

Global Cloud Communication: PaaSoo in Hong Kong

PaaSoo provides cloud communications as a service through application programming interfaces (APIs) that help its customers reach new global users and communicate with them across multiple channels. PaaSoo's global A2P (Application-to-person) messaging API enables companies to send mission critical text or rich content messages, such as one-time passwords, alerts and promotional content, to users around the world.



Hong Kong is renowned of its global connectivity, and it is not surprising that companies specialising in global connections would establish their presence here. PaaSoo, a cloud communication services provider, offers its world-wide clients a platform that addresses their global telecommunication and voice message needs, especially SMS messaging.

Supportive Government Expedites Expansion

Setting up its regional headquarters in Hong Kong, PaaSoo's global decision-making takes place here in the city. "Hong Kong is a place that has many natural business advantages, and our clients gain a lot of confidence from Hong Kong's low tax regime and common law legal basis," said Simon Ng, Hong Kong Vice-President of Operations. "Business transactions are easy in the city, and many Chinese companies hold Hong Kong bank accounts or maintain entities here, which makes it simple for negotiating and signing contracts. Of course, it's also very convenient to travel to most of the places around the world - it really is a global hub. What's more, the Government helps businesses through many different kinds of funding, such as Technology Voucher programme, SME Export Marketing Fund, and Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD). All of these are supporting Hong Kong companies like ours, and helping us expand our business into the neighbouring regions."

Ng also stated the value of Invest Hong Kong's networking events for building useful bridges for the future. "Because Invest Hong Kong has such a wide range of contacts, they are in the perfect position in assisting businesses that need cloud communications services to contact us," he added, "More generally, by profiling companies like ours on their website and other media helps us to enhance our market exposure via their network."

Flexible Services with Reliable Global Support

Founded in 2016, PaaSoo's services include one-time-passwords (OTPs) for online services companies, and alerts and a wide range of notifications for clients that may include low account balance, transaction, and even emergency situations. These can

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Hong Kong Vice-President
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be in the form of SMS messages or automated voice messages. With a global messaging API that extends to over 200 countries, PaaSoo offers its clients exceptional international coverage and connectivity.

"One of our China-based clients manufactures drones which are sold to markets around the world," Ng quoted an example. "A purchaser of one of these drones needs to set up an account and become authenticated. This company is connected with PaaSoo's cloud-based platform, which immediately generates and sends an OTP to authenticate the account. Remember, this client is a drone manufacturer, not a communications company. PaaSoo's platform allows the client to focus on their core business while relying on PaaSoo for instant connectivity."

PaaSoo has built its market position on the basis of offering highly flexible services and a pay-as-you go business model. "Our customers appreciate our transparent pricing structures and the flexibility of our contract terms," Ng said. "We also offer very high-quality services, due to our close relationships with major telecom providers worldwide. The result is that our customers get highly reliable and tailored cloud communication solutions."

Exceptional Opportunities for Growth

Currently, PaaSoo has offices around the world, as well as in Hong Kong, which manages most of the Asia Pacific region. The Hong Kong presence is especially important due to the increasing number of Fintech companies in the city. Ng sees Hong Kong's vibrant Fintech ecosystem as an important growth engine for the company. "There's a lot of pioneering work being done in Hong Kong in Fintech". The company is looking to expand not only by

partnering with more telecom providers, but also by becoming an omnichannel communications platform, covering all kinds of communication channels including social media. PaaSoo's plans for conversation portals and APIs will integrate with popular chat apps such as Whatsapp and Viber.

PaaSoo is also addressing the growing importance of protecting personal data around the world, making it harder for data handlers and communications companies. In Europe, for example, the 2018 General Data Protection Regulations (GDPR) imposed tough rules on the handling of customer data by companies anywhere in the world, and PaaSoo's legal teams across different jurisdiction ensure the company always complied to the latest regulations. In Hong Kong, the Office of the Communications Authority has recently introduced a SMS Sender Registration Scheme that will designate officially registered senders, and PaaSoo is now an officially recognised service provider under the scheme. Leveraging on Hong Kong's robust regulatory frameworks, PaaSoo is well-positioned to continue providing secure and compliant data and communications services to its global clients from its regional headquarters in Hong Kong.

PaaSoo

- PaaSoo is a global company that provides clients with high quality global cloud communications services
- Its success is built on its messaging API, which covers some 200 countries worldwide and has a very high success rate and real-time response
- The company is expanding to introduce conversation API and Voice API among other services, further extending the range of communication options available to PaaSoo clients

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