IMDA to Implement Full SMS Sender ID Registration

8x8 customers are strongly encouraged to register their Sender IDs

IMDA's Full SSIR Regime

The Infocomm Media Development Authority (IMDA) has announced that it will be implementing the Full SMS Sender ID Registration (Full SSIR Regime) starting from 31 January 2023.

Under the Full SSIR Regime, organisations that wish to send SMS messages to Singapore mobile numbers must first register their alphanumeric Sender IDs. Only registered Sender IDs will reach Singapore users with effect from 31 January 2023. All non-registered Sender IDs will be channeled to a Sender ID bearing the name "Likely-SCAM" for a transition period of six months. Thereafter, messages with such non-registered Sender IDs will be blocked and not delivered to end-users.

What is the process for Sender ID registration?

If your company is currently sending SMS messages with alphanumeric Sender IDs to Singapore mobile numbers, you are strongly encouraged to register your Sender ID early to avoid any disruption to your SMS communications with your customers.

From 31 October 2022 to 30 January 2023, organisations can create an account and reserve their Sender IDs via the SSIR Portal. Reservation of Sender IDs will be on a first-come-first-served basis.

The SSIR registration fees are (i) a one-time set up fee of S$500 and (ii) an annual fee of S$200 per Sender ID. SSIR will commence billing organisations for their setup fee and Sender IDs from 1 February 2023 onwards, where an invoice will be emailed to the registered user organisation's designated billing contact. More information regarding the fees can be found here.

Please contact the Singapore Network Information Centre (SGNIC) at smsregistry@sgnic.sg or visit its website at https://sgnic.sg for more information on the registration process.

Sender ID registration for foreign-based companies

Organisations will need to have a Singapore unique entity number (UEN) in order to register for a Sender ID. A foreign business can either register as a local subsidiary or a foreign branch office.

1. Foreign-based businesses with a local subsidiary can register for Sender IDs with a valid UEN. The local entity will then need to provide a Letter of Authorisation (LOA) to authorise their foreign offices to send SMS messages with the registered Sender ID. This LOA will have to be provided to 8x8.

2. Foreign-based businesses without a local subsidiary can obtain a Singapore UEN by registering with the Accounting and Corporate Regulatory Authority (ACRA). Companies registered with ACRA will have to comply with the statutory and disclosure requirements of the Companies Act.

More information can be found here.

8x8 is a Tier-1 SMS aggregator

8x8 is a Tier-1 SMS aggregator licensed by IMDA. Only aggregators licensed by IMDA can handle registered whitelisted Sender IDs.

Customers can have the assurance that 8x8 is fully committed to delivering messages securely and safely. Additionally, 8x8 also uses its own direct connections to local operators, with multiple Tier 1 suppliers serving as redundant routes. 8x8 takes the responsibility to deliver messages with the most stable connectivity, highest deliverability, and highest security standards.

Please reach out to cpaas-sales@8x8.com if you have any questions.