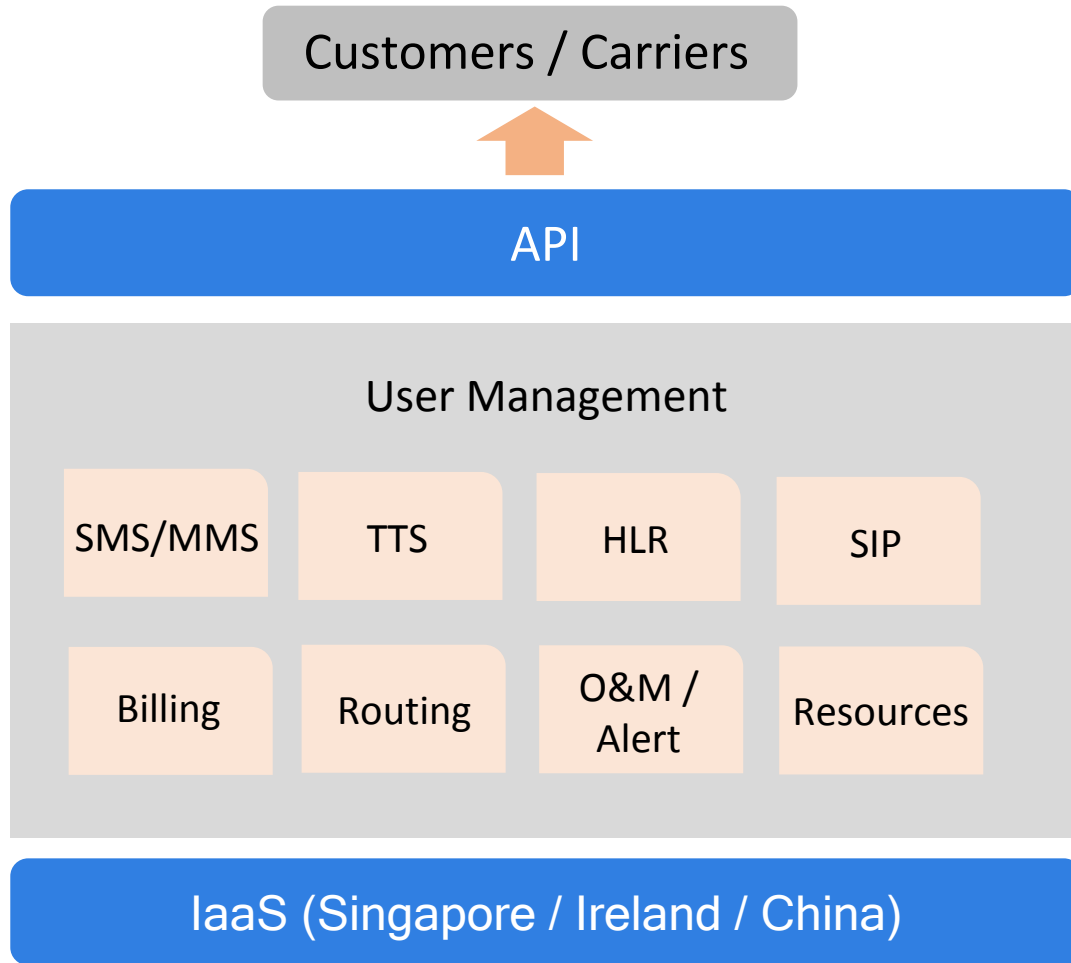
**Flexible accessibility**

**Responsive support**

**Secure data protection**



# Architecture & Data Protection



## Data Protection and Privacy

We care about data privacy: all messages are encrypted in our database with AES 256-bit; Encryption with data in transit with HTTPS, TLS

## Data Backup

Data is backed up regularly with redundant servers in mainland China, Hong Kong and Singapore. Sensitive data can be deleted regularly according to customer requirements.

## Reliable Technical Support

Regional secure API endpoints with built over Cloud native applications. Stable connectivity to carriers, low-latency interconnection between regions using private connections. Monitoring tools with real-time updates on service availability.

# What benefits do you get



## Transparency

- ✓ Open and public pricing
- ✓ Flexible and responsive
- ✓ Multiple routing plans
- ✓ Service evolves with you
- ✓ Perfect for fast-growing business



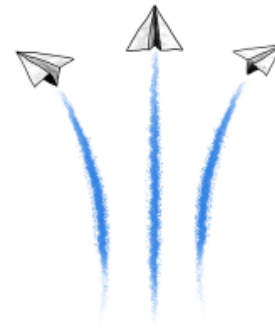
## Direct connectivity

- ✓ 1000+ carrier connections
- ✓ 200+ countries access
- ✓ Bypassing middlemen to reduce costs and hops



## Availability

- ✓ Smart traffic monitoring
- ✓ Geo-redundancy
- ✓ Service level agreements



## High Volume

- ✓ High throughput
- ✓ Multi-channel routing
- ✓ Throttle and retry
- ✓ Smart caching

# Customer Successful Story



“Not only quality and cost, PaaSoo’s global connectivity also enabled us to reach out to our potential overseas client, and now helping us with the expansion out of Hong Kong.”

- VP Business Development, YOOV



# Customer Successful Story



# YOOV

**YOOV** is a technology company providing flexible system builder solutions for different industries, to help enterprises on digital transformation. They need SMS for OTP and notifications for almost all their systems.

They are going global. Our global SMS API and SMS Sending Tool fit different modules of YOOV's expansion strategy; greatly improved SMS latency problem with previous supplier and saved cost.

YOOV's clients include:



## Customer Successful Story (Cont.)

The logo for the smartphone brand vivo, rendered in a bold, black, lowercase sans-serif font.

The smartphone, accessories, software and online services brand went global in 2014 and has its customers in over 100 countries.

- SMS API solution to save liaison time with all local operators
- Traffic to India, Indonesia, Philippines, Malaysia, Thailand, Vietnam
- AWS solution to quickly deploy our overseas hub to offer SMS API for local hub peering

### Use case:

- ✓ Global user verification code





## Customer Successful Story (Cont.)

A global clothing and fashion brand, with online store sales reached 16 billion annually and ranked no.50 in Digital Commerce 360's Asia Database; their members are all over the world.

Customers can sign in on their website or their own app.

**Delivery rate requirement: >95%**

### **Use cases:**

- ✓ Marketing campaign
- ✓ Updates notification
- ✓ SMS OTP

## Contact Us



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# Thank you

