



Managing and delivering your messages with ease...

eMS Text Messaging Server software significantly improves the efficiency of your business communications with customers, suppliers, employees and the general public.

- Connects to Microsoft Exchange, Lotus Notes or any SMTP enabled mail server
- Integrates with business applications
- Broadcasts using in-house databases
- Handles inbound and outbound messaging



The **eMS Text Messaging Server** is a central server software giving text messaging send and receive capabilities to network users and business applications. The server can be a single system, or can be a multi-server cluster for resilience and additional throughput.

Network users can send and receive text messages via their email client or by using a broadcaster application. Business computer applications can have text messaging incorporated using a simple, release independent messaging interface.

Text messaging via eMail

Sending

The message syntax is the same as that used for sending conventional e-mail e.g. 07752 253467@mobile.com (you choose the domain name to suit your organisation). Address books, mailing lists, and mixed mailings (i.e. some recipients by text, some by fax, some by e-mail) are all supported. Messages are converted and sent out as SMS messages to any mobile telephone. Transmission is immediate, and a transmission report is returned to the originator.

Receiving

Users can have a text ID in the organisation's address book (often the phone extension number). People sending messages inwards use a common phone number for the organisation, but preface their message with the ID code of their intended recipient rather than the full email address. The e-Messaging server software looks up the address book, and routes the message automatically to the right mailbox.

Signatures

Sending messages can have a signature automatically appended by the Text Messaging Server giving the originator name and organisation name, plus the ID code for replying.

Broadcast messages

A Text Message Broadcaster client application [more details] is available that allows authorised users to set up and re-use broadcasts of a single message to lists of recipients obtained directly from in-house databases, files, spreadsheets, etc.

Broadcasts can be set up in advance, and can then be left to run automatically at a scheduled time and date. Broadcasts can include WAP push messages in addition to normal text messages.

Business computer applications

Business computer applications only have to 'drop' text or xml files with recipient details, subject and message into a text messaging output folder. These will then be sent automatically, with signatures and reply details added (as per the email messages above).

A transmission report will be returned to a static email address, or a variable one included in the message file. An xml log giving all message delivery details can be queried by the application. Your own message tracking numbers can be added by your applications, and will be carried through the Text Messaging Server logs.

Inbound messages destined for applications are 'dropped' into an inbound messages folder that can be polled by the application. The files are in text or xml format, and give all sender and message details.

Inbound message routing

You can have multiple 'virtual' mobile numbers associated with your server, and inbound messages to each number can be routed differently (e.g. email, application1, application2, etc). Messages can also be routed based on content (e.g. a keyword or number at the start of the message), sender number, or on the routing ID which will deliver the message to a specific mailbox (described above).

Interface with the networks

Outgoing and incoming connection from the Text Messaging Server is via a virtual circuit directly to our central web portal, which in turn passes the messages to the networks for delivery. The connection is bound subject to a secure login and handshake protocol. Any service restart or link reconnection is subject to a fresh secure login. The message protocol is SMPP bidirectional (the same protocol used between the cellular network operators). Our portal hosts 'virtual' numbers on your behalf for the incoming traffic. These numbers remain yours, and can be published as such.

Self monitoring

The Text Messaging server includes service monitoring software which will alert you to problems that may occur, will automatically restart any failed services, and will reconfigure the system if a dual server is used.

Statistics

The Text Messaging server includes a statistics reporting facility that will show messages sent by originator, group or organisation over any given period, and will show messages received. Accounting information is included for user charging if required.

Summary

The eMS Text Messaging Server is effective, well proven technology that is successfully providing business text messaging services to many major corporations and government departments.

Prices start from **£2,900 ex.VAT** or the software **FREE** on Pay As You Go tariff.