MAGO and B!3A

After the merger, both platforms continued to be used for the services they had supported before and at the same time incorporated new developments to respond, for example, to the new range of products in consumer services.

Buongiorno-MyAlert commercialised both platforms to customer companies via licences, ASP services or ad hoc developments to generate their own products. This business was much more evident in the case of MAGO. In the case of B!3A only ASP services were supplied because, as it was not packetable nor could it be adapted to standards, it had to be carried out directly through the company’s IT equipment.

Even so, a technological merger is not easy; if MAGO was used for the mobile interface, the solution used by B!MyAlert is not only diverse, but it changes not because of the product line but because of the geographical region (in other words, depending on the decision-makers and their habits). Practice in the business has led to the use of the MAGO delivery engine in combination with the platform that each individual region has found to be the most effective.

Let’s compare the main elements in each technological platform:

- **The core, or central part of the system.** In the case of MAGO it is the personalisation tool, which prepares the messages, and places its components in the centre of the graph. In the case of B!3A they are the application modules, which appear on the left of the graph.

- **The components** are the key elements associated with the functioning of the core, especially the databases that support the functioning. In the case of MAGO they are on the platform; and in B!3A at the bottom or next to the element they support.

- **The transmission channels** or delivery engine permit the information to be sent to the final user by the appropriate channel, such as the gateways to the different mobile networks or to the electronic mail. In the case of MAGO, they are in the top right corner; and in B!3A in the column at the right of the graph.

- **Interfaces and tools** both for the corporate administrator and for the final customer, such as, for example the administrative tools at the right in the MAGO diagram.

- Other important elements in each system are, for example, the **vertical applications**, developed in MAGO and found in the bottom left corner of the platform.