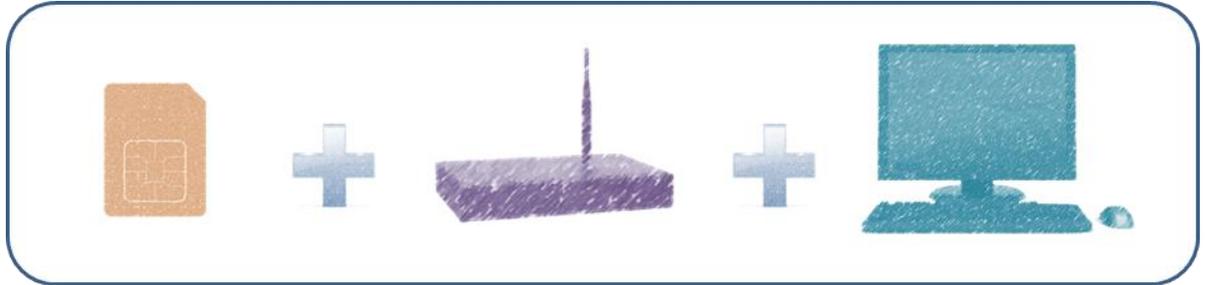# SMS4Business

SIM card
To be inserted
in the SMS Router

SMS Router
Equipment for
sending and receiving SMS

SMS Manager
User interface
for managing SMS

SMS4Business solutions are aimed at companies who need to communicate with travelling customers, suppliers and internal teams. It allows you to communicate directly with them via SMS. You now have the ability to send and receive SMS from your business computing system.

Control of components

The solution allows you to control all the components. The software and hardware are deployed in your IT network. You add your own SIM cards in the SMS Router, and the SMS Manager allows you to send and receive SMS.

The SMS Manager is a software tool installed on the user's workstation. It allows the user to control their SMS ; one or more users can be deployed. They can share data and consequently, there is no need to import contacts from the database more than once.

Universal

This overlooks the fact that the SMS is an extremely effective tool. Available on all phones, it has a viewing rate of over 97% and requires no installation or configuration by the recipient. Used wisely, SMS can improve communication and help relay promotional offers, logistical information, appointment reminders or system warnings for example.
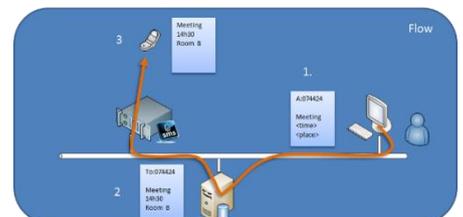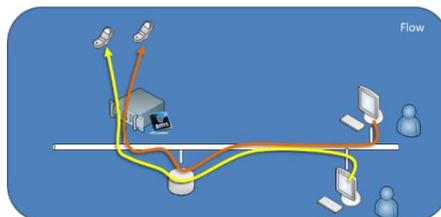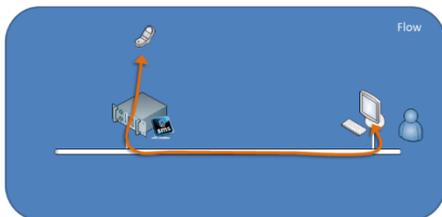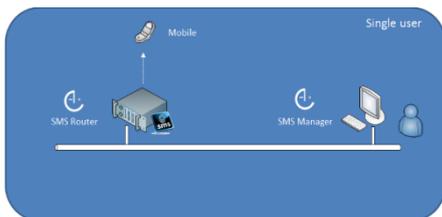
Effective

Above all, it is effective if the information that you communicate is relevant to the recipient. Comparison of SMS and email in a few figures:

90% of all emails are spam compared to only 1% of SMS messages. Source Symantic – 2009

22% of emails are opened on average, against a 98% opening rate for SMS. Source Frost & Sullivan – 2010

An average a person receives 1,216 emails per month against 178 SMS. Source ITU – 2011

Single user architecture

Multi-user architecture

Information system architecture

Sending SMS

Send SMS instantly to a person, several people or a distribution list.
Time-delayed sending of SMS.
Pre-programming of SMS by calendar date.
Personalization of SMS by merging field.
Creation of model SMS.
Inclusion of company signature in every SMS.
Queue management discussion.

Receiving SMS

Indicator of incoming SMS in the task bar.
Unsubscribe automatically (the recipient simply sends STOP by SMS).
Queue management discussion.
Forwarding of SMS (an incoming SMS from an identified mobile number is redirected by SMS to a mailing list).
Call transfer (if a call arrives on one of the SMS Router SIM cards, it can be forwarded to a company landline number).

User management

Creation of mailing lists.
Importation of contacts (via CSV file).

Administration

Statistics of SMS sent and received.
Advanced search tools.
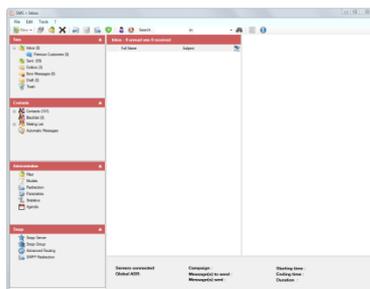Use of filters to set up and analyse marketing campaigns.

TECHNICAL SUPPORT

Amarrelo offers to his clients a self-training tool, as well as an online support service.

ECO-SYSTEME

SMS Manager is compatible with QuesCom GSM Gateway.

SMS Router can be integrated to Salesforce.com

SMS4Business has open APIs.

CONTACT

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www.amarrelo.com

GSM Gateway

QuesCom 400

SMS Manager

System :	Windows 2000/XP/2003/Vista/W7 with .NET Framework 4.0.319
Processor :	2 GHz or more
RAM :	1.5 Go or more
Disk space :	30 MB for the application 512 MB for the database.

Amarrelo