



## RED OXYGEN JOINS CLOUD COMMUNICATIONS ALLIANCE TO HELP SOLVE CLOUD COMMUNICATIONS CHALLENGES

**SAN FRANCISCO (September 7, 2022)** – [Red Oxygen](#), a leading short message service (SMS) solutions provider, today announces it has joined the [Cloud Communications Alliance](#), an executive forum for forward-thinking cloud leaders. The alliance works to move the industry forward by supporting and educating businesses on the best ways to build, sell and scale their enterprise communications systems, to collaborate on meaningful industry challenges and opportunities.

“Joining the Cloud Communications Alliance allows Red Oxygen to be part of important conversations that help shape what’s happening within cloud-communications,” said Tom Sheahan, Red Oxygen CEO. “Texting can be a difference-maker for businesses, but the industry is evolving. We’re looking forward to learning from the varied member-base of industry peers, while sharing insight into meaningful issues surrounding business SMS. With U.S. carrier rules and regulations making an impact on message deliverability and the bottom line, in turn, disturbing the cloud-communications ecosystem, Red Oxygen is honored to be invited to the discussion.”

The new regulations, commonly called [10dlc](#) after the ten-digit long codes used to send business text messages, require businesses register their business, pay registration fees and ongoing monthly fees in order to stay compliant. Without compliance, text messages are likely to be blocked, or senders could be fined.

As part of the Cloud Communications Alliance, Red Oxygen will participate in industry events, networking and learning opportunities with other industry professionals. Sheahan has also been invited to speak at the organization’s upcoming [Cloud Comms Summit](#) in Chicago, where he will join industry leaders for the session “A2P SMS – New Fees, Fines and Self-Regulation. Is the U.S. Playing Catch-Up?” on October 19 at 1:30 p.m.

To learn more about Red Oxygen, visit <https://redoxxygen.com/>

To learn more about the Cloud Communications Alliance, visit <https://www.cloudcommunications.com/>

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## **ABOUT RED OXYGEN**

Founded in 2001, Red Oxygen is a leading short message service (SMS) solutions provider. The company enables businesses to send appointment and payment reminders, security codes, emergency alerts and staffing updates easily online, through email or from a spreadsheet. Headquartered in San Francisco and with offices in Australia, Canada and the United Kingdom, Red Oxygen has worked with some of the world's top brands, including Lowe's, Allstate, Neiman Marcus, Shell, The University of Chicago, Pfizer and more. Red Oxygen has been trusted to send more than 400 million messages to people in over 50 countries. To learn more about Red Oxygen, visit <https://redoxygen.com/> or follow them on [Facebook](#) and [LinkedIn](#).