

# tyntec

Mobile Interaction.  
When Quality Matters.



**Product Data Sheet**

Mobile Outbound SMS Service



## 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 directly to mobile subscribers' handsets. 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, at the same time as providing real-time delivery notifications. 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 sent 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 communications, especially for time-critical alerts and notifications.
- ◆ Provide mobile content delivery, mobile ads and entertainment.
- ◆ Enable mobile tickets and coupons for mobile check-in, discount coupons and vouchers and event ticketing.

#### Value-added features

- Numeric originator, alphanumeric originator or short code originator individual on each message
- Unicode
- Binary messages
- Concatenated messages
- Flash SMS
- 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?**

- Message aggregators and resellers
- Mobile content providers
- Mobile Virtual Network Operators (MVNOs)
- Mobile Virtual Network Enablers (MVNEs)
- Mobile Network Operators (MNOs)
- Wireless application service providers (WASPs)
- Mobile infrastructure providers
- Enterprises
- Advertising agencies and media channels.

**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.

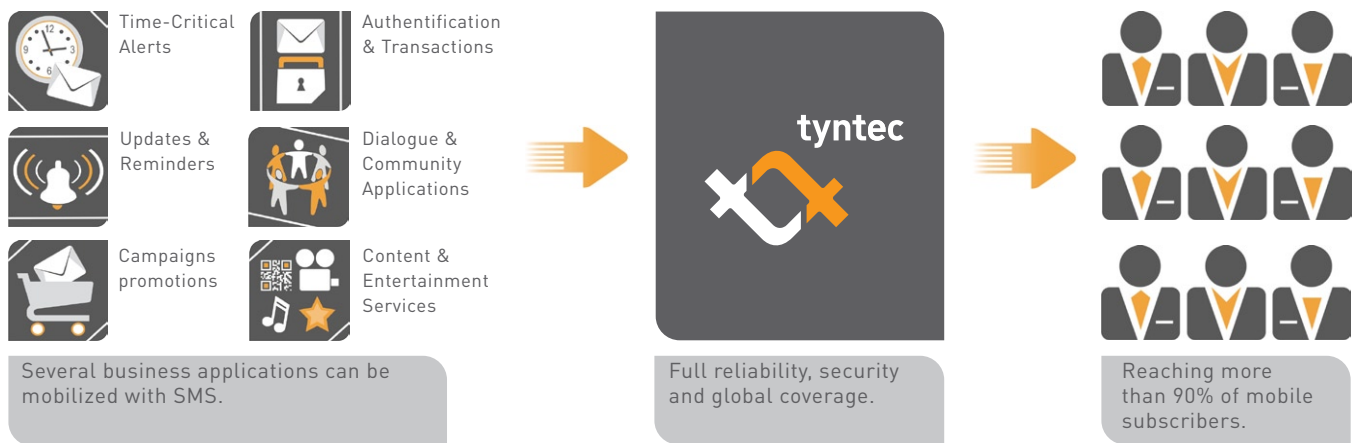
**Room for cost reduction and green communications**

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 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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