

[REDACTED]
From: [REDACTED]
[REDACTED]
[REDACTED]

To: [REDACTED]
Cc: [SMSSenderID](#)

Subject: RE: SMS Sender ID Registry Consultation [SEC=OFFICIAL]

Importance: Normal

Sensitivity: None

Hi [REDACTED]

I totally understand and thank you for the opportunity to respond.

We have been in the enterprise messaging solutions space for over 24 years and have a vested interest in ensuring it remains a viable, compliant, safe, and effective communication option for many years to come.

Our major focus is within the business space, ranging from large enterprise to small to medium businesses. We have invested quite heavily over the years in security, filtering, and compliance of message content, administration of alpha Sender ID's and Virtual Numbers.

I believe major brands including financial institutions, Government Institutions, Utilities, and major infrastructure should have the option of protecting their brand and I'm more than happy to support any registry and process that will manage and protect such brands.

I do however feel that creating a compulsory body to manage ALL Sender ID's will create a paralysis and unnecessary bureaucracy that will have a detrimental effect on many legitimate businesses.

We currently have stringent protocols where a client will request a Sender ID along with supporting identification and proof of business identity. Our team will then review and this application and approve or reject this application. Any approvals will then be forwarded to our Tier 1 supplier who will then determine whether they will allow this Sender ID to send messages via their network.

Any additional layers to this process will add cost and delay to an already comprehensive vetting process that has proven 100% effective to date. As mentioned, we are major supporters of any initiative that will protect business and customers, however I feel that any brand should have the freedom to register their Sender ID and trusted businesses like ours (and partners) should continue to manage Sender ID's in the responsible manner that is currently in place.

Thanks again [REDACTED] for the opportunity to submit my thoughts.

Regards,

