

Insights into the World of Application to Person SMS messaging Innovations

Joint Electrical Institutions Sydney - IET, EA, IEEE



DATE & TIME

Thursday, 9th June, 2016
5:30 pm for 6:00 pm start

VENUE

Engineers Australia
Harricks Auditorium
Ground Floor, 8 Thomas Street,
Chatswood NSW 2067

COST

EA, IET, IEEE Members –
Complimentary
Students – Complimentary

CPD

Eligible for 1.5 Continuing
Professional Development hours.

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The IET as part of the Joint Electrical
Institutions Sydney



Presentation by

Pete Neal - Group Global Director of Products

Dialogue Communications



Insights into the World of Application to Person SMS messaging Innovations

For the past 20 years Application to Person (A2P) SMS messaging has been enabling small business, enterprise and governments to engage billions of consumers via their mobile phones.

Despite recent declines in usage of SMS by consumers in favour of emerging over-the-top (OTT) content platforms such as WhatsApp, the use of SMS as a business communication channel only continues to accelerate with the application SMS market forecast to be worth \$53.4 billion globally by 2018.

This presentation will cover all aspects of delivery in the A2P SMS value chain, from developers leveraging the ubiquity of SMS to drive innovation, through the vast and often shadowy network of "grey" connectivity resellers using fraud to maximise their profits, to Mobile Network Operators (MNOs) battling to remain relevant in an increasingly commoditised communications environment.

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SPEAKER BIOGRAPHY

Pete Neal - Group Global Director of Products - Dialogue Communications



Pete joined mobile messaging services provider Dialogue Communications in 2005 and heads up the product management function for the group.

He holds a first class master's degree in Electronic and Software Engineering, initially joining Dialogue in the UK in an engineering role in before relocating to Sydney in 2006.

He was provided the opportunity to become the General Manager of the Australian business in 2008, before being appointed as Head of Messaging for the Dialogue Group in 2011, from where he achieved his current position as Group Global Director of Products in 2013 as part of a global team.

Pete plays an active role in the local industry as chairman of the Mobile Content and Aggregation Services group at the Australian Communications Alliance, the primary telecommunications industry body in Australia, maintaining strong relationships with both carriers and regulators across the AsiaPAC region.

More recently he has been actively engaged with the GSMA Fraud and Security Group, leading a working group to develop best practice in fraud mitigation for the mobile messaging industry.

For further information, contact – Paul Furniss CEng FIET FIEAust CPEng NER

Email: pbfurniss@theiet.org

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