PROCUREMENT

Procurement and due diligence: answers to common questions

Everything an evaluation team usually asks, answered from what ZafeConnect publishes. Where something is not published, we say so and tell you what to ask.

FACTS

ZafeConnect at a glance: facts you can verify

Fact	Detail
Legal entity	ZafeConnect ApS, a Danish anpartsselskab (private limited company)
Company registration	CVR 39532905, Danish Business Authority. ZafeConnect was founded in 2024; the number was registered in 2018 for an earlier business, and the name changed to ZafeConnect ApS in June 2024. Search the number in the public register. (https://datacvr.virk.dk/)
Registered address	Frydenlundsvej 30, 2950 Vedbæk, Denmark
Contact	info@zafeconnect.com · +45 71997988
LinkedIn	ZafeConnect company page on LinkedIn (https://www.linkedin.com/company/zafeconnect/)
YouTube	ZafeConnect channel on YouTube (https://www.youtube.com/@ZafeConnect)
Customer contract	Customer Terms of Service (PDF). Delivery or receipt of messages is not guaranteed under these terms. (http://localhost:5190/terms)
Customers	Enterprise organisations. Smaller businesses are served by Wezend, a technology partner in the same company group.
Memberships	Dansk Erhverv (https://www.danskerhverv.dk/), Dansk Industri (DI) (https://www.danskindustri.dk/), Energy Cluster Denmark (https://energycluster.dk/)
Technical documentation	REST API documentation and an OpenAPI 3.1 file for the documented endpoints. (http://localhost:5190/developers)
Pricing model	Pay per delivered message; no setup, system or operating fees; no subscription. (http://localhost:5190/pricing)

FIT

Is ZafeConnect a fit?

A fair answer is more useful than a flattering one. This is who ZafeConnect is built for, and who should look elsewhere or ask first.

A good fit if…

- You are an enterprise or large organisation sending application-to-person messages at volume: codes, alerts, notifications, reminders.
- You send to many countries and want one platform and one integration.
- You want REST API access with signed webhooks, or integration with systems you already run.
- You prefer pay-per-delivered-message pricing without setup, system or operating fees.

Probably not a fit, or ask first, if…

- You are a smaller business. Wezend, in the same company group, serves smaller businesses.
- You need a contractual delivery guarantee or SLA as standard. The standard Customer Terms do not guarantee delivery, so raise this early.
- You require a specific security certification, for example ISO/IEC 27001 or SOC 2. None is published on this site, so ask before you shortlist.
- You need consumer-style person-to-person texting.

QUESTIONS

Company

Who is ZafeConnect?

ZafeConnect is a Danish messaging provider for enterprise customers, operated by ZafeConnect ApS (CVR 39532905) in Vedbæk, Denmark. It offers A2P SMS, RCS and iMessage, email, chat apps and a CPaaS platform with analytics included.

How long has ZafeConnect existed?

ZafeConnect was founded in 2024. The company number (CVR 39532905) was registered in 2018 for an earlier business, and the name changed to ZafeConnect ApS in June 2024. The public register therefore shows an earlier date than the start of ZafeConnect.

Which customers does ZafeConnect serve?

Enterprise customers. Smaller businesses are served by Wezend, a technology partner in the same company group. Customers that can be named are listed on the Customers page: ZafeHouze ApS (uses email and SMS). A case study with ZafeHouze ApS is published: it describes the setup and the customer’s own assessment, without figures.

Can I see customer references?

The Customers page lists ZafeHouze ApS (uses email and SMS). A case study with ZafeHouze ApS is published: it describes the setup and the customer's own assessment, without figures. If other references matter to your evaluation, tell us and we will tell you what can be shared.

Does ZafeConnect work with partners or agencies?

Yes. Bureau Konsulenterne, an agency, refers customers to ZafeConnect. Wezend, in the same company group, is a technology partner and serves smaller businesses. Partners are named only with their written permission.

QUESTIONS

Network and delivery

How many countries does ZafeConnect reach?

More than 190 countries through one platform and one integration. Coverage and features vary by destination, so tell us your countries and we confirm what applies.

Does ZafeConnect have direct operator connections?

Yes. ZafeConnect uses direct operator connections, complemented by partner direct routes. Which route serves which country depends on the destination, and routing can change for quality and availability reasons.

Is delivery guaranteed?

No. ZafeConnect reports a message delivery rate of over 98%. That is a reported rate, not a delivery guarantee or an SLA. Delivery depends on the destination, the operator and the recipient's device, and the Customer Terms of Service state that delivery or receipt of messages is not guaranteed.

How do I see whether a message was delivered?

Delivery status comes from the operators' own delivery reports, where the operator returns them, through the API, webhooks and your analytics. Detail and timing vary by country and operator.

How much volume can the platform handle?

The platform carries millions of SMS every day. The documented API limits are 1,000 requests per minute per key and up to 10,000 messages per bulk request. Tell us your expected volumes and peaks and we plan the setup together.

QUESTIONS

Technical

How do I integrate?

Through the REST API or by connecting your existing communication systems. The documentation and an OpenAPI 3.1 file are public. You could be live in as little as 2 weeks from the moment you decide to get started.

How is the API authenticated and limited?

With an API key in the X-API-Key header, with live and test keys. Limits: 1,000 requests per minute per key; bulk up to 10,000 messages per request and 100 requests per minute. Webhooks are signed with HMAC-SHA256 and retried up to 5 times.

Can I send under my own brand name?

Yes, where the destination allows it. ZafeConnect supports local SenderID rules and guides you through registration where it is required.

Which channels are supported?

The API supports sms, rcs, whatsapp and email, with an optional fallback order. Availability varies by country and channel.

Do you support SMPP?

The documented interface is the REST API. If you need another connection method, such as SMPP, tell us and we will confirm what is available.

QUESTIONS

Commercial

How is ZafeConnect priced?

You pay only for messages that are delivered. There are no setup, system or operating fees and no subscription. Your price depends on destination countries, channel mix and volume. The list price per message by country, in DKK and EUR and excluding VAT, is on the price list.

What cost savings are possible?

Costs can be up to 40% lower than with traditional SMS when RCS and iMessage are used. Your own saving depends on destinations, channels and volumes, and we prepare the offer from your numbers.

What are the contract terms?

Customers contract with ZafeConnect ApS under the published Customer Terms of Service. Ask us about volume or commitment terms in your offer.

QUESTIONS

Compliance, security and data

Who is responsible for consent and content?

You remain responsible for your message content and for having consent. ZafeConnect handles the local regulatory requirements of the destinations you send to, such as sender registration. This is general information, not legal advice.

Which security certifications does ZafeConnect hold?

None are published on this site, and none are claimed. If you require a specific certification, ask us before you shortlist.

Where is data hosted, and which sub-processors are used?

This is not published on this site. Ask us; the security page lists the topics a security review should cover.

Is there a status page or an uptime commitment?

No status page or uptime figure is published on this site, and no uptime is claimed.

What support is included?

A dedicated support team is available 24/7.

VERIFICATION

How to verify what we say

ZafeConnect ApS
CVR 39532905
Frydenlundsvej 30, 2950 Vedbæk, Denmark
info@zafeconnect.com
+45 71997988

© 2026 ZafeConnect ApS

Part of the same company group as Wezend, our technology partner.