

## Top 20 reasons why customers choose ValueFirst

1. **Number one Mobile Virtual Network Operator for data services:** Within 40 months of its launch, ValueFirst\* acquired over 800 enterprise customers\*\*.
2. **High Quality of Service:** ValueFirst is a provider of high quality Mobile Value Added Services. ValueFirst offers a high level of redundancy of servers with load balancing, fail-over mechanism and least cost routing through a messaging platform deployed in three continents in three different IP backbones.
3. **Strong Operator relationships:** ValueFirst enjoys strong relationships with over dozen operators/aggregators and is connected to more than 400+ operators globally.
4. **Focus:** ValueFirst is focused on B2B mobile applications and providing end-to-end SMS services to enterprise customers.
5. **Product-driven:** ValueFirst has advanced messaging products. These products can be deployed as client applications enabling easy integration with varied and complex IT back-end systems for automated and scheduled messaging.
6. **Cost-effective:** As ValueFirst provides services via an ASP model, the cost of ownership is low.
7. **Operator Redundancy:** ValueFirst offers a high level of redundancy with regard to mobile operators leading to a better quality of service.
8. **Least Time-to-Market:** Due to the product-driven approach followed by ValueFirst, the deployment is typically completed in one day.
9. **Scalable Architecture:** The architecture of the ValueFirst messaging platform is designed in a way so as to ensure quick ramp-up to build high throughput as 10 million messages a day.
10. **Secure Transactions:** ValueFirst supports transactions in a completely secure mode (128-bit encrypted data via SSL). Transactions are verified by Thawte, an independent and global digital certification authority.
11. **Future-proof and Configurable Products:** ValueFirst products are highly configurable and have an in-built update manager to ensure hassle-free upgrades.
12. **Practical Solution:** ValueFirst offers a practical solution. It provides multi-user and multi-location deployment with central administration.
13. **Bridges the Gap:** ValueFirst addresses the customer need of a reliable mobile messaging service as opposed to providing only software or a gateway.
14. **Provides End-To-End User Experience:** ValueFirst provides end-to-end user experience – data transactions between database and mobile phones. Additionally, ValueFirst provides a wide range of options such as a short code services, services on IP and on virtual mobile number platform.
15. **Innovation:** ValueFirst launches new products every 6 to 9 months.
16. **Global Footprint:** ValueFirst has operations in India, Middle East, Nigeria, Pakistan, Romania, Sri Lanka, Lebanon, Russia and UK.
17. **Shares Global Best Practices:** ValueFirst shares global best practices acquired by customer interaction globally.
18. **Intelligent Plug-ins:** In order to work effectively and efficiently, ValueFirst has developed connectors to various ERPs e.g. a SAP connector.
19. **Provides Across-The-Board Offering:** ValueFirst has products for all segments of the market. Products for Corporates, Large Enterprises, SMEs, SOHO and HNIs.
20. **Smart Strategic Alliances:** ValueFirst has forged strategic alliances and partnerships with leading technology companies as their mobile messaging partner.

**\*ValueFirst Messaging Private Limited (ValueFirst) – a brief note:**

ValueFirst is a leading Mobile Data Service Provider providing Mobility solutions across India to more than 800 enterprises. ValueFirst enables its customers to communicate between varied IT back-end systems and mobile phones. ValueFirst's mobile data service offering includes "plug and play" application licensing and hosting. ValueFirst SMS Service has the capability to auto-generate SMS using your existing data base. ValueFirst supports sender-name branding, guarantees delivery and covers 100% GSM and CDMA networks in India and over 400 networks globally. ValueFirst operates in India through its offices in three major metros namely Bangalore, Mumbai and Delhi and overseas via its offices in the Middle East, Nigeria, Pakistan, Romania, Sri Lanka, Russia, Lebanon and the UK . For further information, please write at [info@vfirst.com](mailto:info@vfirst.com).

**\*\*ValueFirst Customers**

ValueFirst services are being used across several verticals like Airlines, Auto Dealers, Banks, BPOs, Consumer Durables, FMCG, Hospitals, Insurance companies, Manufacturing, Pharmaceutical, Restaurants, Schools, Stock Brokers, Travel Agents and many more. Some of ValueFirst's customers are HCL, Infosys, eBay, Gillette, Onida, Apollo Clinics, Balco, Bajaj Allianz, ING Vysya Bank, SpiceJet, ICI Paints, ICICI Lombard, HDFC, Nicholas Piramal, Pepsi, Aviva, Modicare, Tata AIG etc.