

BULK-SMS GATEWAY



BULK
SMS



Bulk-SMS Gateway is a carrier-grade SMS communication platform for Communication Service Providers (CSP) and aggregators to send bulk text messages to subscribers.

CSP's can leverage Bulk-SMS to earn revenue from aggregators and bulk SMS advertising, or off-load application originating messages from existing SMS Centres (SMSC) at an attractive price point.

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BULK-SMS COMMUNICATION PLATFORM

CAMPAIGN MANAGER INTERFACE

Plan your marketing campaigns, customer information services, SMS competitions and more. Then define your target audience, recipient list and message content. Finally configure your sender ID's for response harvesting, schedule your send-window scheduling and launch your campaign.



SUBSCRIBER MANAGEMENT & ANALYTICS

Bulk-SMS allows subscribers to opt-in or opt-out with do-not-disturb (DND) control. View your campaign performance with full analytics, including transaction summaries and delivery reports.



BULK-SMS PROVIDES MANY BENEFITS:

» Operators

- Send advertising messages, network alerts and more from the network to the subscriber
- Bulk-SMS targeted messaging supports your direct marketing campaigns
- Time window based sending, ensures targeted messages arrive at convenient times
- Give subscribers the choice to opt-in or out of the campaign
- Send large volumes of messages and manage retry windows, where subscriber handsets are off-line
- Off-load application originating SMS from existing SMSC infrastructure to reduce operating expenditure
- Detailed delivery reports give instant feedback on marketing campaign success

» KEY FEATURES OF BULK-SMS

- Campaign manager – manage your campaigns including message scripting, target audience and send times
- Manage sender ID's – configure sender ID's and response codes, in order to route responses to relevant applications
- Schedule SMS to automatically send at a specified time
- SMPP API support – third party integration via standardised and proprietary API's
- Batch file upload – bulk load your target market subscribers for message sending
- Application originating and application terminating SMS
- Rich user interface for configuration and administration
- Opt-in/opt-out management – subscriber self-care and do-not-disturb (DND) control
- Arabic and Western Character (Unicode) support
- Diameter Charging – transaction based credit-control
- Multi-part and long SMS messaging support beyond 4 000 characters
- Store and forward, with configurable retry windows, to ensure successful sending
- Load balancing across multiple (N+1) servers
- System health monitoring and dashboard
- Campaign status reporting for insight into your campaign performance.

» EXAMPLES OF HOW BULK-SMS GATEWAY CAN BE USED

SMS aggregation

The mobile operator can send or receive bulk SMS messages. Such messages could be bank statements, account information, advertising, news letters, or infotainment broadcasts.

Bulk mobile advertising

Intercept outbound SMS messages from your services and enhance these with targeted marketing messages.

Reduce existing SMSC operating costs

Off-loading SMS traffic from existing SMSC's frees up capacity on existing SMSC licensing to handle peer-to-peer SMS traffic only.

Increase network SMS capacity

Increase your capacity to send application originated SMS to subscribers at a competitive price point.

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CONCURRENT
SYSTEMS