

tyntec

Sophisticated Simplicity
In Mobile Interaction



Product Data Sheet Mobile Outbound SMS Service

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Product Data Sheet

Mobile Outbound SMS Service

tyntec allows companies to integrate SMS into the heart of what they do. Whether this is sending time-critical alerts, carrying out marketing campaigns or interacting with customers, tyntec delivers SMS in a straightforward and reliable fashion.

Superior SMS delivery service for your business

The Mobile Outbound SMS Service delivers text messages in a reliable and global way. By using tyntec, customers get the best possible quality of SMS on the market. Our infrastructure is able to handle high volumes of SMS traffic in short timeframes and to provide value-added features. Additionally, worldwide network coverage enables customers to reach over 90% of all mobile subscribers worldwide.

In addition to this, our unrivalled 15-second delivery guarantee and strict Service Level Agreements mean that customers have the peace of mind that every SMS will be delivered.

With Mobile Outbound SMS, you can:

- Integrate SMS into various applications, such as person-to-person messaging, SMS chat and networking, as well as SMS-to-email applications.
- Use in enterprise mobile communications, especially for time-critical alerts and notifications.
- Provide mobile content delivery and mobile ads.
- Enable mobile tickets and coupons for mobile check-in, discount coupons and event ticketing.
- Allow seamless and global text messaging for internet uses, such as social networking updates and messaging apps.

Value-added features

- Numeric originator, alphanumeric originator or short code originator individual on each message
- Unicode and Flash SMS
- Binary messages
- Concatenated messages
- WAP-Push SMS
- TON/NPI settings
- Over the air (protocol ID)
- Mobile number portability check
- Real-time delivery receipts
- Buffered notifications (notification after first delivery attempt)
- Full GSM error codes
- Local time stamps
- Message expiry control

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 service?

- Messaging aggregators and resellers
- Mobile Virtual Network Operators (MVNOs)
- Mobile Virtual Network Enablers (MVNEs)
- Mobile Network Operators (MNOs)
- Mobile content providers
- Enterprises
- Internet companies
- Social networks and micro-blogs

Key benefits

Create consumer trust in mobile services

Consumers will use services that work – not only in mobile. Only seamless communications will ensure that consumers start using your mobile-based services. Thus, implementing quality-driven mobile services is the key to boost usage in applications such as mobile advertising, ticketing and couponing, m-blogging and m-content.

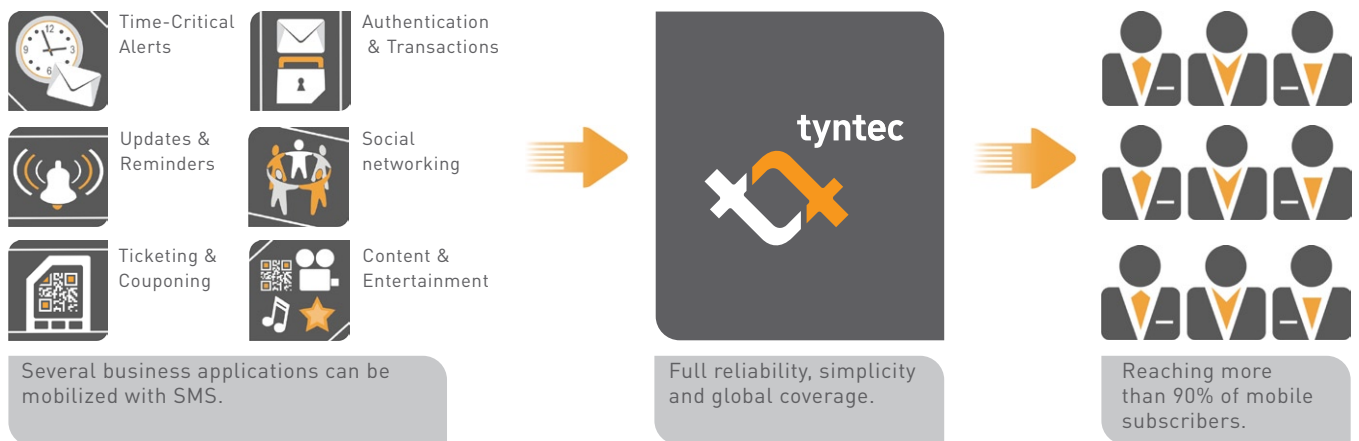
Room for cost reduction and green communications

Many business processes are still paper and phone call-based. With mobile messaging services it is possible not only to cut the paper and phone calls out of the process and save money, but also to implement green communications. Mobile check-in, ticketing and couponing are classic examples on how to reduce cost with mobile.

Enhance customer loyalty

Customer loyalty and retention can be substantially improved by implementing SMS. Especially real-time notifications, SMS information alerts and SMS reminders keep the customers informed and loyal to your brand.

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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