



# Bravado Wireless Taps TNS for Short Code Gateway Service

## Business Challenge

Oklahoma-based Bravado Wireless wanted to boost its network capabilities with full US short code coverage. Short codes are five or six digit numbers that are designed for businesses to send text messages to communicate with their customers. Common uses for short codes include sending product information to subscribers, allowing wireless subscribers to participate in text to win contests, and giving nonprofits or charities the opportunity to receive donations via text messages.

## Solution

TNS' Common Short Code Gateway Service will allow Bravado Wireless' subscribers to receive and respond to short codes from their frequently visited businesses, like banks, restaurants and retailers. It will also support short codes for vital two factor authentication with popular social media sites, such as Twitter and Facebook. The TNS Common Short Code Gateway Service, powered by tyntec, is the latest addition to TNS' extensive portfolio of messaging solutions.

## Outcome

**Nick Martin, Wireless Device Technician at Bravado Wireless, said:**

*"We are excited to be making this announcement, which highlights our commitment to continually enhancing our subscriber experience. Adding support for short codes empowers our subscribers to benefit from a growing number of communications which businesses and organizations are now using short codes to facilitate."*

*"Vital services, such as doctors and pharmacies, are providing important messages via this format and we want to ensure that our subscribers are not excluded from critical items like appointment reminders and prescription messages."*

# Why Use TNS' Common Short Code Gateway Service?

TNS' Common Short Code Gateway service enables mobile operators to provide access to US short codes. This allows subscribers to receive and respond to short codes from their frequently visited businesses like banks, restaurants, retailers and social media sites.

As short code use expands to enhance the security protocols of financial institutions, for example, it steps away from just being a quick communication method and becomes a valuable tool to help protect subscribers' personal information.

## Features

- **Ubiquity** - receive and respond to US short codes with one connectio
- **Access to your Short Code data** - analyze your traffic from any internet browser
- **Choice of connectivity** - VPN and IPX connectivity options

## Benefits

- **Customer reach** - Subscribers can respond to national marketing campaigns, promotions and call back requests
- **Security** - Receive two factor authentication from financial institutions
- **Customer choice** - Options to opt-in/opt-out



**For More Information  
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