

ALLIANCE SMSXchange

Seamlessly serving your SMS messaging requirements

Overview

Modular, scalable and standards-based, the SMS Solutions from Alliance Infotech provides mobile personnel the capability to exchange real-time information with the enterprise. To meet the specific needs of customers, Alliance provides adaptive, proven and scalable products across a broad range of devices to extend existing applications into a mobile environment and to develop and deliver new mobile solutions optimized for wireless.

Alliance SMSXchange leads the way as a solution through which SMS messages can be sent and delivered. With Alliance SMS Xchange, you can send or receive SMS directly on your desk top. It dramatically increases your organization's productivity.

CONCEPT NOTE- UniVersus™ SMS SERVER

With a background of over 7 years in building and developing basic and advanced CTI & SMS solutions, we today have a range of applications covering:

1. **The Enterprise** : Corporate SMS applications enhancing efficiency for employees and transfer of information covering :
 - a. E-mail transfer to mobile handsets via SMS and replies over SMS for transfer back as e-mails.
 - b. Corporate SMS and Chat solutions building localized discussion boards catering to user groups with the organization enhancing the decision process and transfer of information.
 - c. Low volume Data transfer facilities over SMS in areas where limited internet access is available.
 - d. Building Complete networks over SMS for linking the distribution and the dealer channels covering order entry, product queries for prices and availability, shipment alerts and queries etc..
2. **The Banking Sector** : Complete SMS solutions for information services and unsecure transactions over regular handsets. As an extension to this package, we also have developed a complete SIM Tool Kit module for compatible handsets covering secure transactions enabling complete

banking services over SMS. The data transfer is over the regular SMS channel, but is encrypted in basic 64 bit encryption and is secure for regular transactions.

Also developed is a complete transaction system for micro payments over SMS covering Merchant Establishments and the regular consumer authorizing payments over SMS and hosted over a 2 Way SMS platform residing directly over the banking server. Advantages here are that the complete services are hosted within the banking premises and receiving and sending SMS is also done from within their premises. Options include:

- SMS delivery over a https connection directly to the SMSC
- Supporting STK functionality for secure transactions
- Receiving over GSM modems for national and international access and not limited to a single network through a short code
- Web interfaces for information and configuration

3. The Entertainment Sector : Prominent among them are:

- a. Ringertunes, Picture Messaging and logos for compatible handsets including Nokia, Samsung, Motorola, Ericsson, Siemens and Panasonic
- b. EMS and Smart messaging solutions
- c. Blinking and Flash Messaging applications
- d. SMS games and contests
- e. J2ME applications for compatible handsets covering Games, information services etc..

We also have a complete Gaming Server capable of handling a variety of SMS and WAP games configured for :

- a. Single and Multiplayer games
- b. Games with free access or registration
- c. Instant or scheduled games
- d. Interfaces for payments through Scratch Cards, IVR lines, Online payment gateways or even CDR outputs for direct billing
- e. Multi language support with a seamless operation for players in various languages
- f. SMS receipt through GSM modems or direct SMSC connections
- g. SMS delivery over GSM modems or direct SMSC connections with CIMD/SMPP protocols

Additions coming soon are WAP push and GPRS interfaces for 25G network.

4. **The Cellular operator** : an area where we have worked in providing unique solutions covering :
 - a. OTA provisioning for WAP and GPRS access to mobile handsets over SMS.
 - b. Complete backend solutions for Smart messaging solutions
 - c. The backend for complete information services for data retrieval over the web or local host machines and delivery over SMS including :
 - i. Pull or Push services
 - ii. Subscription based services

5. **Other Services** : We do provide bulk messaging solutions to corporate clients through our various SMSC links and can also set these up for clients based on their individual needs.

6. **The future** : Keeping in tune with advancements in wireless application technologies, we as a company have been developing support applications and packages for entertainment services available in the coming few years on these new platforms. Prominent among them have been the MMS applications being supported by the operators and handsets for which we are supporting on content and services including Games, Image and Tune downloads and Image Creation applications.

It will be a great pleasure for us to host your SMS based polling and questionnaire service where user will send the request on a short code provided by different operators nationwide. The other way could be to use a normal 10 digit SIM on GSM equipment for two-way communication.

We will run all the required applications on a dedicated server.

For the above services following will be needed:

1. Dedicated server. This server will have Windows 2000 Server as OS and MS-Sql Server 2000 as DB.
2. One static IP, so that the HTTP traffic can be handled between different SMSC else a normal IP with GSM equipment
3. Application licenses to make the two way flow between User and the server.

Flow of the application

1. User's sms will land at a predefined shortcode of the SMSC / 10 digit number publicized.
2. Our application will read those sms from the SMSC and put into the required tables of your database over HTTP.
3. Our application will deliver the response against the user's sms through the SMSC / GSM equipment
4. Also generate the CDR, if required, for billing purposes.

Prerequisites from client

1. Clients Content database must be accessible over HTTP / LAN in a proper format.
2. Client has to co-ordinate with the operators and provides us the login/password and other required parameters to connect to the different SMSC (SMPP and CIMD).
3. Client to bear the outgoing SMS costs and properly maintain the connectivity with operators.

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To Whom it May Concern:

Ref: CTI solutions from Alliance Infotech.

Sir,

M/s Alliance Infotech Pvt Ltd is Intel Dialogic partner and developing & integrating Computer Telephony Applications based on the Dialogic building Blocks. They have developed applications, which are deployed at different client sites in service provider environment.

We looking forward with your organization to look for CTI solutions based on technology from Intel & Alliance Infotech.

Warm Rgds

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