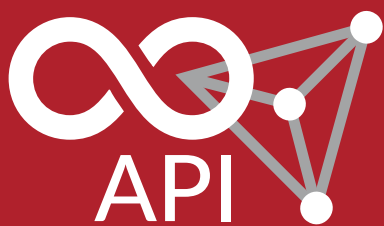


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Product Information

Version 1.0

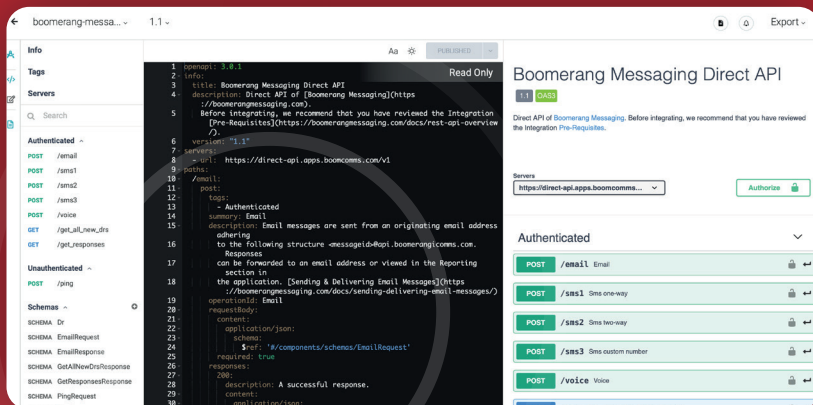


A flexible and dynamic API that empowers 3rd party applications with Boomerang's Intelligent Messaging.

Boomerang API executes large scale, high speed, fully-featured 1-way and 2-way multi-channel messaging. Our RESTful APIs make it easy for developers to access Boomerang's services, providing the ability to build intelligent communication workflows from existing applications and enabling conversational messaging, which is driven by subject rather than time.

Boomerang's RESTful API delivers an ideal blend of security, functionality and performance. Offering substantial throughput, it has been designed to meet the needs of enterprise customers requiring instant delivery of their global messaging. The service is fully redundant, supported by a collocated infrastructure and connections to multiple tier 1 carriers, with automated failover inherent to both.

Additionally, for organisations looking to access the next generation of SMS messaging, Boomerang's built-in intelligence guarantees that all messages and responses are matched, regardless of the quantity sent and the order of reply, allowing developers to build fully automated workflows with SMS at their core.



'Intelligent Messaging' has been patented by Boomerang and allows developers to get creative. True automation can be achieved and communication workflows fully interactive and seamless, without the end user having to change their behaviour.

The end user's response can be relied upon to trigger the next step of an interactive process - a frictionless engagement.

Typical use cases



Intelligent messaging - Enables a range of business communication processes to become fully automated:

- Dynamic scheduling – Fulfilment and cancellation of deliveries, appointments, bookings
- Workforce management – Shift planning, field force automation, recruitment
- Incident management - Outages, service disruption, business continuity processes
- Customer experience management - Instant authentication, fast tracking, debt recovery



Conversational messaging

Manages the integrity of multiple concurrent conversations with the same end user:

- Surveys – Create interactive surveys
- Service desk support – Create threads for ticket updates to end users and responses and notify agents of updates
- Sales enquiries – Create threads to interact with end users to manage new enquiries
- Prospect management – Create threads to drive deeper relationships with prospects
- Marketing – Qualify and drive deeper engagements



Bulk broadcasts & transactional messaging

- A great tool for the widespread distribution of time critical information and can be used for:









- Marketing, promotions, notifications etc
- Alerts
- Reminders and updates
- Instant authentication (OTP and 2FA)
- Driving mobile payments

 [Find out more on our website](#)

 [Email us](#)



Key capabilities

-  1-way, 2-way and 'intelligent' conversational messaging
-  Any number of concurrent conversations threads with same end user are managed automatically
-  Global messaging using numbers local to the destination of delivery
-  Multi-channel messaging (SMS, email and voice with more to follow)
-  High capacity, performance and rapid throughput
-  Redundant architecture for optimum service availability
-  Social hours messaging – Messages are only sent between specified times
-  Data overwrite - Overwrite sensitive data to meet data protection requirements

Get started with Boomerang API today

Boomerang API benefits

- Build 'Intelligent Messaging' into existing software to fully automate communication processes and reduce manual effort
- Extend the reach and capability of existing software with multi-channel messaging
- Connect distributed stakeholders to your business applications by guaranteeing that all messages and replies are matched
- Drive deeper engagements with end users through conversational messaging
- Improve the end user experience through fully interactive messaging which is driven by the convenience provided to the end user
- High performance API offering high availability and rapid throughput

 [Find out more on our website](#)

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Supplier



Microsoft Partner

ISO 27001

British
Assessment
Bureau