

tyntec

Sophisticated Simplicity
In Mobile Interaction



Product Data Sheet

2-Way Mobile Dialogue SMS Solution



Product Data Sheet

2-Way Mobile Dialogue SMS Solution

tyntec provides the highest possible quality messaging for companies looking to integrate 2-way mobile interaction services into marketing campaigns, enterprise applications and time critical alerts.

Superior 2-way SMS service

2-Way Mobile Dialogue SMS is the seamless combination of tyntec's Mobile Outbound and Inbound SMS services, providing a reliable and fast SMS sending and receiving package which reaches more than 90% of global subscribers.

By using this solution, customers can take advantage of the highest quality SMS outbound and inbound service on the market. tyntec's infrastructure is able to handle high volumes of SMS traffic, as well providing 15-second delivery guarantee and strict Service Level Agreements (SLAs). Our international presence allow customers to integrate SMS into the enterprise with complete peace of mind.

With 2-Way Mobile Dialogue SMS, you can:

- ◆ Integrate SMS into various applications with a reply path, such as person-to-person messaging, SMS chat and networking and SMS-to-email applications.
- ◆ Use SMS in enterprise communications, for example for time-critical alerts and notifications, as well as to enable 2-way communications with geographically-dispersed staff and SMS-to-email applications.
- ◆ Enable consumers to interact with brands by replying to marketing campaigns and using text-to-win promotions.
- ◆ Integrate SMS into systems such as ERP, CRM, desktop applications, business applications and instant messenger applications for businesses.

Value-added features

For Outbound SMS:

- Numeric originator, alphanumeric originator or short code originator individual on each message
- Unicode and flash SMS
- Binary and concatenated messages
- WAP-Push SMS
- Mobile number portability check
- Real-time delivery notifications
- Message expiry control
- And many others

For Inbound SMS:

- TON / NPI settings
- Global title of sending SMS-C
- Time stamps with time of SMS sending

Tech specs

- Massive and high-speed throughput
- Interfaces: SMPP v3.4, SSMPP, HTTP, HTTPS
- Technical availability: 99.7% on six month basis
- Connection: IP (VPN on request)
- Validity period for each SMS: 48 hours
- Latency: <10 seconds
- Technical support: 24/7/365

Who should use this solution?

- ◆ Messaging aggregators and resellers
- ◆ Mobile content providers
- ◆ Mobile Virtual Network Operators (MVNOs)
- ◆ Mobile Virtual Network Enablers (MVNEs)
- ◆ Mobile Network Operators (MNOs)
- ◆ Mobile infrastructure providers
- ◆ Enterprises
- ◆ Advertising agencies, TV, radio and other media channels
- ◆ Social networks and micro-blogs

Key benefits

Mobilizing processes to increase efficiency

The 2-Way Mobile Dialogue solution can be used to optimize processes by sending and receiving mission-critical SMS directly to / from applications, such as ERP, CRM and desktop applications. This enables businesses to integrate real-time communications without hassle, increasing efficiency in staff communications, resolution of problems, etc.

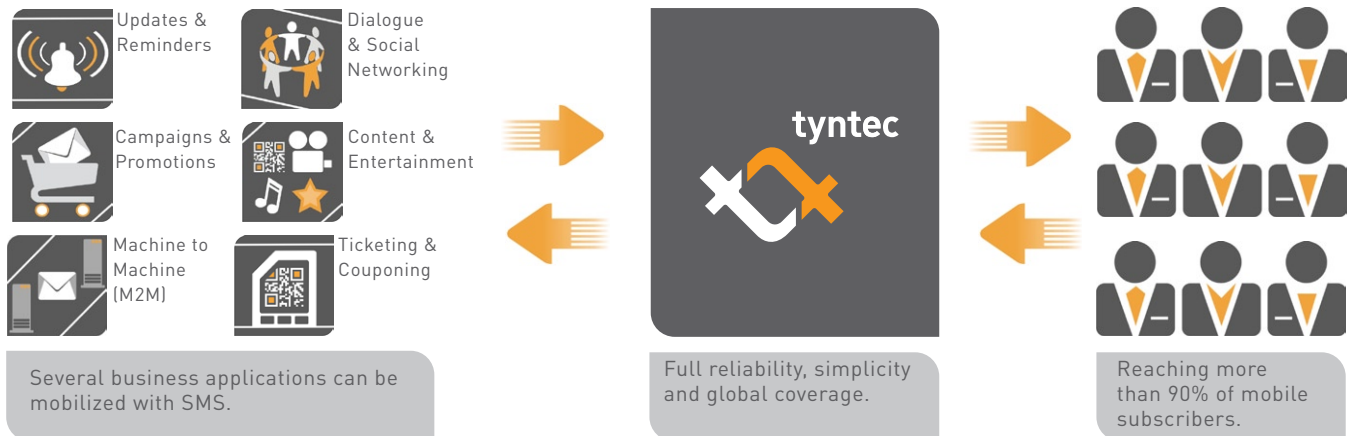
Room for cost reduction and green communications

Mobilizing processes also mean that companies can reduce cost by replacing paper and phone calls with seamless 2-way SMS. This also helps companies to implement green communications activities.

Increase the mobile services uptake

By providing a seamless 2-way mobile interaction experience for subscribers, companies can increase the number of consumers actively using the service. In combination with a high-quality solution, companies can build consumer trust and improve customer retention.

How the service works



About tyntec

tyntec is a mobile interaction specialist, enabling businesses to integrate mobile telecom services for a wide range of uses – from enterprise mission-critical applications to internet services. The company reduces the complexity involved in accessing the closed and complex telecoms world by providing a high quality, easy-to-integrate and global offering using universal services such as SMS, voice and numbers. Founded in 2002, and with more than 150 staff in five offices around the globe, tyntec works with 500+ businesses including mobile service providers, enterprises and internet companies.

Munich +49 (89) 202 451 100 – London +44 (207) 436 0283 – Singapore +65 (6478) 3020
 E-Mails sales@tyntec.com www.tyntec.com

**Sophisticated Simplicity
 In Mobile Interaction**

