



The e-Messaging Server includes the option of having one or more text messaging gateways to allow mobile phone text messages to be sent from e-mail clients, web browsers and business applications.

The text messaging gateway can also handle incoming text messages which can be delivered to internal mailboxes, a web browser or an RSS server, or can interact with business applications and databases.

#### **Most e-mail systems are supported**

Supported e-mail systems include Lotus Notes, Microsoft Exchange, or any SMTP product. Standard e-mail address lists can be used for broadcasting important information

Normal e-mail rules can also be used to route key information to a mobile telephone under special circumstances e.g. when out of the office, or on holiday. Long messages, or forwarded mail, will be split over multiple text messages if required.

The message syntax is the same as that used for sending 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 of a message by mobile telephone, 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.

#### **Sending from a Web Browser**

A web browser client is available allowing users to send and receive text messages, and to maintain both personal and public address books, and to view logs and queues.

#### **Sending from an application**

Text or xml files with recipient details, subject and message can be 'dropped' in a message output folder by any computer application. These will be sent by the text messaging gateway, and a transmission report returned to the originator.

#### **WAP 'push' messages**

Text messages can be sent with a web link that will be launched as soon as the message is opened on the mobile telephone.

#### **Broadcast messages**

The e-Messaging Server includes a text message broadcaster (a client PC application) 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. This can easily be used for text message marketing, staff broadcasts, emergency broadcasts, etc.

#### **Inbound messages**

Inbound text messages can be routed directly to a user mailbox, web client or an application. Outbound messages can carry a PIN number (or other unique identifier) as a reply address, allowing the recipient to reply direct to the sender's mailbox without having to waste space with a full e-mail address.

#### **Routing rules**

Incoming messages can be processed and routed according to sender number or incoming number, keywords or phrases, time of day, etc. For example, a keyword or product code in a message could result in a database query and a response.

#### **RSS Feed**

The e-Messaging Server can convert incoming text messages to RSS format, and route them to different RSS servers based on the number dialled, keywords, the sender number, etc.

#### **User Authorisation**

The e-Messaging Server automatically stays aware of your user community by dynamically accessing corporate address books or user ID's, or by carrying out regular scheduled imports of address books using LDAP. This allows full user rights checking, and accurate audit trails.

#### **Multiple Gateways**

The e-Messaging Server can support multiple text messaging gateways for band-width and/or resilience, with the gateways installed on independent machines if required. Delivery methods can be direct via GSM transceivers, or via the internet, and these methods can be combined or used as backup for each other.

#### **Delivery via GSM transceivers**

The text messaging gateway supports multiple simultaneous GSM transmission and reception devices, using any combination of cellular network providers. All communication with the SMS centre is handled by the gateway, including all retry management. When the SMS centre confirms reception of the message, the gateway returns a transmission report to the originator.

#### **Delivery via the internet**

The text messaging gateway can send text messages to and from mobile telephones directly via an SMS Web Portal (using HTTP or SMPP). No SMS transmission equipment is required, and there is no requirement to set up contracts with a telecom service provider. Message delivery is virtually immediate.

Web Portal message delivery costs are billed directly by e-Messaging Solutions, allowing the provision of a complete end-to-end service for business customers.

#### **Usage reporting**

Full traffic statistics, and user or departmental charge-back reports are provided, plus extensive logs and audit trails.

#### **Summary**

A text messaging gateway is a fast and inexpensive way to achieve instant communication between people in the office and people on the move. It allows an organisation to quickly link internal users and business applications to a wide range of mobile messaging services, whilst at the same time retaining complete corporate control. It is also an effective way of improving communications with customers, suppliers, shareholders or the general public.