

# tyntec

Sophisticated Simplicity  
In Mobile Interaction



## Product Data Sheet Mobile Inbound SMS Service

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## Product Data Sheet

### Mobile Inbound SMS Service

SMS is more than a one-way 'push' mechanism. With tyntec's Mobile Inbound SMS service companies can interact with customers via text, which can be vital for anything from marketing campaigns to social networking applications and even enterprise applications.

#### High-quality mobile reception service

tyntec's Mobile Inbound SMS Service is an SMS reception solution that receives text messages directly from mobile subscribers' handsets. This can be a valuable feedback mechanism for things such as marketing campaigns, promotions and TV voting.

By using tyntec's Mobile Inbound service customers benefit from a platform which is reliable and scalable. The tyntec messaging technology can also process high volumes of incoming SMS traffic in short timeframes. Additionally, this service is available worldwide providing international and local numbers.

#### With Mobile Inbound SMS, you can:

- Integrate SMS into various mobile interaction applications, such as SMS chat, social networking and virtual dating.
- Use SMS in 2-way enterprise communications with geographically dispersed staff and SMS-to-email applications.
- Enable consumers to interact with your brand by replying to marketing campaigns and text-to-win promotions.
- Enable interactive entertainment such as TV/radio voting and competitions and SMS lottery.
- Subscription and information services.

#### Value-added features

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

#### Tech specs

- Massive and high-speed throughput
- Interface: SMPP v3.4, SSMP, HTTP and HTTPS
- Technical availability: 99.7% on six month basis
- Connection: IP (VPN on request)
- Technical support: 24/7/365
- Telco-grade security

**Who should use this service?**

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

**Key benefits**

**Let consumers interact with your brand**

With mobile inbound consumers can easily interact with your brand – is it to download free content or participate in a text-to-win promotion. This enables your brand to stick to consumers’ minds. As a consequence, revenue figures go up and customer loyalty is enhanced.

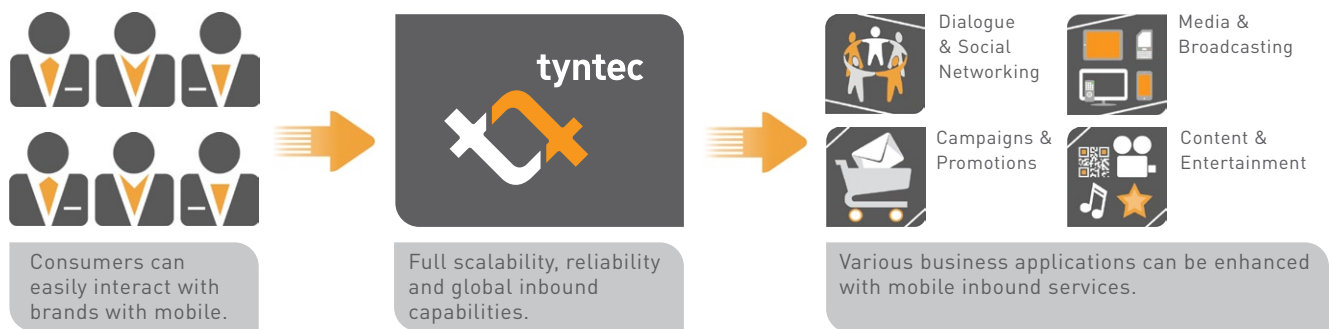
**Global mobile interaction**

International brands take advantage of global capabilities that only tyntec can provide. International and local numbers are available for companies wishing to reach a global consumer base – without hassle and by connecting to just one provider.

**Speed and reliability**

tyntec’s infrastructure can handle high volumes of SMS per second, even in peak times. Our inbound capacity was engineered especially for customers requiring fast, reliable handling of incoming messages for mission-critical applications.

**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.

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