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*'All businesses should be empowered to communicate efficiently to their particular audience in their medium of choice.'*

*- Pieter de Villiers, MD of Clickatell*

## 1 INTRODUCTION

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Communication is a profound human activity, and one that has been a driving force in technology. It started in 1845 with the Telegraph (one way, push), and then came fixed line Telephone in 1875. It took approximately 100 years to achieve the 1 Billion-telephone users mark ([www.nuance.com/solutions/enterprise2.html](http://www.nuance.com/solutions/enterprise2.html)), and with the arrival of the mobile phone in the early 1990's, it is estimated that it will take just 15 years to achieve the same number of mobile phone subscribers.

Undeniably the adoption in mobile communication technology is significant. Clickatell believes that it is due to the fact that for the first time communication is really mobile, unrestricted and time- and place independent.

SMS, in particular, lends itself to be used by businesses across the globe as a means of communicating directly to targeted recipients. It is a means of communication that is understood by all mobile handset owners - a fact which is proven by the mass-adoption of the protocol in the late 1990's for various applications and communication requirements.

Where WAP has failed for various reasons, SMS has shown significant resilience in a market that is bombarded with media that all add to the clutter of daily communication. SMS is a form of highly personal, immediate communication with high reach capability, low cost and high retention levels.

With communications media converging, SMS is now accessible in many ways as a business tool. Consumers have been first in adopting SMS as a means of communication, popularising the protocol with a specific language and creating the playing fields that are now being entered by businesses.

This document is meant to serve as a surface guide to businesses who have a possible requirement for integrating mobile data delivery, in the form of SMS, to their existing or planned business processes. It attempts to serve as an introduction into SMS as a means of streamlining SMS integration, making it a painless exercise that is result-driven and impacts positively on the business's bottom line. It also serves as an introduction into Clickatell's unique suite of SMS-enablement products, defining the road map to business *mobility*.



## 2 WHY IS SMS SO EFFECTIVE?

There are many reasons why SMS is highly rated as a means for businesses to communicate - here are a few:

### **SMS is Cost-effective**

As a communications medium, SMS is the most cost-effective way of communicating to any mobile audience. Data is transmitted via different mobile channels than voice, and can be delivered to a handset at a fraction of a voice call. The fact that SMS can be sent out in bulk to large groups of recipients in a manual or automated manner further means that fewer resources are required to action the communication.

### **High Reach**

Globally, there are around 7 times more mobile handsets than there are Internet access points. This means that more people can be reached via SMS than with, for instance, e-mail or fax communications. Especially in developing countries, the lack of non-mobile delivery mechanisms is aggravated. SMS is at the same time mobile, in the sense that recipients can be reached wherever they are. Further to the above, using the correct gateway will allow for global reach, with the same features, delivery and cost as a local message.

### **High Response to Calls-to-Action**

Because SMS is an extremely personal means of communication, and handset screens are seen as non-public real estate, there is a high level of attention for any text message that is received by the individual. Almost invariably, the whole message is read, which is really easy since the protocol is constrained to delivering 160 characters (if no concatenation is used). These factors induce a higher than average response rate to a call to action, as there are high attention levels to incoming messages. At the same time, of course, it means that abuse and unsolicited messages are aggressively reacted upon.

### **Immediacy**

An SMS is typically delivered within seconds, depending on the gateway used, message traffic, and of course on the handset being switched on and within coverage. Because messages are pushed to the handset by the delivering network's SMSC and does not rely on the recipient retrieving it from a server, it is an extremely reliable means of getting time-sensitive messages to recipients. Whether a message is sent to 50 people in a foreign country, or simply to a staff member on the way to a meeting, it is an effective way of communicating directly to the intended recipient as close to real time as possible.

### **Automation**

Should a business integrate SMS with its existing (legacy) database environments, SMS can be automated as easily as it is to automate the sending of e-mail. Clickatell, for instance, allows for generic protocol integration such as e-mail, FTP, HTTP, SMPP, XML and windows application systems to its gateways. The business is then able to automate or scripts the messages, which means that a bank can easily send automated balance updates, a financial firm stock prices based on movement, etc.

### **Reliability**

Since SMS was launched, it has excelled as an acceptable communications medium. Due to continued increase in reliability, with end-to-end solutions providers such as Clickatell committed achieving 100% reliability, it is widely accepted as new business communications channel.

### **Message Reporting**

SMS messages can be saved on your existing IT infrastructure, but is also logged with a full message report by the system that Clickatell employs. Messages can be searched based on date, content, destination number and product or ID employed. This allows full tracking and reporting, which allows the business to exercise control.

### **Personal and Discreet**

One SMS - one recipient. SMS messages are sent to individual mobile handsets where it is personal and aimed at that specific individual, allowing for compelling one-to-one communications. SMS is different from other kinds of mass media, in that it is direct and private. Communication to a mobile handset is therefore also dangerous, if not well thought out and relevant.



### Customisation

As with the automation of messages, SMS can also be customised, even if sent in bulk or by an application. This can be done with the use of SMS merge applications, or through existing database functions and queries, which are directed to the SMS gateway. No additional infrastructure may be required to send personalised mobile messages, thereby increasing the relevance for the recipient.



## 3 APPLICATIONS AND CASE STUDIES

SMS can be used for a variety of business functions, such as the following:

### 3.1 MARKETING

Marketing was one of the first areas where SMS was employed by businesses. Kelsey (an international research agency) estimates that the adoption of mobile phones should drive the value of wireless advertising and transactions from approximately \$210 million in 2001 to nearly \$17 billion over the next five years.

Dave Shankman (vice president of marketing for New York-based Vindigo, a developer of Web navigation applications for hand-helds) once said; 'Wireless offers a phenomenal opportunity for advertisers, they can deliver a message to someone at the exact moment they are positioned to buy.'

#### **Case Study: JSRM and J&B**

jShaw Relationship Marketing (jSRM) - a through-the-line advertising agency - manages the customer loyalty database and relationship marketing communications for J&B's loyalty program. This geographically diverse, high-profile, young group of regular customers, form part of the J&B Rare Circle of Friends.

Parties, socializing and special occasions are integral elements of the relationship strategy for jSRM and J&B. Part of this requires that jSRM be able to communicate quickly and efficiently with all members of this loyalty group.

Using Clickatell's web based SMS messaging tools, they are able to send out invitations and entice responses within a very short space of time. A recent event provided only a limited number of free tickets. jSRM sent an SMS to profiled recipients and urged them to call a number in order to reserve a ticket. All tickets were allocated within three hours after the SMS was delivered.

Many Clickatell clients use SMS for marketing purposes, amongst them companies who even make a business out of wireless marketing, such as ActiveSMS. It is a highly effective means of reaching a market directly, and of inducing a call to action that would otherwise (in some cases) be frankly impossible.

It is critical for wireless marketers to be sensitive to not abuse the medium, though, as unsolicited or irrelevant messages are treated with hostility.

For a complete guide on Marketing through SMS, please see the following URL:  
<http://www.clickatell.com/brochure/guide.php>



### 3.2 **CRM**

CRM is an expensive exercise for any company, with calls effectively costing large organisations more in some cases than the client is worth. SMS can be effectively used to dramatically reduce CRM cost, in some cases by as much as 92%, if used in the correct manner and fully automated. This may sound more difficult than it actually needs to be, and could be integrated into existing systems using skill within days or weeks.

#### **Case Study: Pam Golding**

Pam Golding required a solution that enabled prospective buyers to communicate with estate agents effectively from their web site. A few problems existed, such as the fact that the agent will only access e-mail when not on the road, and that potential buyers will be contacted too late.

Using Clickatell's technology, Pam Golding integrated a feature into their web site that allows buyers to send an immediate SMS message to the agent, wherever the agent may be. The buyer simply locates the property of choice, and then clicks to send an SMS that contains their details. The service is used without any cost to the buyer, ensuring a minimum barrier to entry for usage.

This solution was already implemented in 2001, showing early adoption of mobile messaging solutions by Pam Golding. Other property sites have since started offering similar services.

Many existing CRM and ERP applications can easily be integrated with SMS functionality. It seems a daunting task to plan and implement solutions, which are usually foreign to how a business currently operates, but with the correct IT skills and planning this can be a very simple task. Many banks, financial institutions and large enterprises have successfully integrated SMS into their legacy systems to perform which seem like complex tasks, but rely on exiting processes and data that can be unlocked in local database structures and applications.

### 3.3 **INFORMATION/CONTENT DELIVERY**

Content is relatively easily accessible on the Internet, but less so using other media. Aggregating content and presenting it in a logical manner is not an easy task, but is also complicated by the fact that content usually needs to be requested, or 'pulled' by the potential reader. This can lead to large portions of the market not accessing the content at the correct time, or in a worst case, never.

Content can be 'pushed' to recipients via many means, such as fax, e-mail and even voice calls. With the benefits of using SMS outlined above; reach, cost effectiveness and relevance all play a part in making SMS the medium of choice in pushing selected short bits of content to a large or targeted audience. The information could even be pushed to the recipient by his/her peers, as is the case with ITWeb:

#### **Case Study: ITWeb Headline SMS**

ITWeb, a premier online technology news portal, had a clear strategy to expand its reach to other channels, beyond the Web. This included not only print media (with ITWeb's monthly Brainstorm magazine), but also mobile data in the form of SMS headlines that are sent to handsets, through integration with Clickatell's global messaging gateway.

ITWeb's readers had already been able to perform a number of tasks with each news or feature story, including e-mailing, printing and personal archiving. The addition of an SMS this headline function has allowed ITWeb to begin delivering wireless news services to South African and international readers alike, allowing for a true real-time peer-to-peer distribution of news onto mobile phones.

'SMS messaging has become a favourite, most accessible communications channel for millions of people,' says Ranka Jovanovic, ITWeb editorial director. 'Clickatell's service has enabled us to literally spread the news, turning our readers into an effective news dissemination network as they can simply SMS any headline they find newsworthy from our web site to any cellular user.'

Content delivery via SMS could also be automated, based on opt-in alerts that are defined and selected by the recipient. It could also be charged for by for instance companies who sell data, such as ringtone and logo providers. Implementation will of course be subject to the constraints of SMS, such as the message length and how the content will be billed for, if it is linked to a revenue model.



### 3.4 **MONITORING AND ALERTS**

Many systems rely on remote alert systems and need to be constantly monitored for errors and possible performance movement. Linking SMS to existing alert systems, such as alarm or notification services that need to notify key people of potential malfunctions or trespassing, has for some time already been done by a number of industries. Although there is never a guarantee that a message will be read immediately, it has been proven that SMS is one of the most reliable ways of alerting key people of important information.

#### ***Case Study: MoneyMax, DeviceAlert***

Clickatell's SMS delivery system has benefited MoneyMax's business in both the delivery of services and through revenue generation.

SMS was first introduced in technical monitoring systems a year ago, primarily to alert MoneyMax administrators of JSE data feed disruptions.

This has had an enormous impact on the stability of data services, eradicating user complaints and increasing the number of users of the MoneyMax site. They now use SMS delivery to monitor all data feeds and batch processes. Recently MoneyMax also employed SMS to help manage risk in their broking business.

Crucial to the success of these monitoring systems was the relative ease with which MoneyMax could integrate the Clickatell SMS engine with existing database servers and web front ends.

Clickatell's SMS solution has also opened up revenue-generating opportunities by allowing the dissemination of MoneyMax's content across new platforms. MoneyMax are now able to push timely data (including share price movements and news) to clients wherever they are, at a fee. It has also supported their broking business by providing a personalised call to action.

Many global Clickatell clients, such as the Middle East based DeviceAlert.com, have also integrated Clickatell's SMS gateway into their monitoring services. According to DeviceAlert's CEO, Mohammed Murad, 'Clickatell has allowed devicealert.com to become a global player in website monitoring.'

### 3.5 **YOUR BUSINESS APPLICATION**

There are many more business applications in use by different industries, for various business objectives, such as:

- Reselling SMS (M-Web SMS) to consumers
- Mobile Commerce/Transactions (Fundamo, Cellmoney)
- Internal Communications to staff (Bayer)
- Field Services/Engineering
- Billing information updates

Applications are all specific to the business itself - the key is to clearly define the business objective when mapping out the road to integration of SMS with existing systems.



## 4 END-TO-END EXAMPLE OF SMS ENABLEMENT: FINANCIAL INSTITUTION

In order to allow the reader to understand how SMS communication can be employed in a business, an end-to-end example is detailed of how a financial institution could employ SMS through Clickatell's solutions.

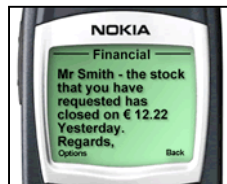
### The Brief:

Company X is a large financial institution with a head office consisting of 12 different business units, many regional offices, an extended sales force and outsourced representatives, two global offices in Europe and the East with regional representation, a client base of 2,000 businesses and 100,000 consumers.

The platform on which the IT infrastructure is built is supplied by a large integrator, and a legacy database management and CRM system is employed. Many services are interfaced through an Intranet by staff, linked to an Internet component for consumer and business client access for detailed reports on stock movement. Some of this runs on Linux (with PHP and MySQL), some on Oracle and some on MS ASP. Several existing communication channels, such as fax, e-mail, paging and voice are already employed.

### CRM

In order to automate stock updates and send messages on a daily, weekly or monthly basis to all clients, a page on the Internet is created to capture user preferences. This is linked to a database that, upon reaching certain trigger events, sends out messages to users based on their preference selections. Clickatell's HTTP API is integrated by a developer, who also builds an administrative front-end for the division head to manage processes.



A second solution that is employed allows prospects who need to speak to a sales consultant in their geographical area, to select their area on the Internet and fill in their name and contact number. This is then instantaneously routed to the handset of the consultant, who is in his car and can make an appointment immediately with the prospect. This simple tool is built by a PHP programmer.

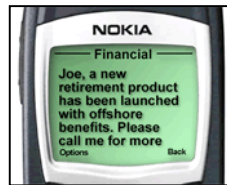


A third solution is provided as an interactive response method by the call centre, who offers a solution which allows calls to be replaced by incoming SMS messages from consumers. This is done through allowing clients to pose questions via an SMS sent to the 'virtual call centre,' containing a keyword. The call centre server then responds in the form of sending an immediate answer back to the customer via SMS. This is done to reduce the cost per call from € 6.00 to € 0.04. Clickatell's XML API is implemented in a script on the server to facilitate this.

### Marketing

A specific segment of the client base is interested in receiving updates on new products. These are sent to the whole group of 5,000 recipients, split into groups by language. Each recipient receives a personalised message from his own consultant. This message is sent out by the marketing manager's PA, who selects the recipients based on alert preference, age, gender and product profile, using a simple web-based interface.

Clickatell's API is employed for implementation, and the whole exercise takes a developer two hours to place on the company's web site.



Clickatell Communicator and Messenger-PRO are also employed to send messages to large groups of recipients on an ad-hoc basis.

#### **Cost Saving: Internal and External Communications**

Updates on pricing are sent to all internal and outsourced staff in two countries simultaneously. This is done using a single e-mail-to SMS message, and 6,000 recipients receive their messages almost immediately. A second message, using Chinese characters, is sent to all staff in the East.

An Intranet messenger is employed using HTML and existing database and network privileges. This allows employees to send messages to their contacts seamlessly, and is linked to a network shared address book. The intranet messenger is built in two days by a developer. One of the offices chooses to use Messenger-PRO, as they are not allowed Intranet access. This is linked to the whole group's directory. Each of these employees receive one 50 SMS voucher every week, in order to manage costs.

Some employees, who prefer not to have additional software, are using Communicator (as a a web interface) for all their mobile communications.

#### **Reporting and management**

In order to keep track of messages sent by date and content, as well as manage different users and products, the communications manager of the group draws reports for all accounts from Clickatell's Central account management interface.

#### **Diverse applications**

The company has aspirations to roll out various applications and messaging components, as well as automating processes that are linked to their legacy systems. Being linked to Clickatell through a generic Application Programming Interface (API), requirements are now simply specified and requested from the company's integrators or development for completion.



## 5 SOLUTIONS

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There are various solutions in the market that could be employed to incorporate SMS into your business. Depending on your specific objectives, a solution could be chosen which best suits your needs and your budget. Each of the following solutions has its own place in the market, but some are more scalable than others:

### **Modem-integration**

This is the crudest form of SMS integration into your existing IT infrastructure, and could in theory have been a good starting point for businesses to experiment with SMS.

#### What you will need:

- A dedicated server or PC to which one or more modems are connected. Multiple PC's are sometimes required.
- Server software that will connect the business processes to the sending trigger.
- A sim card with a contract with your mobile operator.

#### Results:

- Throughput of around 1 SMS every 6 seconds
- Modems, third party software and sim cards can often stop functioning
- The solution is not scalable
- Coverage is relatively good in some instances
- 2-way SMS is possible, immediately, for small message volumes
- Third-party software integration is required
- Pricing may vary, depending on your mobile network tariffs and inter-connect fees.
- No reporting is really available
- Message features (binary, Unicode, flash etc) are not available

### **Direct Network Integration**

If you have the skill level in-house, or outsourced, that allows you to integrate directly with a mobile operator, you may choose to integrate your systems directly with an SMSC.

#### What you will need:

- SMSC integration specifications
- SMSC interface language programming skills (SMPP, Soap etc)
- Dedicated hardware and software
- Contracts with all the networks that you intend to send to (country-dependant)
- Capital for setup fees, port fees etc
- Minimum volumes

#### Results:

- Dedicated personnel requirement
- Multiple network contracts (arduous to achieve)
- Extremely limited coverage (usually to the network itself only)
- Additional interfaces for complex reporting
- Integration of queuing mechanisms, etc

If you are connecting directly to a network, you can **purchase a platform from third party vendors** or mobile communications consultants. This will take care (in most cases) of the hardware and software requirement, but you will still need to negotiate with networks to allow for integration and messaging. Purchasing third party platforms from 'interactive' firms may be what you think you require, but it does not need to be that difficult to integrate with your system. Consultation to integrate the platform with your database and IT infrastructure is a definite requirement for this kind of solution, and you can expect to pay excessive retainers and fees for this solution.

### **Clickatell Direct Gateway Connection**

*Mobilising your business needs not be a complex task.* Clickatell specialises in enabling businesses with technology, and in allowing maximum access to our Mobile Data Platform. Generic skills can be used to integrate any legacy system with our platform, allowing you a zero-risk environment that can be deployed immediately.



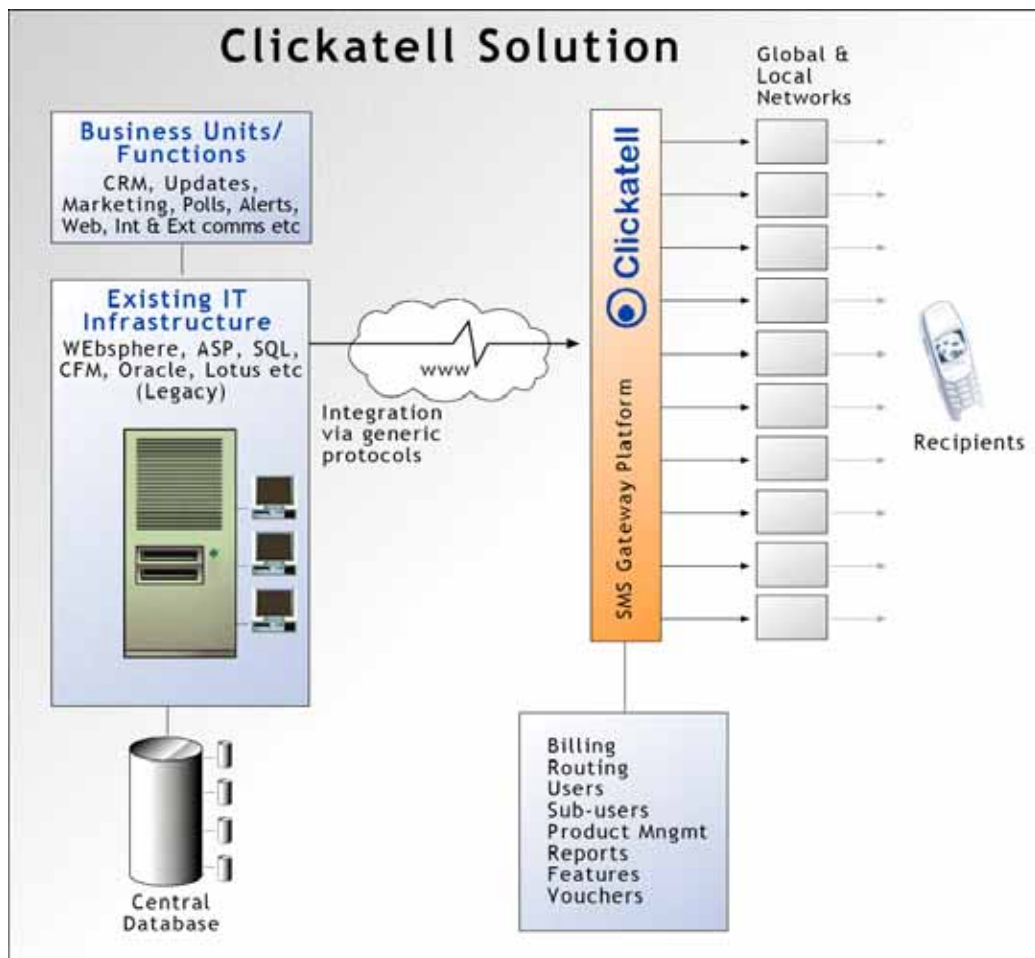
The reason that any system or process can be integrated with Clickatell, is that generic skills can be used to integrate processes, which are run on your current infrastructure. If, for instance, you have a Microsoft environment, you can integrate with Clickatell's Com Object with a few lines of code, using your current database functions. Multiple API's (http, e-mail, XML, FTP) etc allows even web developers to integrate their functions seamlessly.

What you will need:

- Your existing IT staff can integrate, so no special skills or hard-/software are required.
- A Clickatell account (takes approx 4 minutes to achieve)

Results:

- Immediate Integration
- Global coverage
- Local coverage
- Extended message features (8-bit, unicode, sender ID\*, flash SMS)
- User and sub-user management
- Central account with multiple products
- Optional voucher system
- No setup fee, port fee, only an aggressive per message fee
- 2-way (Country-specific)
- Multiple redundancy routes
- Extended message reporting





### Applications/Software

Many SMS applications exist that allow for simple tasks to be completed without any integration required from the user. Clickatell has many such solutions, all feature-packed and linked directly with our Mobile Data Platform. Some of these allow for immediate web site SMS integration, others allow for complex SMS merge tools which sends bulk SMS. More products can be reviewed at the end of this document.

## 6 SMS FEATURES

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SMS can be a complex protocol, especially if integrating directly to a network. Clickatell has created a *Mediation Layer* between businesses and networks, allowing for multiple API access to complex tasks through a simple interface. Some of the features available with SMS (through Clickatell) are the following:

### Sender ID or Originator ID (sender address manipulation)

With almost all Clickatell's applications, you can set the 'from' field of the message with 11, Alphanumeric characters. This will display as the sender address, which will replace the 'from' number that is typically displayed when a message arrives on a handset. The sender ID functionality is not available on all networks, and should be tested prior to sending it as such. Some handsets also do not accept messages with non-numeric 'from' addresses. The limit to numeric sender ID's is 16 characters (numbers only).

### Logo's and Ringtones

Clickatell allows you to send your own logos and ringtones through our SMS gateway from your own application.

- If you would like to convert logos and ringtones from images and midi files, Clickatell provides converters, which can be used to turn these into the correct format for our platform for simple integration. While logged into Clickatell Central, feel free to click on 'Converters' and use these powerful tools. This will enable all Nokia logo's, Operator logos and Ringtones to be converted for use with one of our API's. Clickatell provides the required message headers for these message types.
- If you are a developer, and are able to generate and specify your own binary data in order to send logos and ringtones, you are able to send the UDH (User Data Header) and other relevant information through our SMS gateway in order to deliver your logos and ringtones. You simply need to register for and use one of our API's [link] to integrate your existing system with our delivery platform.

### Unicode (Foreign Characters, etc) 16-Bit

In order to send foreign or non-standard characters such as Chinese, Arabic etc, you need to send the message in Unicode. If you have an application that already sends Unicode (UCS\_16), you can simply send the message through Clickatell's Gateway with one of our API's. Clickatell also provides full Unicode converters within its central account system.

Using Unicode has certain constraints, such as the message length that is shorter than with 7-bit (160 text) or 8-bit (binary, EMS, Logos etc). The character limitation for a Unicode message is 69. For more info on Unicode, see [www.unicode.org](http://www.unicode.org).

### Binary

If you have your own application that already send binary messages, you can set the UDH (User Defined Header) and binary text through Clickatell's gateway using one of our API's.

### EMS (Enhanced Message Service)

EMS messages are sent using binary, and relies on the manipulation of the message headers. Clickatell does not integrate EMS into any of its applications, but you can send existing EMS message strings through Clickatell's gateway. EMS allows for extra-long messages, as the message can be relayed within the header, but also for images within messages to be displayed on certain types of handsets (Ericsson, Motorola, Siemens).

### Concatenation

According to GSM standards, SMS messages may only be 160 characters in length. You can, however, split a longer message across multiple SMS messages. Concatenation is also used when sending logos and ringtones, meaning that your logo may cost more than one message credit to send to a recipient,



depending on the length of the binary that is created for the delivery of the message. The required number of credits is shown when any file is converted using Clickatell's converters.

#### **VCards and VCal's**

Sending a person's contact details via a Nokia VCard for storage on a handset is simple through any of Clickatell's API's. Nokia VCal's allows the recipient to store calendar entries on his handset as if he has created them himself. You can do this by first creating the Calendar or Address book data using one of Clickatell's converters in Clickatell, Central, and then by sending it through our SMS Gateway. Simply log into your account and click on 'Converters'.

#### **FlashSMS**

A FlashSMS is an SMS that appears straight on the face of the handset (with most handsets), and is not stored in the handset's 'Inbox' with other SMS messages. Most of Clickatell's applications allow you to specify that the message you are sending is a FlashSMS.

## **7 2-WAY**

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If you are sending SMS messages and require a recipient to reply to the message, or you would like to publish a number to which you want people to send an SMS (sometimes with a specific keyword), Clickatell offers such a facility to specific countries (South Africa only at the moment as an end-to-end service), which will post the data back to your server via HTTP.

To most countries, Clickatell allows you to specify your own message sender ID (see features above), which in turn can be a number of your choice. If you already have a reply-route set up in your specific country, you can start testing this facility immediately.

Note that in most cases you will still require an application on your system to manage the information flow and make certain messaging decisions. Clickatell has partnered with providers who allow for seamless integration of such applications and services, providing an end-to-end solution.

More information on this is available upon request.

## **8 FUTURE TECHNOLOGY AND SCALABILITY**

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The global growth of SMS came to a surprise to even the industry leaders, as no one predicted the current levels of usage. It has succeeded in a way in which the propagators of WAP could only dream of, due to various factors. Where WAP, as a protocol, was being pushed by the industry, it was rife with patent defects such as the lack of speed for downloads, the time it takes to connect to the service, difficulty in browsing, the cost of the service and a general lack of applications.

SMS, on the other hand, gained its popularity by being used and not by being pushed, and is currently dominating mobile data delivery. Volumes are projected to continue to increase for the next few years, after which MMS (Multimedia Messaging Service) and other mobile messaging protocols will start gaining market share. According to Forrester Research, mobile traffic is expected to rise to 11.5 billion per month in 2004 before slowing to 11.1 billion in 2007. But although SMS messages are expected to still dominate mobile messaging in 2007, prices for sending text messages are to fall dramatically as other multimedia technologies become more popular. MMS is expected to bring in 32% of revenues, mobile instant messaging 10%, mobile e-mail 9%, and enhanced message service (EMS) 3% by 2007, the research predicts. In 2007, the firm forecasts SMS revenues will represent 47% of total mobile messaging revenues, up from just 12% this year. (Source: Mbusiness Daily)

The reason that EMS, which again is propagated by segments of the industry (including in South Africa), will never replace SMS in popularity is that it is built on proprietary technology, which restricts it to certain makes of handsets. MMS, however, will be available for almost all future handsets and is therefore anticipated to eventually take over the reigns from SMS. Adoption of GPRS will however be dependent on mobile handset penetration levels, which is a slow process. It is, however, only a matter of time before 2G (which currently dominates the GSM market) will be replaced by 2.5G and eventually 3G.

Clickatell has partnered with Oksijen Technology, who has developed a generic applications platform for GPRS enablement. This partnership compliments Clickatell's current SMS offering; in that it is scalable and allows our front- and back-end systems to seamlessly integrate.



The true power of the Internet is that data transfer, and for mobile enablement, message transfer, is made really simple. GPRS allows messaging to develop into more complex data transfer, and the challenge in this regard is to allow a generic front-end to the protocol so as to ensure that as many applications as possible will be developed for the platform.

It is early days to predict where GPRS will lead mobile data communications, but Clickatell has ensured that its platform will be one of the first, globally to be ready when this is adopted.

## **9 CLICKATELL PRODUCTS**

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Depending on your requirements, some of the products below may be of immediate benefit to your business. All products can be accessed from the Internet ([www.clickatell.com](http://www.clickatell.com)), but feel free to let us know if you have specific requirements.

### **9.1 SMS GATEWAY CONNECTIONS**

#### **Clickatell SMS Gateway Integration**

Clickatell provides direct access to its core mobile data delivery platform and international SMS gateway through a series of API's (Application Programmers Interface). Clickatell's SMS gateway API's allow developers to utilise generic skills in developing, integrating and deploying mobile data solutions. Clickatell's API's support several protocols, including **SMPP**, **HTTP/s**, **SMTP (E-mail to SMS)**, **FTP**, **SMPP**, **XML**, **Com Object**, etc. Easy to use instructions make all the features of the Clickatell offering available to application developers and corporate IT groups for SMS application building and legacy database integration. Sample code and comprehensive integration specification documents are provided for each protocol.

### **9.2 BULK SMS TOOLS**

#### **Clickatell Communicator**

A web based (ASP), bulk messaging tool design to facilitate fast and effective personalised SMS messaging to existing client databases. This robust system is the first of its kind and incorporates mail merge capabilities to enable 5-factor message personalisation. Communicator incorporates a database management component, making SMS messaging to groups or individuals fast and effective.

#### **Clickatell Messenger-PRO**

Clickatell Messenger-PRO is a desktop application designed to be installed on a single, or across multiple end-user machines. Comprising a database, Outlook address book integration and an SMS messaging interface, Messenger-PRO SMS-enables any PC. Also including a merge mechanism, this application is designed to facilitate both one-to-one and bulk messaging. This product can be distributed by Clickatell's distribution partners as a branded product.

### **9.3 DESKTOP SMS SOFTWARE**

#### **Clickatell Messenger-PRO**

Although widely used by businesses, Clickatell Messenger-PRO is a desktop SMS application designed to be installed on a single end-user machine, making it a great personal messaging solution. Comprising an address-book, Outlook address book integration, as well as a database integration facility (allowing import from other databases), this powerful tool SMS-enables any PC. Also included is a mail merge mechanism that is designed to facilitate both one-to-one and bulk messaging.

#### **Clickatell Mobimail**

Clickatell Mobimail will seamlessly integrate into your Microsoft™ mail client and calendar, by adding a 'New Message' button (like the 'New Mail' button) to your e-mail package. By clicking this button you will be able to write a text message intended for a Mobile recipient, in exactly the same way as a standard e-mail! Clickatell Mobimail even uses your address book and stores a copy of the sent Messages in your 'Sent SMS' folder. Reminders can also be 'mobilised' from Outlook to be sent to your mobile phone as an SMS!



## 10 PARTNERS ARE CRUCIAL

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In all phases of development, businesses need to ensure they have a partner who will understand the demands that will be made on their messaging, and who provides the flexibility that enables them to capitalise on revenue opportunities.

Clickatell's position as leader in the field of messaging means we have the market experience to be able to provide this support through all development phases.

The market is ripe for SMS and there is a window of opportunity to open and exploit. Businesses that are able to be innovators in the mobile market will find SMS provides them a way of developing relationships with customers that both strengthens brand loyalty and stimulates revenue.

For specialised integration, development and SMS marketing management and control, Clickatell has a network of partners that could assist your in-house IT team with SMS enablement through Clickatell's API's.

### 10.1 CHANNEL PARTNERS

Clickatell offers a wide range of products, services and solutions through resellers and distribution partners that fulfill fundamental needs for businesses. We like to think about our products as complete solutions. From the beginning, we have always placed our customers at the center of our universe.

To market our products, services and solutions efficiently, we have divided our channel into two segments. Below you can find the definition of each segment and chose the one offering solutions that best fit your needs.

#### **Reseller Program**

If you are an existing Clickatell Client, you can apply to become a Clickatell Reseller. Status as a Clickatell Reseller will allow you to increase the margins that you are making through purchasing Bulk SMS messages from Clickatell and selling it to your clients.

#### **Distribution Program**

Clickatell offers other web sites and businesses the opportunity to Distribute Clickatell Messenger-PRO as their own branded product. Full sub-user management as well as a voucher system for simple reselling further simplify the process of distributing this as your own product.

Contact [partners@clickatell](mailto:partners@clickatell) for more information, or see the partners tab on [www.clickatell.com](http://www.clickatell.com).

## 11 SUPPORT

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Clickatell's integrated mobile messaging platform has been developed in-house at our Cape Town office by leading developers, allowing us to provide comprehensive support and product customisation. More details are available on request.

## 12 CLOSING

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Clickatell values its people, partners and clients, and has a true commitment to service excellence, making it the first choice for many blue chip companies when it comes to mobile messaging and data delivery. We believe in enablement, placing the technology in the user's hands, employing international standards and making sure that our clients have the best in mobile data delivery when it comes to reliability, scalability, management, coverage and costs.

Any Message, Anywhere.



## 13 CONTACT DETAILS

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