



MESSAGING CHANNELS

A2P SMS

A2P SMS to 200+ countries, direct to the operator in 86.

A2P (application-to-person) SMS is a text message sent by a business system to a person's phone, such as a one-time passcode, an alert or a delivery notice. BroadNet carries 300M+ of them a day over 1,000+ direct operator connections: direct to the operator in 86 countries, over labelled partner routes elsewhere, never over grey routes.

300M+

messages a day

200+

countries reached

86

direct-route countries

30,000

SMS per second, per node

KEY CAPABILITIES

Carrier-grade routing

Direct SMPP binds to the operator. Per-route quality scoring chooses the fastest path that respects regulation.

Two-way SMS

Long codes, short codes and shared numbers with inbound webhooks, keyword routing, opt-out compliance and threading.

Delivery receipts

Delivery receipts (DLRs) pushed to your webhook, keyed to the message ID returned at send time.

Smart fallback

If a primary route degrades, traffic re-pins to a secondary route without re-billing or duplicate delivery.

Sender ID management

Pre-registered alphanumeric sender IDs by region and use case, with registration handled with the regulators.

MENA expertise

Local entities and regulatory teams across the region, including the UAE, KSA, Egypt, Jordan, Qatar and Morocco.

HOW IT WORKS

- 1 Submit over REST or SMPP 3.4/5.0 and keep the returned message ID.
- 2 The routing engine selects the path by destination, operator, sender ID and regulation.
- 3 HLR lookup, content screening and anti-fraud filters run, then a direct SMPP bind to the operator.
- 4 The delivery receipt is pushed to your webhook.

INTEGRATION OPTIONS

- REST over HTTPS: POST /sms/sendSms with a Bearer token
- SMPP 3.4 and 5.0 binds; run REST and SMPP side by side
- Official TypeScript SDK: @broadnet/cpaas-sdk
- Delivery receipts by webhook, keyed to the message ID

USE CASES

One-time passcodes

Alerts and notifications

Delivery notices

Mobile-money confirmations

SECURITY & COMPLIANCE

ISO 27001

ISO 27018

ISO 9001

ISO 22301

SOC 2 Type II

GDPR compliance

Member of GSMA · MEF

Request test access

A messaging engineer replies within 1 business day with your test credentials.

www.broadnet.me/signup

Full details

www.broadnet.me/products/a2p-sms