



RED OXYGEN TO DISCUSS NEW BUSINESS TEXTING REGULATIONS AND REQUIREMENTS DURING SAASOPEN

SAN FRANCISCO (March 9, 2023) – [Red Oxygen](#), a leading short message service (SMS) solutions provider, today announces it will attend [SaaSOpen](#), a conference that lets software as a service (SaaS) leaders get an inside look into the future of software. The event, which brings together SaaS founders, marketers, sales and engineering leaders, is taking place in New York City March 16 – 17. This is Red Oxygen’s first time attending the conference.

“Now is an important time for SaaS leaders to address how SMS is working for their business,” said Tom Sheahan, CEO of Red Oxygen. “Chief among the challenges are new texting regulations called 10DLC which is short for ‘10-digit long codes’. The rules require business texting through top carriers like Verizon, AT&T, T-Mobile and U.S. Cellular to follow new steps to reach compliance, like registration and the payment of recurring fees. Red Oxygen’s managed service for SMS billing, compliance and delivery can make sure texting can continue to be a meaningful customer acquisition and client retention tool for SaaS companies. We look forward to talking to SaaSOpen attendees about how we’re helping companies navigate these new requirements.”

Red Oxygen leaders will be participating in Braindates, one-on-one meetings with event attendees, to talk about 10DLC compliance, business SMS best practices, and more. Schedule a Braindate on the SaaSOpen website, or stop by the Red Oxygen booth near the event’s main stage.

What: [SaaSOpen](#)

Where: 225 Liberty Street, New York, NY 10281

When: March 16 – 17, 2023

Why: Red Oxygen will connect with SaaS leaders to share how business texting can offer quick, effective communication, and how to navigate new regulation requirements

Red Oxygen has worked with hundreds of SaaS companies since its founding. The Red Oxygen application programming interface (API) can also be utilized and can integrate with nearly any customer relationship management (CRM) or other database software, to easily communicate with existing contacts to deliver personalized and pertinent messages. SaaS organizations can also tap into the company’s Bulk SMS, Web SMS, Gmail SMS, and Office SMS solutions.



To learn more about Red Oxygen, visit <https://redoxygen.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 text 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](#).