White Paper: A2P SMS – Towards a New Balance of Power

This white paper, written by Global Telco Consult (GTC) and validated by Mobilesquared, explores the evolving SMS landscape with insights from a recent messaging survey of OTTs, hyperscalers, brands, and MNOs.

Download your guide to getting up to speed on A2P issues throughout the messaging value chain, and step towards a healthier A2P SMS ecosystem.

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