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UIB Adds Apple, Google, and Instagram to their H2X multi-conversational AI platform

UIB adds to their existing WhatsApp Business Solution Provider (BSP) relationship by adding Apple Messages for Business, Google's Business Messages, and Instagram to expand the reach of their H2X multi-conversational AI platform's Messaging Service Platform (MSP) API for their global network of conversational AI solution reseller partners.

Singapore (November 23, 2021) – H2X multi-conversational AI platform company UIB today announced that they have added to their existing [WhatsApp Business Solution Provider](#) (BSP) relationship by integrating [Apple Messages for Business](#) (formerly Apple Business Chat), [Google's Business Messages](#), and Instagram into their omnichannel Messaging Service Platform (MSP) API.

UIB's certified resellers use UIB's multi-award-winning, UnificationEngine®-powered API to provide their end customers with seamless, omnichannel and omnimodal text, voice, and video messaging. UIB provides API access to over 50 of the most popular Asian and Western, enterprise and consumer messaging brands – including chat apps, smart speakers, robots, and video assistants – via a single integration.

UIB Founder and Chairman [Toby Ruckert](#) said, “We are thrilled to further enhance the scalability of our offering and increase the value of UIB’s SaaS and on-premise solutions for all of our conversational AI resellers and their clients with an out-of-the-box, integration-ready API with Apple Messages for Business, Google’s Business Messages, and Instagram messaging. Google's Business Messages integration with Google Search and Google Maps makes it effortless for people to instantly begin a conversation with every company, store, and brand. And our resellers use UIB’s conversational AI framework to automate Apple and Instagram chat and conversations for their end customers for enterprise and customer-facing use cases for banks, telcos, property developers, insurance companies, healthcare providers, government agencies, and many others.”

Riyadh-based [T2](#) CEO [Abdullah M. Al-Dosari](#) added, “We consider the partnership with UIB so strategic, that we acquired a stake in the company earlier this year. UIB’s rapid innovation capabilities and proven solutions portfolio are a rare find in the market and enable us to stay ahead in a fast-paced, technology-driven world. T2 is proud to be a certified UIB reseller partner and has seamlessly integrated UIB’s omnichannel MSP API, connecting our enterprise customers quickly and efficiently with the world’s leading chat and conversational platforms such as WhatsApp, Apple, Google, and Instagram. Pragmatic and with a great vision, UIB will be our go-to partner for the long term.”

Singapore-based [MyAlice](#) Founder and CEO [Shuvo Rahman](#) said, “Our team loves collaborating with UIB because of their positive energy and supportive nature. UIB's range of conversational AIoT products and technologies along with their willingness to help has been very monumental for us. We have been implementing these new additions to their omnichannel MSP API to further enhance the solutions MyAlice offers to our customers.”

“Certainly is thrilled about the announcement of UIB's H2X expansion to include Apple, Google, and Instagram,” said [Henrik Fabrin](#), CEO and Co-Founder of Copenhagen-based [Certainly](#). “We have found that innovation works best when companies work together hand-in-hand, and we especially look forward to continuing the partnership with UIB and their innovative omnichannel MSP API.”

Mexico City-based Knote Technologies Co-Founder and Chief Marketing Officer [Ricardo Altamirano](#) said, “a huge part of the success we’ve had with our [KlayBot](#) recruiting chatbot is due to UIB’s omnichannel MSP API. UIB’s API allows our enterprise clients to design and create a true, omnichannel experience for their talent acquisition processes. Adding Messages for Business, Business Messages, and Instagram messaging makes our recruitment AI accessible to candidates looking to connect and apply for jobs with the world’s top companies.”

“We pride ourselves in developing advanced conversational agents, powered by Artificial Intelligence (AI) and Natural Language Processing (NLP).” Austin-based [Fountech Solutions](#) Business Operations Manager [Marina Kyriacou](#) said, “Being a certified UIB reseller partner allows us to seamlessly integrate with their omnichannel MSP’s API for exciting new conversational solutions, virtual assistants (chatbots), and conversational interfaces. It’s a pleasure working with UIB’s professional, helpful, knowledgeable, and reliable global team and we look forward to continuing to work together with UIB on many more projects to make our clients’ visions a reality.”

[Google’s Business Messages](#) Head of Partnerships [Rob Lawson](#) added, “We’re thrilled to have UIB add Business Messages to their omnichannel MSP API. With the integration, their reseller partners can offer their end customers an upgraded messaging experience through Google Search, Google Maps, and brand-owned channels.”

Ruckert concluded, “As companies come out of the Coronavirus crisis and as telcos monetize 5G, we expect our reseller partners to use UIB’s technology to meet the increasing demand for conversational solutions. This includes not just conversational AI-powered autonomous communications automating pre- and post-sales conversations with chatbots, virtual assistants, and conversational interfaces but also conversational IoT enabling people to talk and text buildings, robots, cameras, sensors, and all of their different smart home devices and systems, regardless of manufacturer or ecosystem.”

Chat with Gartner Cool Vendor and Aragon Research Hot Vendor™ UIB’s multi-patented technology on our website at [uib.ai](#). Watch our demos on [YouTube](#). And email UIB today at info@uib.ai to get connected to your local certified UIB reseller partner, to apply to become a reseller partner, or to learn more about how UIB’s H2X multi-conversational AI platform powers conversational solutions and interfaces make communications simple!

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About UIB

UIB makes human-to-machine communications as simple and as natural as human-to-human communications.

UIB created the world's first and only, patented, fully-owned, end-to-end multi-channel conversational AI platform that serves as a universal translator and enables communications with any device or person independent of the language and underlying platform.

UIB pioneered the leading H2X* multi-conversational AI platform that provides total customer experience in an end-to-end solution with universal communications and interoperability:

- Removes friction and complexity;
- Integrates all commonly used communications technologies;
- Provides the ability to unify and translate across all channels and devices;
- Integrates with all major AI engines including Google Dialogflow, IBM Watson, Meta Wit.ai, and others
- Scalable and futureproof — new messaging platforms, AI engines, and connectors can be integrated once and then scaled across the platform; and
- Provides total privacy and customer data security.

**X = any combination of human, machines, devices, appliances, electronics, robots, sensors, cameras, systems, platforms, software, services, websites, mobile apps, IVRs, smart speakers, virtual humans, AR/VR systems, gaming systems, chatbots, voice bots, virtual assistants, and/or other “things” of the Internet of Things (IoT) with an available API.*

UIB's Independent Software Vendor (ISVs), chatbot builder, and solution developer partners use our APIs to access messaging channels and software communication platforms. With our APIs, they build solutions for transactional and A2P messaging, notifications and alerts, chatbots, virtual assistants, and other conversational user interfaces (including smart speakers, AR/VR, voice, and video). UIB works directly with each platform owner (i.e., we onboard our partners as official WhatsApp Independent Software Vendors (ISVs)). Our over 50+ connected platforms include WhatsApp (UIB is an official [WhatsApp Business Solution Provider \(BSP\)](#)), Apple Messages for Business (UIB is an official [Apple MSP](#)), Google's Business Messages (UIB is an official [Google MSP](#)), and many others including integrations into Salesforce, MS Teams, Cisco eGain, and many others.

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