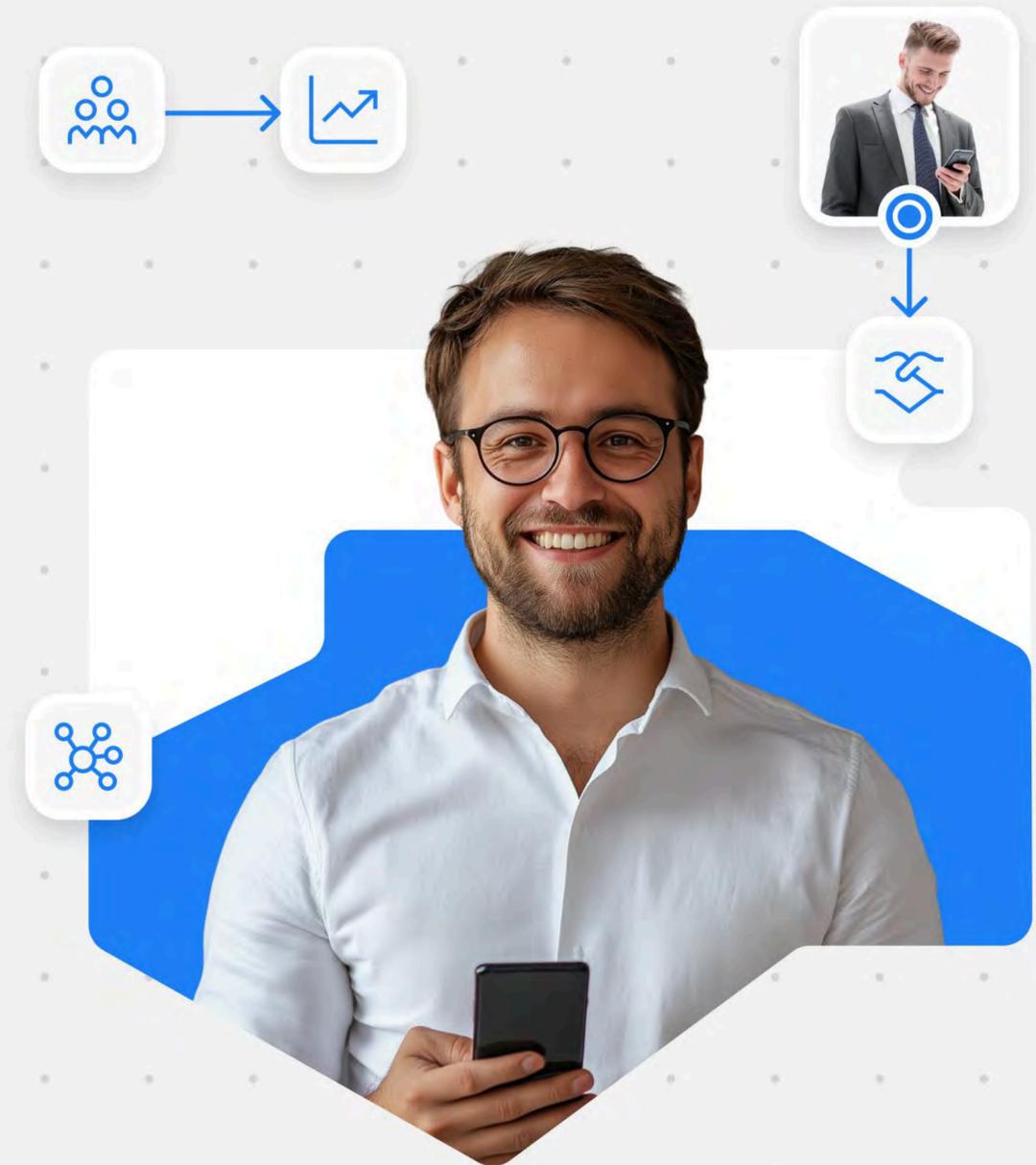




# Communication *Platform* for Enterprises



# About LANCK Telecom

International carrier of premium quality voice, messaging, and fraud protection.

**2001**

Year of foundation

**20+**

Years experience in the wholesale business

**10+**

Years of experience serving enterprise clients

**1500+**

Partners worldwide

**150+**

Countries with direct interconnections

**LANCK  
TELECOM**

# About LANCK Telecom

The professional choice for your traffic.

Industries we currently specialize in:

- ① FinTech
- ② Retail & E-commerce
- ③ iGaming
- ④ Transportation & Logistics
- ⑤ Travel & Hospitality

18 points of presence worldwide, including Latin America, Africa, and the Middle East:

- ① Valencia, Spain
- ② Limassol, Cyprus
- ③ Riga, Latvia
- ④ Tbilisi, Georgia
- ⑤ Hong Kong
- ⑥ Miami, USA
- ⑦ Nairobi, Kenya

## One Platform – *Limitless* Capabilities



Campaign builder



Broadcasts



Multiple channels



Dashboard and analytics



API and CRM integration



Control over your account balance



Link shortener



User-friendly chatbot builder



Content editor





# One Platform – *Limitless Capabilities*



Seamless integration within hours



2000 TPS–High throughput



Advanced security and data protection



Intuitive, user-friendly interface



Customized solutions for every client



# Communication Channels Available on the Platform



SMS



WhatsApp Business API



RCS



Verification services  
(SMS, WhatsApp Business,  
Telegram, voice verification,  
and text-to-speech)



# SMS by LANCK Telecom as a Communication Channel

## Global Coverage

Direct interconnections with 180+ mobile operators worldwide.

## Competitive Pricing

Transparent rates with no inflated margins.

## Built-in Anti-Fraud Management Tool

Prevents artificially inflated traffic for secure operations.

## Best Possible Routes

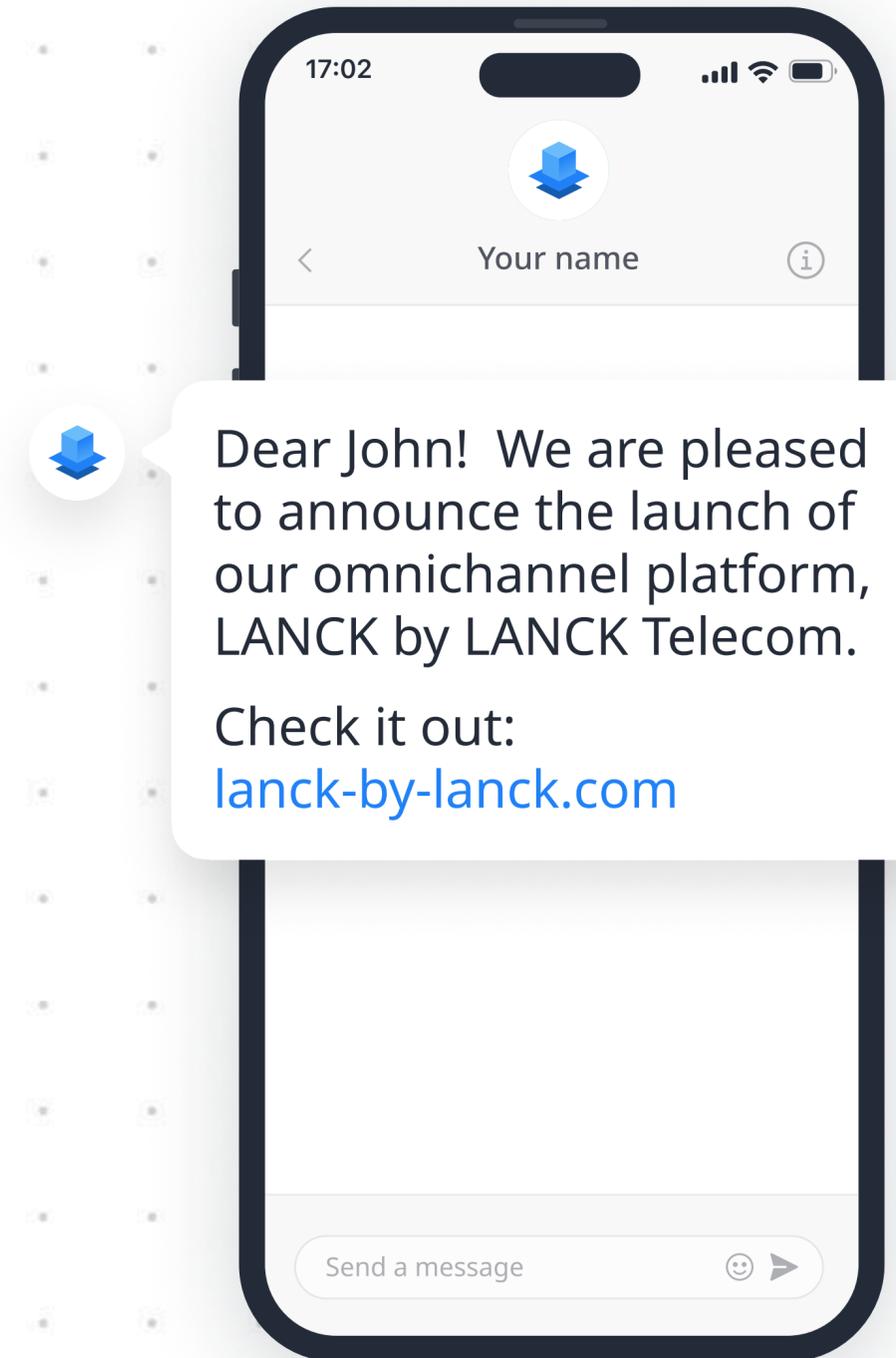
Ensures high delivery rates and optimal conversions.

## 24/7 Customer Support

Dedicated personal managers available via Telegram chat.

## Expert Guidance

Assistance with sender ID registration and content whitelisting.



# WhatsApp Business API\*

## Rich Messaging Formats

Includes rich cards and product carousels.

## Media

Images, videos, and audio.

## Two-Way Communication

Enable interactive conversations.

## Call to Action

Include links, provide clickable phone numbers, request location sharing.

## Suggested Replies

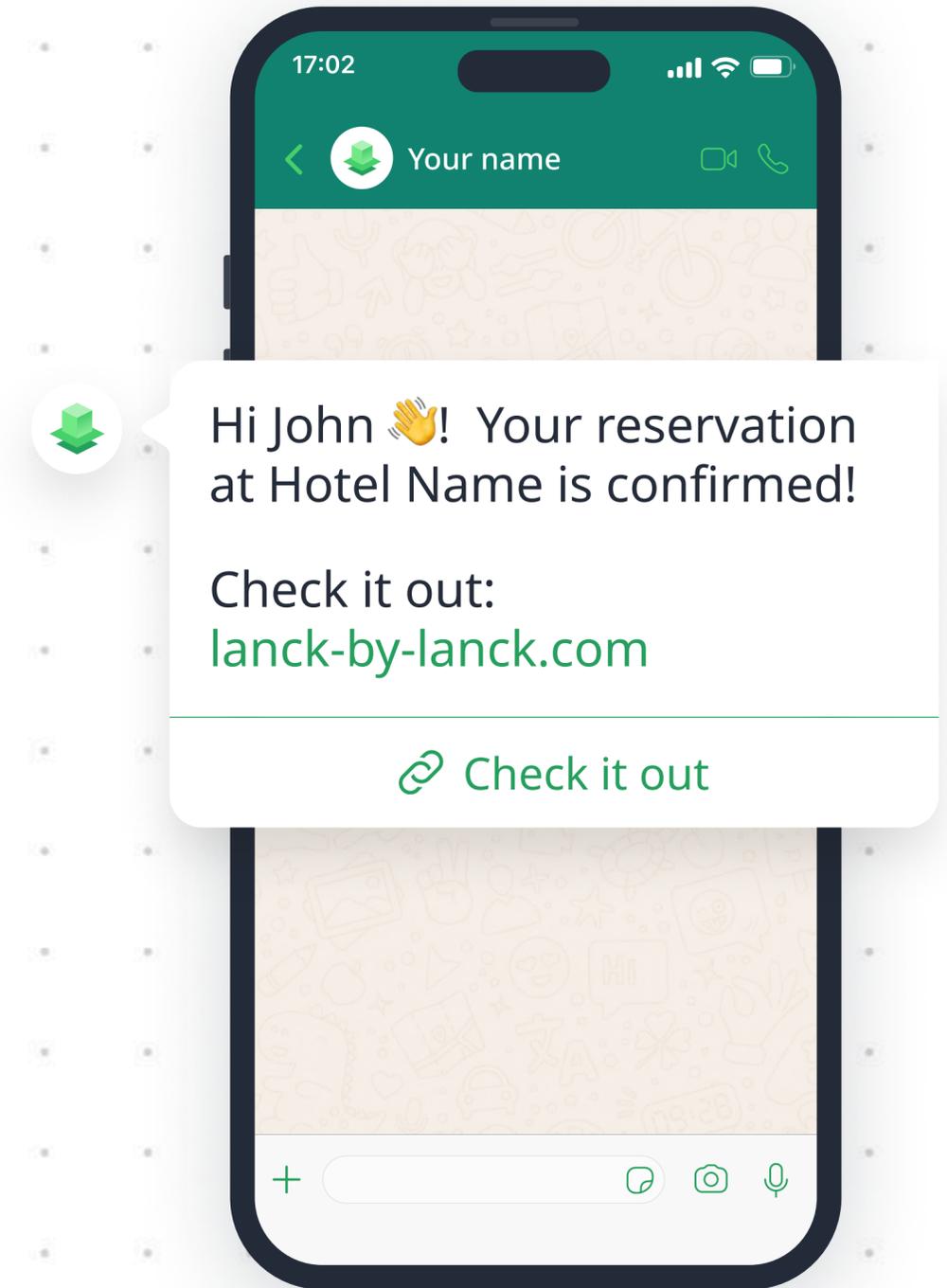
Allow users to reply with the click of a button.

## Easy Response Handling

Effortlessly receive user responses.

## Chatbots

Automate responses for efficiency.



\*Meta pre-onboarding is required for the iGaming industry (a form must be completed to ensure compliance with local regulatory requirements), but not for other types of enterprises.

# RCS (Rich Communication Services)

RCS enhances messaging capabilities, allowing you to deliver engaging, media-rich messages with higher open rates. It's perfect for promoting updates, personalized offers, and reminders effectively.

## More Responsive

- Unparalleled audience reach.
- All-in-one substitute for various channels and mobile apps.
- Suggested replies and actions for easier interaction.
- AI-driven for better user experience.

## Better Metrics

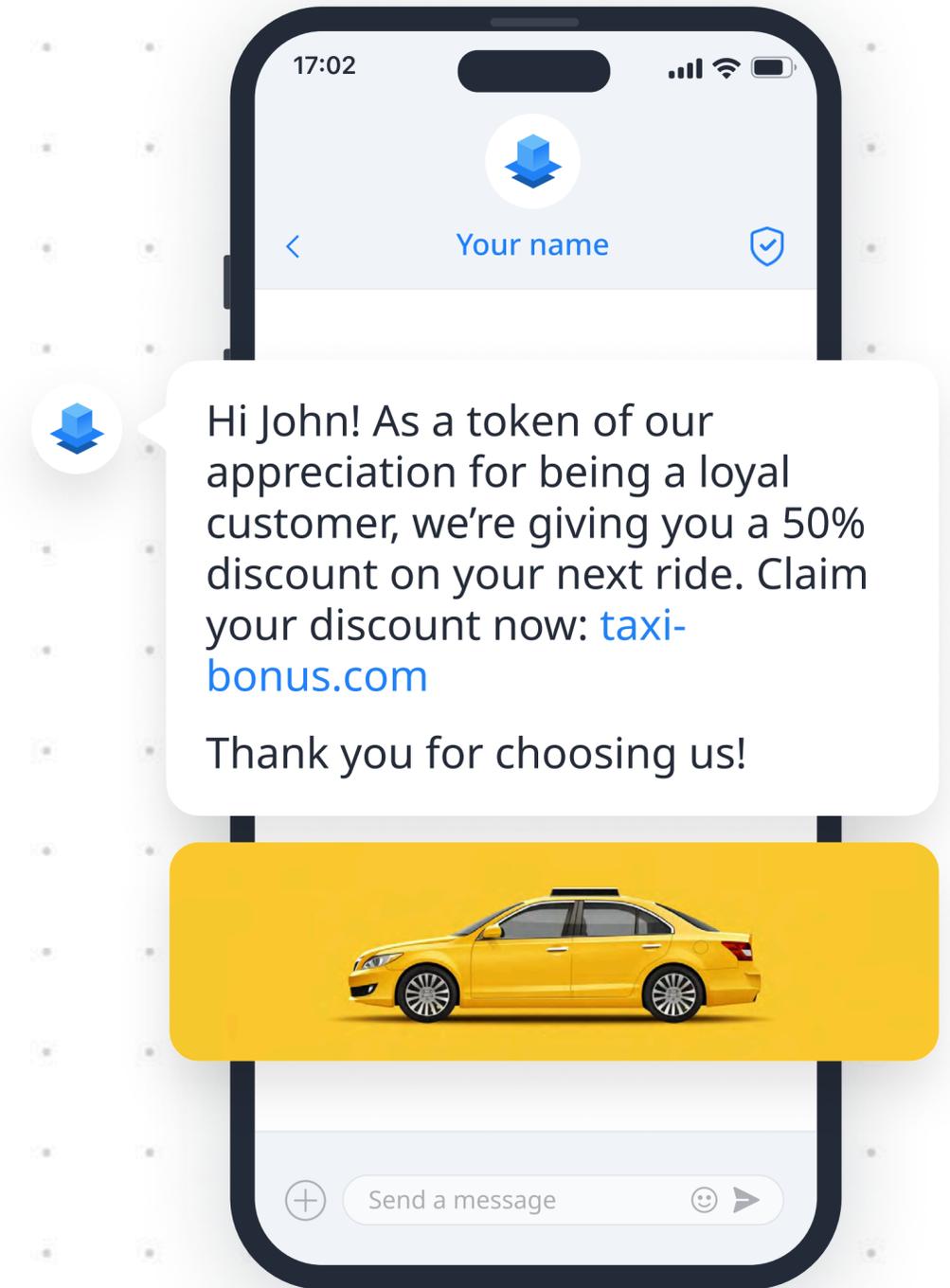
- Proven delivery receipts.
- Read receipts, including open time.

## Trusted Messages

- Verified business checkmarks.
- Full brand name used instead of random ID.
- Customization of colors and logos for branding.
- Block unwanted conversations.

## Rich Media

- High-resolution photos, videos, GIFs, and audio.
- Solves MMS compatibility issues.



# Campaign Manager: Send Messages *with Ease*

## Set Audience

- Use dynamic target filters and tags.

## Multiple Scheduling Options

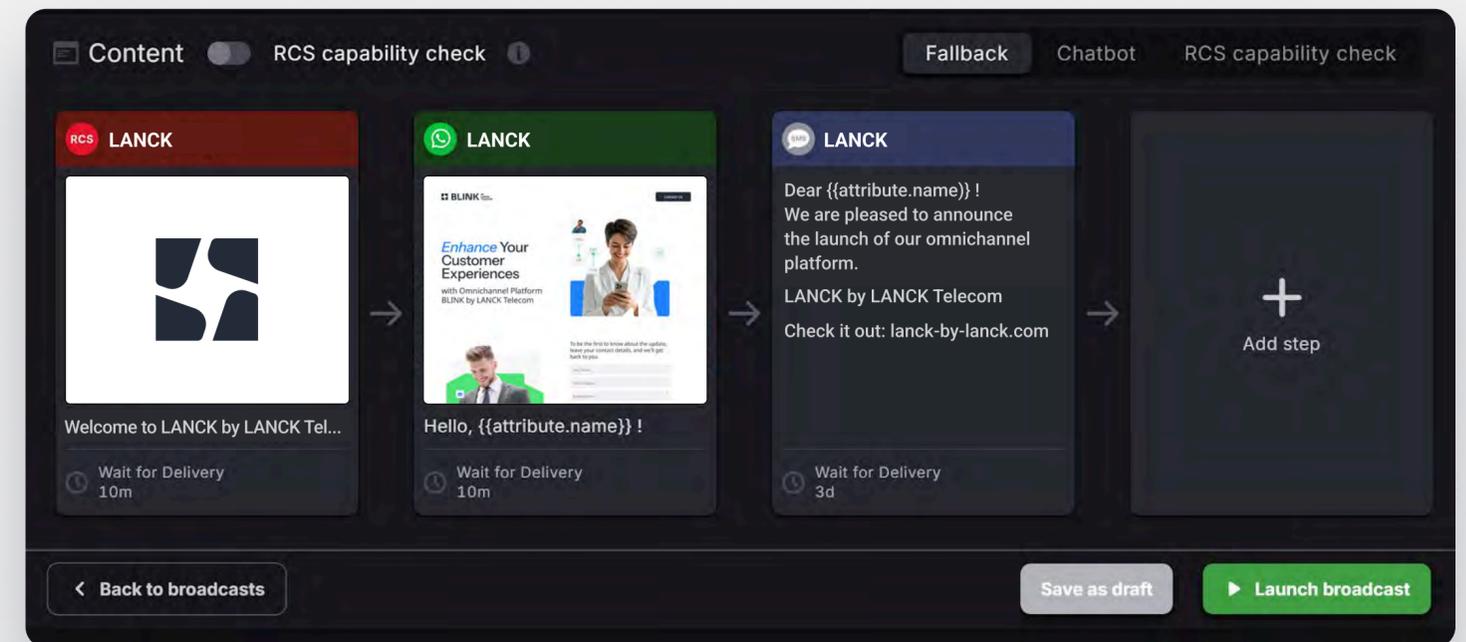
- Run immediately.
- Schedule for a future date.
- Set up recurring launches.

## Analytics

- Get detailed channel engagement reports for multichannel broadcasts.

## Campaign Types

- One-way Multichannel Fallback: Easily switch between channels (e.g., RCS → WhatsApp → SMS).
- Chatbot Campaigns: Scale and launch chatbot scenarios as campaigns.



# Message Editor

## Complex format handling

to easily manage any message with WYSIWYG (What You See Is What You Get).

## Visual content editor

for every step of the messaging process.

## Link shortener

to optimize conversions.

## Personalize messages

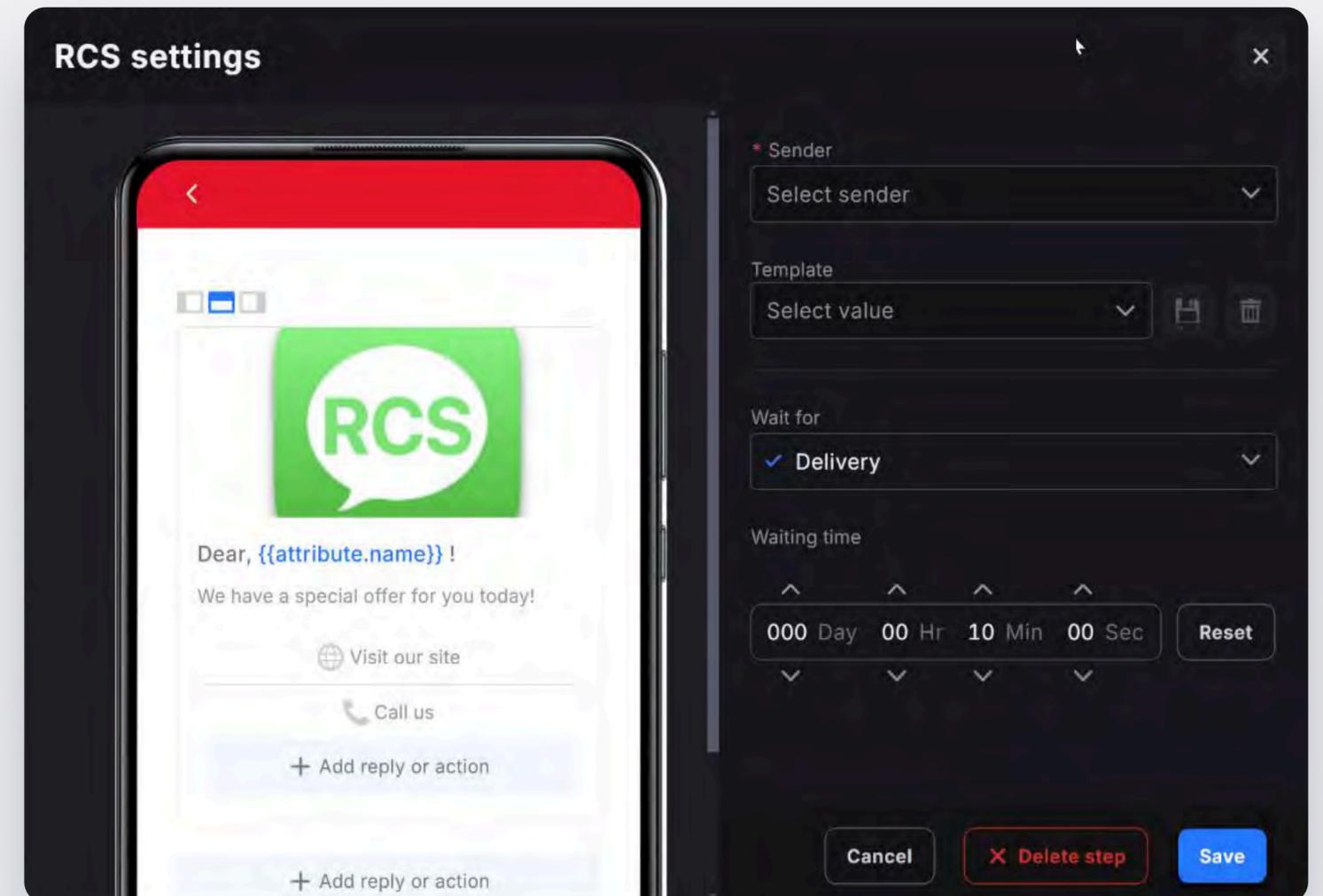
using contact attributes.

## Save content

as a template for future use.

## Full support for message types across all channels:

- Rich cards
- Product carousels
- Images, videos, and audio
- Location sharing
- File attachments
- Interactive buttons



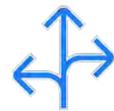
# Statistics and Analytics



Dashboard with key metrics and insights



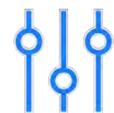
Reports available for download in Excel format



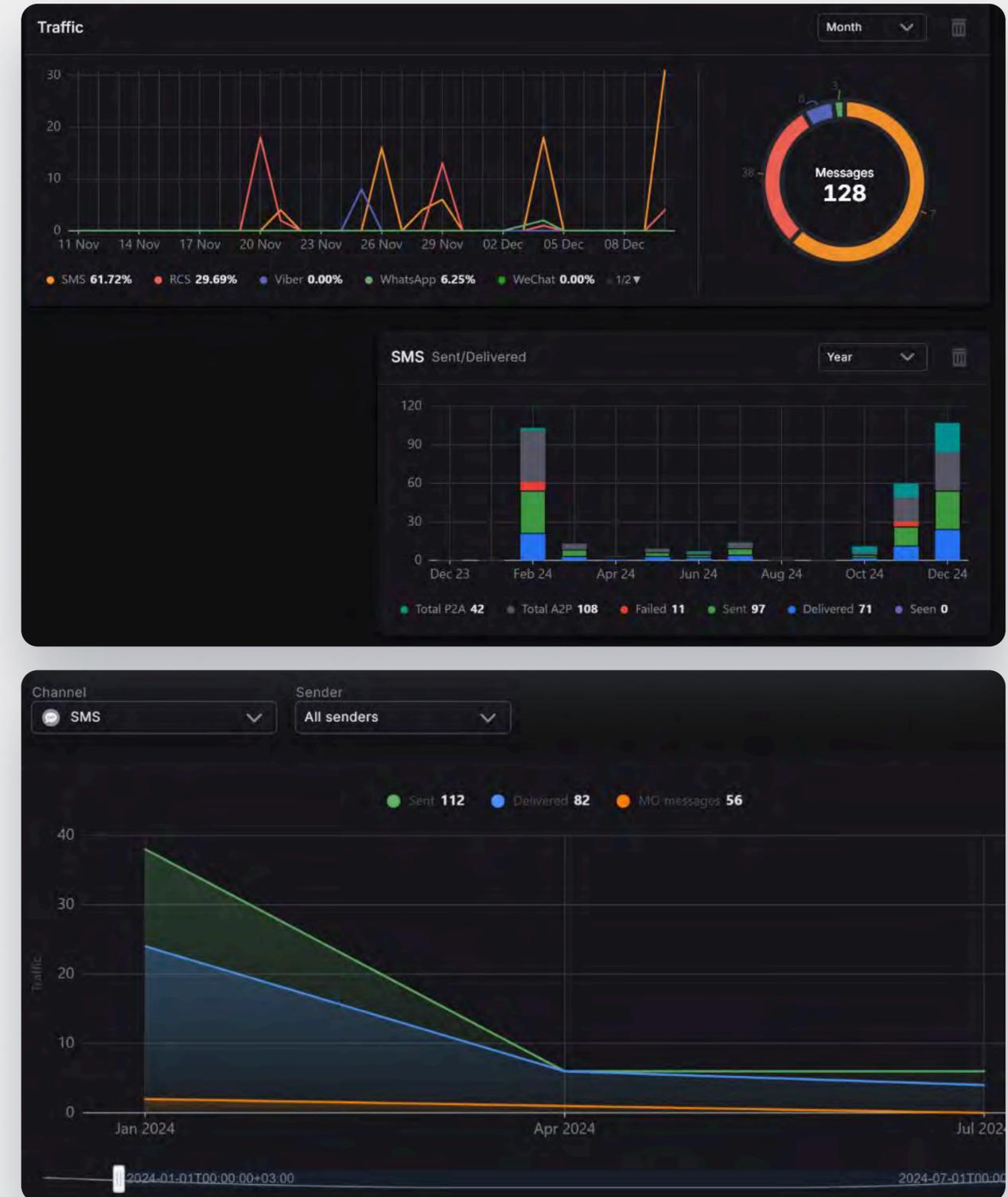
Country and MNO overview for each channel and sender ID



Visualized analytics with customizable parameters



On-demand customized reports based on EDRs



# AIT: A Growing Threat to Business Integrity

## AIT (Artificial Inflation of Traffic) or SMS Traffic Pumping

A fraud type where fraudsters use bots to send fake OTP requests to company apps and websites. By collaborating with rogue SMS providers or operators, they generate revenue from messages sent to non-existent users, causing businesses to incur unnecessary costs.

### Key Signs of AIT:

①

Unexpected Traffic Bumps: Sharp spikes, unsupported by any marketing campaigns or investments, could indicate fraud.

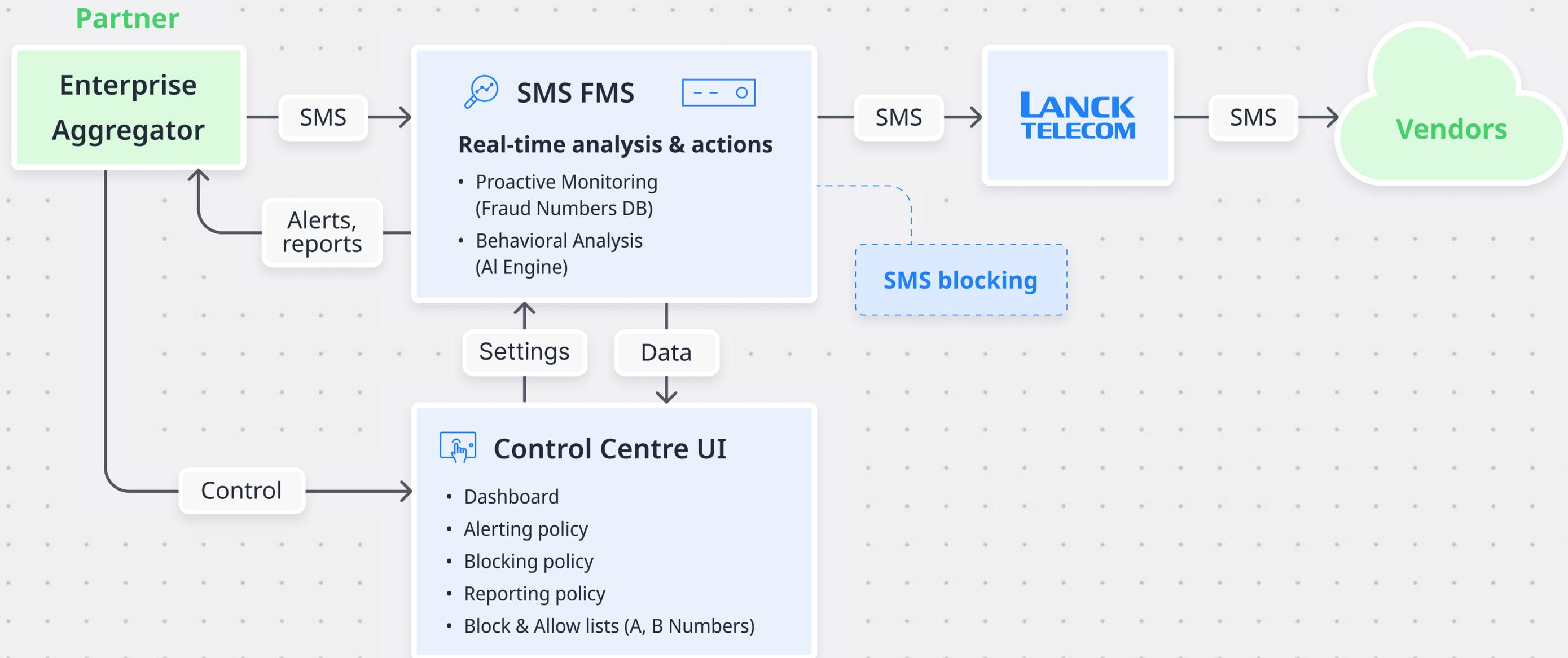
②

Sudden Spikes in Conversion Rate (CR): CR appears abnormally high.

③

Eventual Conversion Drop: Fake accounts harm CR, and customers receiving unrequested OTPs lose trust in businesses.

# SMS Fraud Management System: How it Works



# SMS FMS Control Centre

- 1 Real-time analytics and statistics
- 2 Custom blocking and alerting policies
- 3 AI-automated and manual tools for managing FMS actions
- 4 24/7 assistance



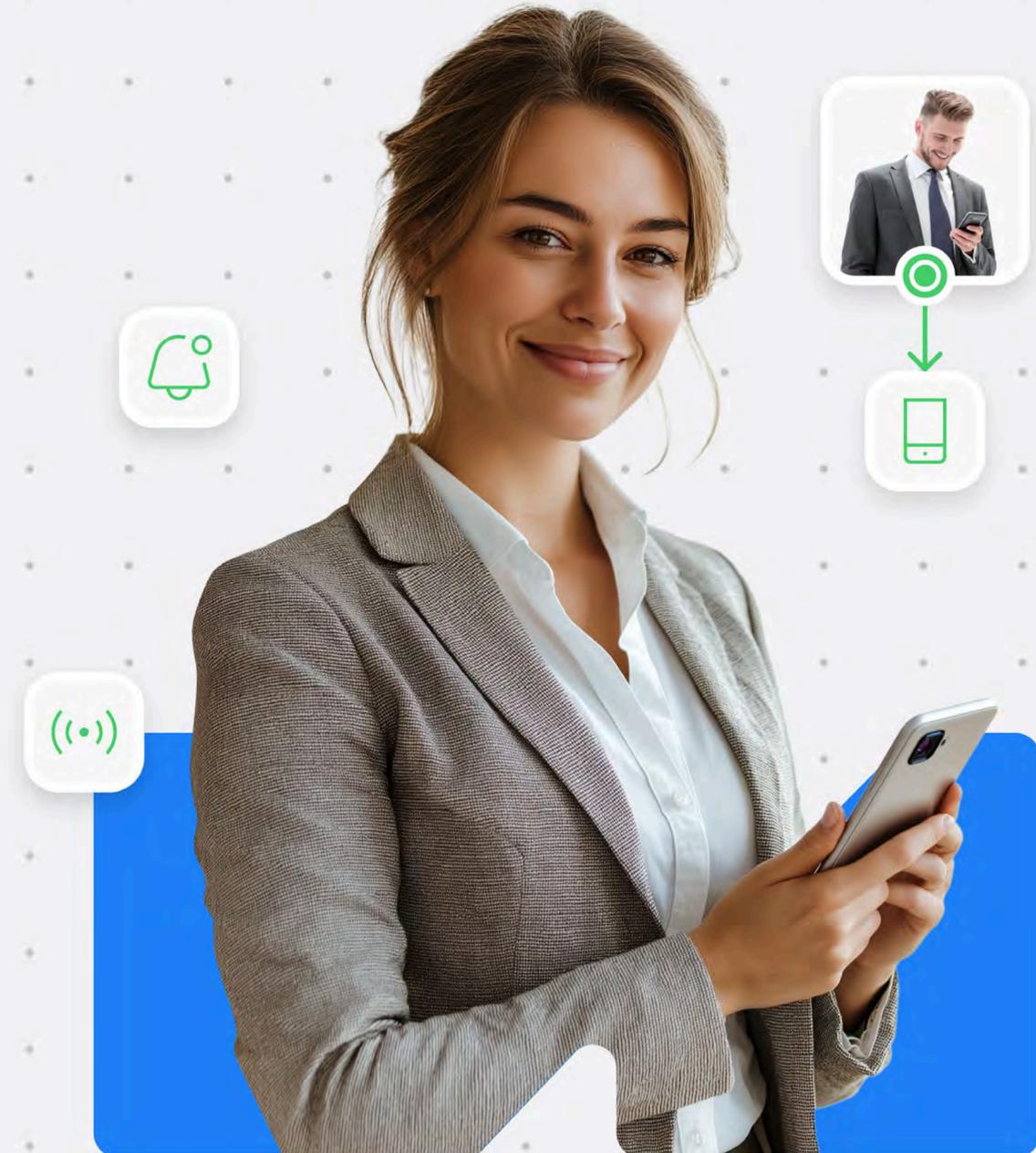
# Additional Verification Channels

## Voice OTP

A code spoken aloud during the call.

## Advantages

- Global Reach: OTP delivery to mobile numbers in 190+ countries.
- Flexible Delivery: Combine and sequence delivery methods in any order.
- Cost Optimization: Reliable solutions for reducing expenses.
- Enhanced Quality Control: Two-tier traffic monitoring at QoS and NOC levels.





**Thank you!**

 **LANCK**

**January 2025**