

ObserveNow Media

hosted an exclusive

close door workshop
in collaboration
with Infobip and Google

Elevate connections with [RCS] & Infobip

Date: 19 March 2024 •

Time: 03:00 – 05:30 PM

Venue: Google Hyderabad

RSVP Now!



KEY METRICS

1
SESSION

8
SPEAKERS

40
LEADERS

Infobip, in partnership with Google and in collaboration with ObserveNow Media, hosted an exclusive closed-door workshop at Google Hyderabad on March 19, 2024.

The primary objective of this workshop was to introduce Infobip's new offering – the RCS (Rich Communication) Business Messaging Solution.

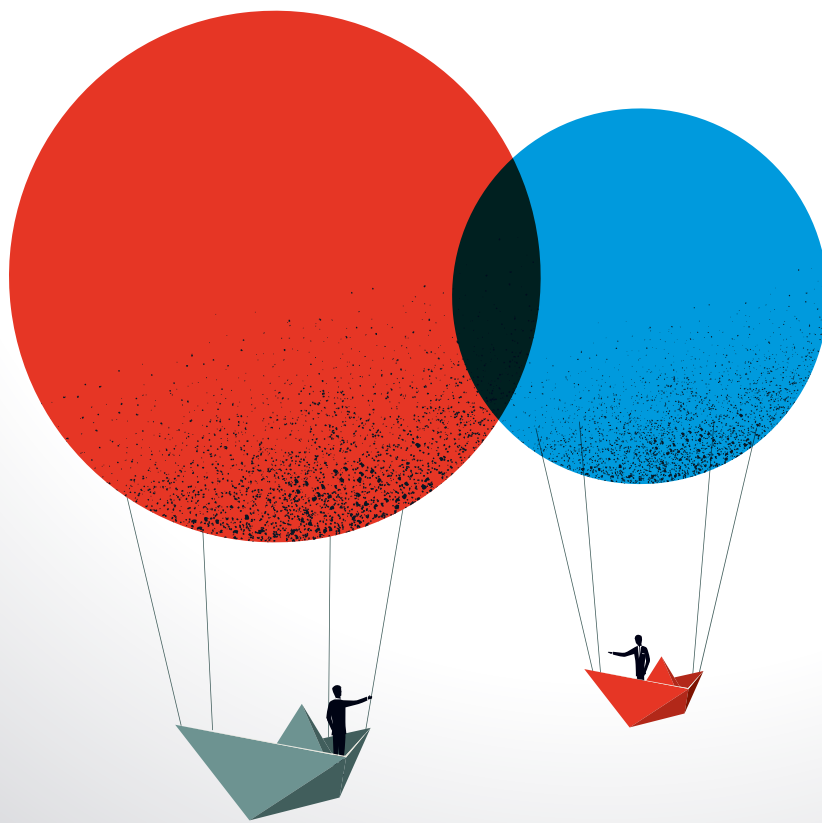
Infobip is a global leader in omnichannel communication. They are working to simplify how brands connect, engage, and delight their customers on a global scale. Their platform delivers a suite of tools for advanced customer engagement, support, security, and authentication.

Their recently launched innovative solution empowers Mobile Network Operators (MNOs) and businesses to seamlessly engage with their customers, creating immersive experiences through dynamic conversational messages. Infobip plays a pivotal role in enabling access to RCS Business Messaging for telcos and enterprises through its advanced Messaging-as-a- Platform (MaaP) service. Leveraging Google's Jibe RCS platform, Infobip's MaaP solution oversees the entire lifecycle of RBM agents, ensuring efficient and hassle-free management. With MaaP, businesses can enjoy messaging benefits like optimized throughput control and robust content/spam management. Moreover, Infobip's comprehensive CPaaS suite enhances connectivity with diverse MNOs, further amplifying the reach and impact of messaging campaigns. Operational advantages include detailed invoicing and analytics, streamlined brand and partner approvals, enhanced user control, and flexible managed service options.

The workshop witnessed the participation of esteemed industry leaders,

including Nishant Mishra, Group Chief Marketing Officer at Apollo Health and Lifestyle Limited; Rama Krishna Komaravolu, SVP-Digital Marketing at Homeocare International Pvt. Ltd; Ashish Sharma, Head of Digital Marketing at Apollo Spectra; Abhiraj Nanneti, AVP & Location Head at Hitachi Solutions; Ravi Kommireddi, Country Head - Institutional Healthcare Solutions at CallHealth Services Pvt. Ltd; Aniket Kothavale, Head - Corporate Branding & Customer Engagement at Coromandel International Limited; Ikshit Chabbra, Digital Head at Apollo Diagnosis; Nabi Baig, Digital Head at Apollo Cradle, Fertility, Clinic, Dental & Sugar; Dilip Khilrani, Head Regional Operations at ETV BHARAT; Vamshi Bathini, Chief Architect & Head of Technology at CallHealth Services Pvt. Ltd; Aditya Telidevara, Regional Manager, Customer Success Group - Mulesoft, Salesforce.com India Pvt Ltd, and several other prominent figures from the industry.

The presence and active engagement of these industry stalwarts contributed to the success and productivity of the workshop, fostering valuable exchanges and insights for Infobip, Google, and ObserveNow Media alike.



TESTIMONIAL



Namita Nair,
Partner Marketing,
Infobip

“Thank you for your outstanding support and exceptional organization of the thought leaders session. ObserveNow consistently demonstrates remarkable teamwork and relentless dedication, ensuring the success of every event. It’s impressive to witness the collaborative spirit and meticulous attention to detail ObserveNow brings to each endeavor, guaranteeing a seamless and impactful experience for all involved.”

