



securicom

Securicom Messaging Services

SMS AND MOBILE SERVICES

SECURING YOUR INTELLECTUAL PROPERTY

INTRODUCTION

Securicom's Messaging is a authorized WASP with agreements with all the leading mobile operators in South Africa.

Securicom provides a sophisticated messaging platform to support SMS and mobile application initiatives and is also a full member of WAPSA.



KEY BENEFITS OF SECURICOM'S MESSAGING SERVICES

- BULK SMS
- 2-WAY SMS
- SMS SCHEDULING
- TEMPLATE CREATION
- CONTACT LIST MANAGEMENT
- WAP PUSH SMS
- MULTI-USER AND SUB-ACCOUNTS
- SYSTEM INTEGRATION
- AUTOMATED SMS ALERTS
- SHORTCODE SERVICES
- SMS2EMAIL & EMAIL2SMS
- SMS FORWARDING AND AUTO RESPONSE
- SMS HELPDESK
- MMS SUPPORT
- SUPPORT FOR NUMBER PORTABILITY
- INTERNASIONAL SMS ROUTING
- ADVANCE USER REPORTING
- SMS COMPETITIONS
- 2nd LEVEL AUTHENTICATION

SECURICOM SMS PLATFORM

Securicom offers a sophisticated SMS Platform which has been implemented locally and internationally for over 9 years. The platform supports a vast variety of mobile requirements which is flexible and customizable to our client's specific needs.

Our user interface is completely web based and requires no additional hardware or infrastructure to be purchased or installed. The prerequisite is internet access in order to access the Web based user interface.

The Securicom platform offers a multi user interface and user accounts can be grouped in a hierarchal structure to fit to our client's internal structures. E.g. Cost centre or departmental structure with supported reporting. This is especially useful where internal cost recovery is required.

In the case where integration is required for inbound SMS, Web service functionality is used and for outbound SMS integration, a database server will be required. Our API integration interface offers an extremely flexible and easy method to integrate any existing system or application with our platform.



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BULK SMS

The Securicom Messaging platform provides the functionality for sending Bulk SMS via a Web based interface. It offers support for contact list management, storing of templates, SMS scheduling, e-Mail forwarding (SMS2Mail), WAP Push SMS and more.

SHORTCODE

Shortcodes with keyword routing are supported by the Securicom Messaging platform. We have standard configured applications linked to Shortcodes that can route inbound SMS to various destinations, such as: the Web based inbox of an operator, email address, external applications and Web services. It also provides automated responses and actions.

Securicom Messaging is focused on providing best fit, custom solutions for our customers and developed and provides specialized solutions for their unique requirements.

2-WAY SMS

Securicom Messaging also offers 2-way or bi-directional SMS support. This enables our clients to receive replies to outgoing SMS's and get these replies delivered to the originator of the SMS. Inbound SMS on 2-Way Bulk SMS can also be routed to an email address.

EMAIL 2 SMS

Inbound SMS's can be routed to external email addresses and Securicom Messaging have developed a solution to convert inbound emails to an SMS

SMS HELPDESK

Expanding the functionality of the 2-way SMS communication MassComm offers a SMS Helpdesk Application.

The SMS Helpdesk is a fully 2-way SMS solution to support Call, Support and customer centers.

INTEGRATION

Our API for system integration is XML based and provides fast, easy and flexible integration to clients existing systems, applications or databases. This allows for automated SMS alerts and notifications to be send from an existing system.

WAP PUSH

WAP Push SMS's enables the use of embedded URL links inside standard SMS's to direct mobile users to WAP portals or for delivering of Image, Video and audio content.

2ND LEVEL AUTHENTICATION

2nd Level authentication sends a SMS with a unique once-off password after logging in with a username and password. This functionality can be integrated into existing online application with the use of Web services.



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KEY BENEFITS OF THE COMPETITIONS PLATFORM

SUPPORT MULTIPLE CAMPAIGNS
KEYWORD DRIVEN
VALIDATION LIST SUPPORT
BLACK LIST SUPPORT
CUSTOMIZED RESPONSE SMS
SMS ENTRY FORWARDING
INSTANT WINNERS SUPPORT
ADVANCE REPORTING
FULL CAMPAIGN MANAGEMENT



SMS COMPETITIONS

Securicom offers a comprehensive SMS competition platform to support competition and marketing initiatives.

The SMS competition engine comes into effect when it receives an inbound SMS via a Shortcode. The application then consequently processes the message and determines the results thereof.

The SMS goes through various checks which are based on pre-configured competition rules.

The entry is validated against a validation list, black list, and content rules.

An automated response is then sent back to the responded to indicate an successful or failed entry for the competition.

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