



For Immediate Release

Up to 12% of all outgoing telemarketing calls blocked by SpiderGate as telephone numbers are on DNC Registry

Straits Interactive and Hoiio release industry's first API for automatic filtering of SMS via DNC registry

Singapore, 21 October 2014 - Straits Interactive and Hoiio today announced that its SpiderGate automated Do-Not-Call (DNC) management system, which was launched in February 2014, has helped its clients block up to 12% of more than eight million calls that were made, as these telephone numbers are registered on the DNC registry.

This means that for every 100 numbers contacted, up to 12 are on the DNC registry, which puts companies doing telemarketing at risk if the list is not pre-scrubbed. Combine this with the obligation to fulfil requests of withdrawal of consent (or unsubscribes), the risk increases. By integrating a company's internal blacklist (opt-outs) and whitelist (consent given by individuals) into SpiderGate, Straits Interactive and Hoiio have helped their clients achieve a higher level of compliance, not just with the DNC registry but also with the PDPA.

Hence, the SpiderGate technology for both mobile and fixed lines has seen mass adoption by major companies in the real estate, financial and lifestyle industries. As a next step, Straits Interactive & Hoiio have released an Application Programming Interface (API) that allows companies to check the DNC status of a number for SMS directly with the registry, through integration with their internal customer contact applications.

New innovation, increased productivity

Low Chee Seng, CEO of Hoiio said, "We are proud to have introduced another innovative enhancement, this time letting our clients connect their backend systems where for example, their customer relationship management system can check DNC status of telephone numbers registered on the DNC registry. This is a huge time saver as companies do not need to separate the task of checking. The API will help them do this all within a matter of seconds."

API enhances responsible marketing

"With the increased DNC awareness and prosecutions, more companies want an automated DNC Management system that integrates with their own customer contact platforms. SpiderGate allows them to automatically filter out SMS to numbers found on the DNC made through their contact systems while having a full audit trail and logging.



The SpiderGate API thus provides our customers a step further towards enhanced productivity, as the API will provide seamless integration to the Spidergate DNC filtering and management functions and the customer contact platform," said Alvin Toh, Chief Marketing Officer of Straits Interactive.

"The API is another milestone in delivering on our vision of providing responsible marketing solutions with minimum disruption to business."

Organisations who subscribe to the SpiderGate management system will now have the option to use the API, for an additional annual subscription fee, to link up with their third party service providers or to integrate with their in-house systems.

All SMS made through the API will also be tracked through SpiderGate's current compliance module which gives an audit trail of DNC checks, DNC validity dates and transactions made through the DNC registry.

The API is immediately available and information of it and SpiderGate can be found at www.spidergate.com.sg/

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About SpiderGate

Positioned as the industry's first PDPA-DNC solution for both fixed and mobile lines, SpiderGate is a Do-Not-Call Management System that complements an organisation's telemarketing efforts. It works by automatically checking and filtering out telephone numbers in the DNC registry as well as from the company's centralised opt-out blacklist, with minimal disruption to marketing calls, SMS and faxes to prospects. It also works in compliance with the PDPA/DNC guidelines and provides a dedicated DNC compliance module for data protection officers.

About the Companies

Hoiio

Hoiio provides cloud communications technology that is agile and alive to the changing needs of business. By simplifying complex systems into elegant applications hosted on the the cloud, Hoiio makes flexible and scalable business communications possible. Besides offering cost effective communications tools such as phone, fax and conferencing, the company also hosts SpiderGate, Singapore's first DNC filtering system.



Straits Interactive Pte Ltd

Straits Interactive Pte Ltd specialises in secure integrated solutions and services that address issues related to personal data protection and privacy. With its strong focus on enabling trusted businesses and responsible marketing, the company worked with Hoiio to jointly develop SpiderGate, a cloud-based Do-Not-Call (DNC) management and tracking system. SpiderGate checks against an organisation's opt-out list and the DNC registry whenever a call is made through Hoiio's mobile application or online SMS marketing tool. Positioned as the industry's first PDPA-DNC solution, it provides the combined benefits of compliance, cost savings and unified communications.

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