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PRESS RELEASE

CLARO PERÚ SELECTS iBASIS FOR A2P MONETIZATION AND EXCLUSIVE GATEWAY TO TERMINATE ALL GLOBAL A2P SMS TRAFFIC

- Ensures exclusive A2P SMS termination into Claro Perú network through the iBASIS messaging monetization solution
- Delivers messaging managed services and guarantees critical revenue

OCTOBER 29, 2024, Lexington, MA – [iBASIS](#), a leading provider of communications solutions for operators and digital players worldwide, announced today an agreement with Claro Perú to implement its comprehensive [A2P messaging monetization solution](#). As a result, iBASIS will become the exclusive gateway for terminating all internationally originated A2P SMS traffic into the network of Claro Perú, a Peruvian leading mobile operator.

Claro Perú will use iBASIS as the sole entry point for aggregating all international A2P SMS traffic and terminating it within the Claro Perú network. The iBASIS Messaging Managed Services solution will ensure A2P traffic monetization.

The partnership illustrates the significant opportunity for operators to capitalize on the expanding A2P messaging market through legitimate SMS terminating routes.

In 2022, A2P SMS accounted for 96.6% of total business messaging traffic, and global A2P SMS spend is expected to rise to 35.36 billion USD by 2027¹. The global A2P messaging market size is projected to grow to 84.8 billion USD by 2029².

“At Claro Perú, we are delighted to collaborate with iBASIS, an industry leader recognized for its dedication to quality and optimized customer service to mobile operators,” says Mariano Orihuela Medrano, Corporate Market Director at Claro Perú. *“This strategic initiative is part of our ongoing commitment to continually expand and enhance all aspects of our A2P messaging business. We focus on innovating and ensuring a high-quality and secure experience to push further adoption of the channel.”*

“Claro Perú has been a catalyst for change, driving innovation and enhancing customer satisfaction. We are thrilled they have chosen iBASIS as their exclusive gateway for international A2P traffic termination. By implementing our advanced A2P SMS monetization solution, they gain control over the delivery of all international A2P SMS traffic into their network and drive SMS revenues in a sustainable manner,” says [Edwin van Ierland](#), COO of iBASIS. *“This decision aligns with our commitment to fostering sustainable A2P messaging growth and will enable Claro Perú to leverage our multi-channel monetization capabilities, including RCS, in the future.”*

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¹ [Telemedia8.1](#)

² [Markets and Markets](#)

About iBASIS

[iBASIS.com](https://www.ibasis.com) is the leading communications solutions provider enabling operators and digital players worldwide to perform and transform. Powered by [Tofane Global](#), iBASIS is the first independent communications specialist and Tier One IPX vendor with 800+ LTE destinations. iBASIS today serves 1,000+ customers across 28 locations worldwide. iBASIS optimizes global connectivity, quality, and security so customers achieve high return on voice, SMS A2P messaging, mobile data, 5G roaming, and IoT.

About CLARO PERÚ

Claro Perú is a subsidiary of América Móvil, the leading company in integrated telecommunications services in Latin America. Since the beginning of our operations in Perú on August 10th, 2005, our main commitment is to offer a high-quality network and wide coverage of mobile and fixed services throughout the Peruvian territory, thus reaffirming our purpose: to improve the lives of Peruvians through telecommunications. Up to June 30th 2024, Claro Perú had 12,662 mobile lines and 1,904 landlines. Learn more at: www.americamovil.com