



# 3Cinteractive Makes It Easy to Connect with the Mobile Consumer



A leading-edge provider of “back office” mobile solutions, 3Cinteractive® (3Ci) makes it easy for brands and agencies to connect with on-the-go consumers. “We do the hard work for our clients,” says John Duffy, CEO. “Our tools let marketers focus on the creative and analytic aspects of their campaigns without worrying about the complex aspects of delivering those messages through many different wireless carriers.”

3Ci’s innovative mobile technology and services platform—Switchblade®—enables brands to interact with billions of mobile consumers throughout the world using SMS, MMS, WAP, IVR and mobile web. By standardizing individual carrier requirements and disparate handset technology, Switchblade allows mobile initiatives to be deployed in any industry, virtually anywhere in the world.

“Our system is extensible, stable and capable of handling tremendous throughput,” says Duffy. “From short code procurement and program design to carrier submission and compliance, Switchblade makes going mobile simple, quick and painless. We provide clarity in the midst of chaos.”

“Additionally, mobile solutions running on the Switchblade platform quickly pay for themselves,” says Duffy. “The investment our clients make in configuring the platform and launching initiatives is quickly returned in the form of increased revenue, improved productivity and greater efficiencies.”

Switchblade provides detailed reporting and analytics so 3Ci clients can see—in real time—the impact of their mobile initiatives. It provides the insight necessary to make adjustments and maximize the value of mobile strategies and allows clients to quickly and concisely share the results of mobile initiatives.

Since its founding in 2005, the Boca Raton, Florida, company has been successfully managing the complex web of mobile technology for brands like AT&T, AutoNation, Disney, ESPN, Interim Healthcare, Securus, and TracFone. “We take the time to understand a client’s business challenges,” Duffy

says. “Then, we use that knowledge and experience to streamline procedures, quickly navigate carrier requirements and turn smart ideas into reality. Our goal is to ensure that the client’s consumer experience is the same, regardless of device or network.”

For example, 3Ci developed a sophisticated text messaging program that allowed an international sports brand to engage its worldwide mobile fan base. 3Ci also built a “Text Collect™” system for a telecom client that boosted revenue throughout the mobile ecosystem, and developed an encrypted SMS application that manages mobile handsets in a way that’s “invisible” to the consumer.

The 3Ci team has extensive experience in telecommunications, broadcast media, direct marketing and e-commerce. The company is a member of the Mobile Marketing Association’s Consumer Best Practices and Mobile Commerce committees and is recommended as a mobile ASP by the Common Short Code Administration (CSCA).

3Ci’s Client Services and Implementation team helps marketers design a fully compliant mobile program, submitting all necessary documentation to the wireless carriers and managing the approval process from start to finish. “Since compliance and regulatory standards are constantly changing, we handle all ongoing carrier and Mobile Marketing Association (MMA) compliance management, and we field and complete all carrier audits of our clients’ mobile programs,” says Duffy.

In addition to marketing applications, 3Ci’s enterprise-class mobile platform is designed to make virtually any business process mobile, faster and more efficient, including CRM, billing and reservations. “Because 3Ci solutions are not dependent on other technology, we are able to seamlessly integrate with a client’s back-end system,” adds Duffy. “As a result, 3Ci solutions become an integral part of our clients’ business processes, providing recurring, long-term value.”

For more information: [www.3Cinteractive.com](http://www.3Cinteractive.com). ■

