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Angsana Solutions Pte Ltd is a SMS solution provider in Singapore, providing a portal for customers to have duplex communicate with their customers or public using SMS. The customers are education institutes and SMEs.

I refer to IMDA proposals to implement full SMS sender ID regime and strengthen safeguards for SMS messages to Singapore users. Here are a few opinions as a service provider and on behalf of my customers.

- 1) It is financially non-justifiable for customers to register with the cost of \$500 & yearly fee of \$1,000 when they only spend only \$50 or less per month on SMS service.
- 2) When the customer decided to stop using SMS services because of the requirement, it will deeply affect my business and making it non-viable.
- 3) Scammers are generally targeting large organizations with large user base which my customer profile does not belongs to.
- 4) The SMS sent by customers are typically within targeted group and informative. The measure is an overkill for such application.
- 5) My aggregation is already a registered entity with SSIR, therefore it is better to make the scheme voluntary and let the customer decides for themselves they wish to sign up for registry based on their own circumstances and risk factors.

Please consider the impact on small business and customer like us.

Yours sincerely,

See Lin

Director

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