

SMS Gateway

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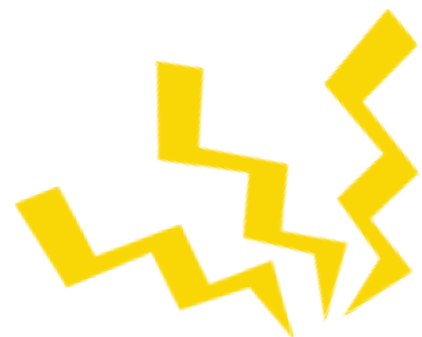
Communication – Medium for expressing ideas, thoughts, and information. Competition, changing market dynamics forced organisations to seek different options and media of communication. It's a vital link between organisations & its customers, affiliates & employees.

SMS - Short Messaging service - established itself as an unobtrusive and easy to use service from mobile phones. SMS is a wireless data service that has reached a penetration level of more than 60% with all the mobile phone operators across the country. SMS is perceived as an affordable means of communication. Almost all handsets, irrespective of make and price of the handset, available in the market today are SMS enabled i.e. these handsets can originate and receive SMS messages.

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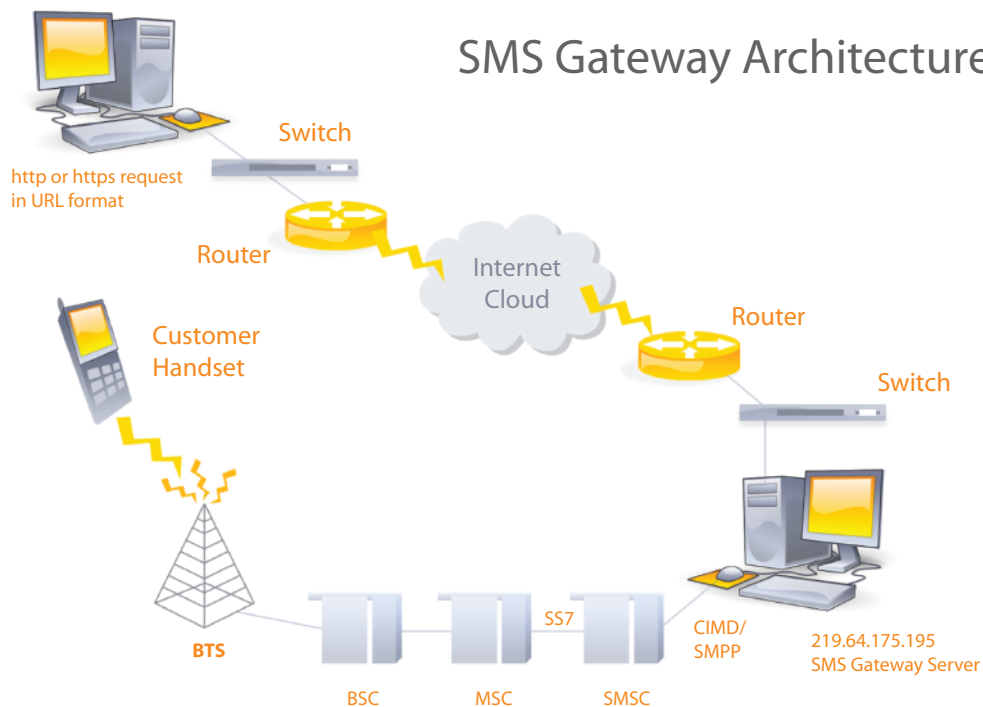
How it works?

- An enterprise customer will develop and deploy SMS applications on a server at desired location to provide an access to useful company information to its employees and affiliates
- TATA Indicom will provide URL link to enterprise customers. Enterprise's application server will use this URL link to communicate to SMS gateway and hence to SMS centre.
- Once these SMSs are received by SMS centre, it will push these SMSs to respective mobile number.



Customer Database

SMS Gateway Architecture



Variants of SMS Gateway

- a) Push Messages: Customer will be able to push SMS messages with desired information to its employees or affiliates using TATA Indicom SMS gateway service.
- b) Pull-push Messages: Employees or affiliates of the customer will be able to pull information from the company's database using TATA Indicom SMS gateway service.

Ideal verticals for SMS Gateway solution

A) BFSI

1. Banks giving updates on banking transactions such as cash withdrawals, last 5 banking transactions, balance enquiry.
2. Communication to field force affiliates about latest offers, schemes & updates.
3. Communication to customers about different deposit schemes, performance of their investments.

B) Travel / Media / Entertainment / Hospitality / Utility

1. Communication to customers about latest offers schemes & updates.
2. Communication medium for employees & affiliates.
3. Communication to customers about latest utility bills

C) Government

1. Communicate the information on latest government schemes like pulse polio drive, employment schemes.
2. Traffic police for latest updates on traffic

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