Company Backgrounder

Who We Are

Upside Wireless Inc. (Upside) provides global SMS services to corporate and consumer clients, giving them the ability to have conversations anytime, anywhere. Our wireless messaging products and services bridge a communication gap, allowing people to communicate with any mobile phone on the planet. Founded in 2000, Upside is a privately-owned company based in Vancouver, British Columbia, Canada.

What We Do

Upside's services include two-way international SMS communication, email to SMS forwarding, resellerSMS, short codes, and 60-minute-API – the ability to connect a business to the global SMS network in about an hour. Upside also powers www.ipipi.com, an international text messaging service that serves over 170,000 subscribers, and covers 99.5% of all global networks.

- Need to relay an important, time-sensitive message to your 30-person department in Taiwan? Done.

- Want to connect your business to a global SMS network without hassle? We'll do it for you in one hour with our "60-minute API" service.

- Expecting an important email, but you won't be by your computer? You can forward your emails as SMS text messages to your cell phone.

- Want to create your own SMS business? Use our SMS technology to be come a Reseller.

Our client list for these services includes Microsoft, Apple Asia, and Omnipod.

How We Do It

Upside's flagship product is the Wireless Information Server (WIS), an information management middleware platform. The WIS routes data between various networks, including email, CRM and ERP applications, corporate databases, and SMS networks. Upside licenses WIS to companies to provide customized business and communication solutions. We also work with partners and resellers, who use Upside's global SMS platform to private-label SMS services.

Where To Find Us

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