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3Seventy: Designing and Deploying High-ROI Mobile CRM Solutions Worldwide for Leading Brands

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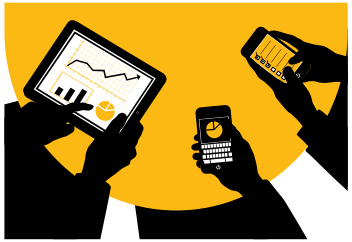
Company
3Seventy Inc.

Industry
Professional services – IT service providers

Products and Services
Mobile customer relationship management software-as-a-service solutions

Web Site
www.3seventy.com

SAP® Solutions
SAP® SMS 365 mobile service



As consumers rely more and more on their mobile devices for information of all kinds, companies are ratcheting up their efforts to roll out SMS-based marketing programs to engage customers and increase revenue and profits. 3Seventy Inc. turned to Sybase® 365, the mobile services arm of SAP, to harness the **comprehensive SMS interoperability network** and functions provided by the SAP® SMS 365 mobile service. It also engaged Sybase 365's well-established relationships with mobile operators worldwide.

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Providing high-ROI, SMS-based mobile marketing solutions

3Seventy is a leading provider of mobile marketing software-as-a-service (SaaS) solutions. Headquartered in Austin, Texas, 3Seventy's award-winning solutions allow its clients to interact with their customers using their mobile channel of choice, all on one handy platform. With an advanced portal, mobile campaigns can be designed, customized, and changed as needed, while effectiveness can be instantly measured with detailed real-time reporting.

3Seventy's highly scalable, cloud-based technology lets companies design, deploy, and analyze mobile engagement solutions rapidly using a variety of channels and tools. These include short message service (SMS) text messaging, multimedia messaging service (MMS) functionality, quick response (QR) codes, mobile Web sites, and app development. Companies can engage customers with real-time product information, coupons, sweepstakes, reward programs, and surveys. They can launch mobile programs that achieve measurable, high-ROI results. Call-center efficiencies can be increased when they migrate to self-service with 3Seventy's proprietary, two-way interactive dialog mobile customer relationship management (CRM) platform.

3Seventy works with leading companies such as AMF Bowling Centers, Hewlett-Packard, PepsiCo Inc., Playtex Products LLC, AT&T, Caribou Coffee Company, Special Olympics, Nestlé S.A., Sony Music Entertainment, GameStop Deutschland GmbH, Mood Media Corporation, and Stanley Furniture Company. It also works with many software integration partners (including Sybase, an SAP company), advertising agencies, and media partners.

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Tuning mobile engagement for great customer experiences

Like most successful companies, 3Seventy began with a realization that consumer behavior was changing and an idea about how to capitalize on that changing behavior. Specifically, the company's founders recognized that consumers were no longer using their phones simply to make and receive phone calls or to send and receive text messages. Instead, as smartphones appeared and grew more powerful and feature rich, consumers were using them to provide entertainment, find information, connect with friends, organize and store information, and more.

This increased reliance on personal mobile devices created an opportunity for businesses to enhance the reach, immediacy, and ROI of their marketing campaigns. Through the mobile connection, they could increase revenue and profitability and strengthen customer relationships.

3Seventy was founded to provide a simple and effective way for businesses to deliver tailored information to their customers over the customers' mobile channel of choice. To make its vision a reality, 3Seventy created its own unique platform that allows businesses to engage their customers with two-way interactive dialog texting. 3Seventy's SMS solutions enable them to quickly create, grow, and segment their mobile databases and to build true mobile Web sites from the ground up. By moving beyond one-way SMS marketing to two-way mobile CRM programs and segmented marketing campaigns, companies can create meaningful back-and-forth conversations with their customers to build customer loyalty.

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Providing solutions to help drive 3Seventy growth

About a year into its existence, 3Seventy needed to expand beyond the capacity its initial aggregation partner could offer. 3Seventy required a greater number of relationships with carriers worldwide and a more detailed level of reporting. To establish these, 3Seventy began looking for a partner that could provide global intercarrier SMS interoperability and deliver the detailed reporting, accountability, and attention 3Seventy required to grow. After evaluating several vendors, 3Seventy chose Sybase 365, the mobile services arm of SAP, for its SAP SMS 365 mobile service.

SAP SMS 365 is one of the most comprehensive SMS interoperability mobile services in the world. It has a reach that is unparalleled by any hub-SMS-hub provider in the industry, regardless of mobile network type, business model, or specific operator requirements. SAP SMS 365 provides an extremely flexible set of features that affords users unparalleled reach and reliability for global intercarrier SMS interoperability. 3Seventy also found staff at Sybase 365 to be more attentive and responsive than staff at other vendors.

3Seventy CEO Carrie Chitsey recalls, "As we explored our options, it became clear that we had a very good connection with our contacts at Sybase 365 and that they would provide the level of attention and support we required to grow our company."

"We saw that Sybase 365 had additional technology and capabilities that would enable it to maintain a high level of attention and support as we grew.

Carrie Chitsey, CEO, 3Seventy Inc.

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Achieving a straightforward transition

Moving from its initial mobile partner to Sybase 365 was a fairly straightforward and easy transitional process. Short codes had to be moved over to Sybase 365, and testing was done to further ease the move. 3Seventy also made certain it could log in and access reports it had not been able to get from its previous vendor.

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Establishing global reach and productive customer engagement

With its unique platform that allows businesses to engage their customers in two-way interactive dialog, 3Seventy has made marketing campaigns based on one-way text messaging a thing of the past. Leaving all that behind, 3Seventy has established itself as a leader in SMS marketing. It enables leading companies to create and execute creative, dynamic campaigns that feature single-use coupons, multichannel sweepstakes, surveys, market research, rewards, notifications, robust reporting, and analytics. Employing 3Seventy's advanced and comprehensive SMS solutions, businesses can manage and grow their existing customer relationships, develop new relationships, and strengthen overall brand awareness.

By coupling its unique SMS platform with SAP SMS 365, 3Seventy has further demonstrated its strategic and executional leadership. Industry leaders like A&W Restaurants Inc., AMF Bowling Centers, Hewlett-Packard, Frito-Lay North America Inc., and Sony Music Entertainment have achieved significant results through working with 3Seventy.

"SAP SMS 365 allows us to offer our clients whatever geographical reach they need through a single source. Sybase 365 has been a definite contributor to our success."

Carrie Chitsey, CEO, 3Seventy Inc.

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Realizing rapid bottom-line results with 3Seventy

Texting far exceeds any other medium in reach and usage, making it an ideal channel to reach consumers when used effectively. By focusing its efforts on making SMS-based marketing more effective, 3Seventy has helped leading organizations create and enhance interactive relationships with customers and produce significant, measurable business results.

For example, Harman-Management Corporation, franchise owners of A&W Restaurants locations, wanted to reach a price-conscious target audience to increase the frequency of visits to their restaurant locations, thereby driving additional food and beverage sales. The results of the initial mobile campaign, created and executed by 3Seventy, were immediate and impressive. By day two, Harman-Management received 2,000 opt-ins. After just 30 days, the campaign had exceeded its objectives.

2,000

Opt-ins received by day two of mobile campaign

1 million

Outbound coupons generated by mobile program

AMF Bowling Centers, the world's largest owner and operator of bowling centers, wanted to reposition bowling as a fun and interactive game and entice younger generations and moms with kids to participate. Specifically, it wanted to increase the frequency of bowling visits in each demographic from one or two times per year to three or four times per year and to drive additional food and beverage sales. The results of the mobile campaigns were immediate and strong. Its 3Seventy-developed mobile programs generated over 1 million outbound coupons to the mobile database through SMS, which contributed over US$1.3 million in revenue to the bottom line.

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Using single-source scalability

The key to 3Seventy's selection of Sybase 365, the mobile services arm of SAP, was its international scalability. As 3Seventy's customers continue to drive the global reach of their SMS marketing campaigns, 3Seventy is relying on Sybase 365 to provide single-source, global access to mobile operators. Additionally, 3Seventy is considering using the SAP MMS 365 mobile service to provide its clients with additional options and services.

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