BT Enterprise SMS Gateway

Bulk Messaging At Your Fingertips
What is BT’s Enterprise SMS Gateway?

- Powerful, flexible, controllable and secure bulk messaging solution
- Using Short Message Service (SMS) - one of the most ubiquitous and powerful media in use today
- Easy to use solution which lets you
  - Reach millions with your messages – easily, economically and instantly
  - Leverage your corporate data more effectively, to help increase sales and enhance customer satisfaction
  - Respond almost instantly to changing market conditions – allowing you to stay ahead of the competition
  - Easy to integrate solution
Key Features

- The Gateway provides the interface between your corporate information systems and an SMS Centre
- Ability to integrate with single or multiple applications depending on your requirements
- BT can create a tailored package
  - Integration with your existing IT systems
  - Provides the functionality you require
  - Hosted on your premises
  - New applications can be incorporated rapidly
  - Choice of flexible client interfaces
**Key Features**

- High performance and message throughput capacity – 12,000 SMS a minute, dependent on network capability
- Resilient, flexible and easily scalable architecture
- Choice of flexible client interfaces – integration with multiple enterprises systems simultaneously
- Supports all four major SMSC protocols
  - Logica, SEMA, CMG and Nokia
  - giving access to 95% of UK GSM (mobile network) users between them
- Queue prioritisation – assign priority to key business applications as required
- Word and numeric filters
The Enterprise SMS Gateway
An end-to-end service

Key
- Denotes BT Enterprise SMS Gateway Solution

Customer Applications

Customer Firewall

Enterprise SMS Gateway

Mobile Network SMSC (Bulk SMS)

Link - (Kilostream/megastream circuit ISDN or Link 60)
Its Powerful

• The Gateway lets you turn static data into dynamic powerful messages
• Capable of sending upwards of 12,000 messages a minute
• Targeted marketing to potential customers
• Supply information updates to employees on the move
• Typically reduce costs of communications
**Its Flexible**

- Easy to integrate with a wide range of complementary technologies
- Ideal for use in advertising, marketing and promotional activities
- Can be used alongside Customer Relationship Management and Corporate Management Systems
- Help boost sales and customer satisfaction
- Typically reduces the costs of communications
Its Secure

- Security is built into every solution – to suit your needs
- System hosted on your premises – giving you peace of mind
- Works in conjunction with particular protocols – aimed at preventing any ‘leakage’ to other systems
- Protection of your customer data, information is stored on your database – which means you are in control
Case Study
Speciality Chemicals Manufacturer

Text messaging used to:
• Reach customers
• Dispose of surplus stock
• Alerting clients and distributors to special offers

Advantages:
• Increased sales orders and revenues
• Improved stock control
• Costs saved through no major re-engineering
• Greater awareness and uptake of promotional offers
Specific Uses Marketing

- Ability to react instantly to market/campaign demands
- Create more focused, effective, cost-effective campaigns that target selected audiences
- Support marketing and promotional activities in other media
- Open up new channels to market, reach new customer constituencies
Specific Uses
Customer Relationship Management

• Communicate directly with your customers
• Help to reduce costs and strains on capacity in other areas
  – reduce numbers of incoming phone calls
• Proactive stance in notifying customers of order status or delivery arrangements
  – help to enhance customer satisfaction
Specific Uses
Internal Communications

- Keep travelling workforces in touch with the latest developments
- Empower your people; put the information they need at their fingertips
- Update staff on new products, prices and special offers, company broadcast messages
- Vehicle Management – service updates, mileage recording
- Help cut the costs of keeping in touch with your staff in terms of time and money
In Summary

- Enterprise SMS Gateway does not interfere with any other systems as it works with specified protocols and ports
- Integrates seamlessly with corporate IT Systems
- Enterprise SMS Gateway can send 12,000 messages a minute
- BT provides 24 hour, 365 day maintenance support for the Gateway as standard
- The Enterprise SMS Gateway will accept incoming messages
  - i.e. mobile phone users can send SMS messages to an ID number mapped to your Gateway
Next Steps......

• Contact your account manager