

# RFO Report

## RingCentral Customers in North America Unable to Send Messages via Outbound SMS Campaigns

[Incident Occurred: 8 February 2025]



## **Incident Summary**

A portion of RingCentral customers in North America may have been unable to send messages via outbound SMS campaigns. This issue began on February 4th, 2025.

## **Customer Impact**

During the incident, a portion of RingCentral customers in North America may have experienced SMS failures for their outbound campaigns.

## **Root Cause**

The problem was due to a data mismatch between RingCentral and an underlying SMS carrier for outbound SMS campaign status. The underlying carrier enacted strict user requirements for outbound SMS traffic being sent over their network. Those customers who met these requirements per RingCentral's records did not match the records available to the underlying carrier, and as a result, a portion of customers had their outbound SMS campaign traffic blocked in error. The long duration of this issue was due to the large number of records that had to be gathered and updated to resolve the issue. RingCentral Operations teams performed troubleshooting and updated the data on the underlying carrier's side to mitigate impact. At this time, all services were restored.

## **Preventative Measures**

RingCentral Operations teams are performing regular data checks to ensure that we are in sync with the data available to the underlying carrier to prevent this kind of incident in the future. Teams are also developing a script to automatically reconcile data between the underlying carrier and RingCentral.