

Company presentation

Ritorica Bangladesh

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ABOUT US

- **Company with more than 20 years of experience**
- **Member of GSMA**
- **Partnered with MNO, Rakuten Viber etc**
- **Holds license ensuring customer data security**
- **Customers portfolio including banks, major retailers and enterprises**

PLATFORM

- **12,000,000,000 messages were sent by the company's platforms in 2021 alone**
- **Robust platform. Supports wide range of protocol and ensure security**
- **Sending messages to different channels by smart delivery**
- **Smart Connect allows the company to dialogue with customers and receive feedback**

Resource and support service

- **More that 200 employees**
 - **Experienced professional, Deep tech savvy**
 - **Building high load, high scalable system**
 - **Support client base of any size**
- **24/7 technical support**
 - **Experienced support engineers**
 - **Understand critical serviceability issues**
 - **Ability to delivers service within KPI**


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Customers





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Thanks



**Directions
of activity**

European company- developer of software for SMS informing.

RITORICA
development
offices located in Cyprus & UAE



The company provides **full-cycle services** for the provision, configuration and support of SMS informing platforms for solving problems of the state and business.

Unlike P2P the volume of A2P SMS traffic is growing*

RITORICA helps the MNO to obtain that extra benefit...

\$12.88
billion per year

2020

2025

\$58.75
billion per year

*mobleSQUARED agency

Directions of activity

& solutions

Information safety

We develop and implement services that enable cellular operators to enhance the security of network information and protect themselves from the actions of fraudsters themselves and their own subscribers.

**SMS Filter
Aggregator**

**Multi-channel
A2P platform**

**SMS
firewall**

**Mobile
advertising**

Value Added Services

We develop and implement services that allow cellular operators to increase income from the subscriber base by launching new advertising products for business.

Information safety

SMS Filter Aggregator

Organizational-technical solution, for automatic detection of problem in SMS traffic, related to the generation of fake SMS, SMS bombing and other fraud.

SMS Firewall

SMS-Firewall allows you to protect the operator's network, detect illegal traffic, block spam and make sure that aggregators and clients pay for delivered SMS. It's a Home Routing solution and is integrated into the operator's network as a separate node. This approach allows you to intercept and track all incoming messages in the operator's network.

Solve problems



SMS bombing



Aggregation of A2P under common sender names



Sending A2P as P2P



Sending SPAM and SCAM



Generation fake SMS



Shuffling International traffic with national

Value Added Services

Multi-channel A2P platform

"All In One" platform to manage and send billions of advertising, service or transaction A2P messages in SMS and text OTT channels.

Mobile advertising

Solution for mobile operator to allow business to effectively target advertising on network subscribers using geographic, demographic, data on purchases, calls and internet surfing of subscribers.

Solve problems



Monetization of A2P SMS Traffic



Monetization of OTT communications



Create AD services that allow targeting advertising on subscribers



Monetization of SMS from international senders



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