

tyntec

Mobile Interaction.
When Quality Matters.



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 and voice reception solution that receives text messages and/or voice calls 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 secure and reliable. 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 tailored to on customer requirements.

With Mobile Inbound SMS Service, you can:

- Integrate SMS and/or voice 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, SSMPP, 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
- Message and MSISDN resellers
- Wireless Application Service Providers (WASPs)
- Mobile Virtual Network Enablers (MVNEs)
- Mobile Virtual Network Operators (MVNOs)
- Mobile Network Operators (MNOs)
- Advertising agencies, TV, radio and other media channels
- Social networking and micro-blogs

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.

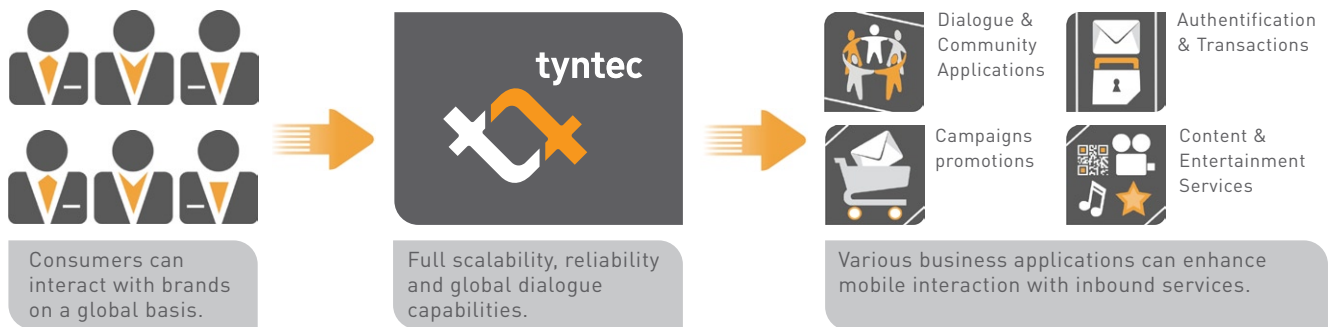
Global mobile interaction

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/voice 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 global mobile interaction service provider, offering high-quality mobile messaging and information services to mobile network operators, enterprises, mobile service providers and internet companies. tyntec offers its customers a unique level of quality in 2-way SMS interaction services. This promise is based on the company's pioneering service level agreements (SLAs) and security of message transmission from end-to-end. tyntec enables its customers to reach more than 90% of global subscribers and offers a 15-second SMS delivery guarantee, real-time delivery notifications of all messages and a no-message loss policy.

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