

InfoBip MIGRATION

Revolutionizing Performance
Marketing with Advanced Messaging
Solutions

**[BYOC] for
Voice, SMS
and MMS
with Infobip**



Our client faced the impending deprecation of Open Market services, necessitating a migration to InfoBip for improved performance and expanded channel opportunities. The goal was to ensure stable and high-performing messaging services for clients while leveraging InfoBip's advanced features.

Enhanced Performance Marketing

- **Enhanced Performance:** The migration to InfoBip led to improved send performance, increased security, and expanded channel capabilities, ensuring a stable and efficient messaging service for clients.
- **Scalability and Flexibility:** The abstract interface created for handling messaging service workflows provided scalability and flexibility, allowing for future enhancements and integrations.
- **Client Satisfaction:** With improved performance and expanded channel options, clients experienced better engagement and higher ROI, driving satisfaction and loyalty.

Our Contribution

- **Infobip Migration:** We orchestrated a seamless migration from Open Market to InfoBip, leveraging the latter's enhanced performance and feature-rich services.
- **Workflow Optimization:** We optimized the existing GCP dataflow pipeline and proxy services to accommodate InfoBip's API, ensuring efficient message delivery and rate limiting.
- **Callback API Enhancement:** Our team enhanced the callback API to handle delivery notifications and inbound messages from multiple messaging services, including InfoBip, with improved decoding and processing capabilities.
- **Documentation and Knowledge Sharing:** We created comprehensive documentation for the message API service and conducted knowledge sharing sessions to ensure seamless integration and understanding.