

## FEATURE OF THE MONTH

**Functionality:** SMS Gateway with GSM Cards

**Product:** ETERNITY NE/PE/GE/ME/LE range of IP-PBXs

Matrix ETERNITY is a versatile platform meeting the varied voice communication requirements of customers for years. Now, with SMS Gateway functionality, its users can send/receive SMS using in-skin GSM modules offering voice and SMS from the same platform.

### Why SMS?

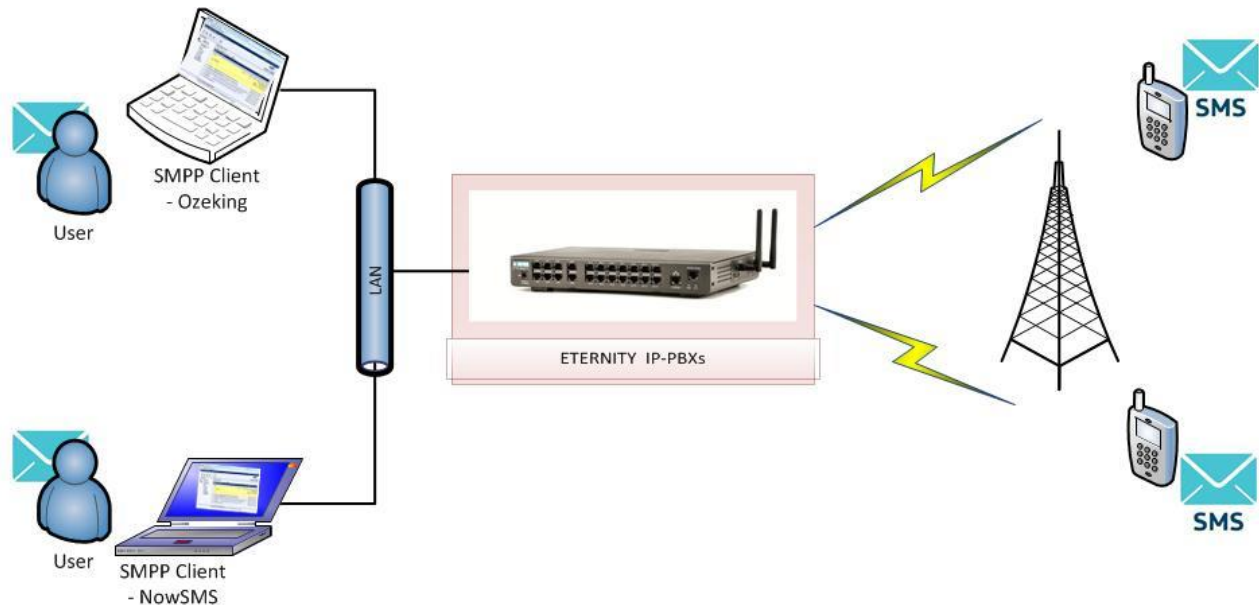
SMS is a value added service which gives telecom industry an edge in their business communication processes. SMS marketing is a necessity of today's companies to reach their customers via advertisements, promotion of products, information sharing etc.

### What we offer?

Easy to use SMS client software installed on PC or laptop can send/receive SMS using GSM SIM cards installed into the ETERNITY IP-PBXs without the need of Internet. The number of SMS clients is equivalent to number of GSM ports used on the ETERNITY platform.

ETERNITY GSM card enables send/receive of SMS using SMPP v3.4 protocol (Short Message Peer-to-Peer).

### Application Diagram



As shown above, a user can send/receive SMS right from their laptop using third-party SMPP client software.

## Target Segment Applications

- Pharmaceutical
  - ✓ SMS to sales team when order comes in from clinics or hospitals
  - ✓ Send updates to dealers about new medicines
  - ✓ Information to doctors on new research
- Healthcare (Hospitals & Clinics)
  - ✓ SMS to patients on appointment reminders
  - ✓ SMS to doctors and nurses on important messages
  - ✓ Confirmation of appointment
  - ✓ Alerts to parents for vaccination
- Building Maintenance
  - ✓ SMS reminder to clients in servicing dates
- Education
  - ✓ SMS to students on class schedules, exam dates, results etc.
- Retail, Hotel, Travel & Consumer Services
  - ✓ Use SMS for marketing & promotions such as discounts, contests, games etc.
- Manufacturing
  - ✓ Information updates for factory, sales and other relevant information
- Contact Centers
  - ✓ Outbound SMS for message confirmation for contact center enquiries
- Banks/Insurance/Financial Institutions
  - ✓ Inform customers about new Plans, Policies, Schemes
  - ✓ Reminder like (overdue payment, payment of fine, Premium Payments)

## Tested third-party SMS Gateway Clients

- OzekiNG SMS Gateway
- ActiveXperts Software
- NowSMS