

## What is an SMS Gateway ?

Talk Internet's SMS gateway services allows you to make the most of the power of SMS messaging. By combining ease of use with full network coverage, SMS Gateway gives you full control over SMS text messages both to individual and group recipients.

**Outbound** - SMS messages can be sent quickly and easily through the interface presented or the API programming to link directly to your line of business software.

**Reverse SMS messaging** - is also available, this process bills the end user for the receipt of the message, for which you will receive a percentage payment.

**Inbound** - SMS traffic is also catered for with options for 11 digit numbers and short code numbers. These can be dedicated for your use or shared and rely upon keyword lookups.

**Benefits** - Flexible, quick and cost effective is the heart of the SMS gateway.

## Features and Benefits

SMS Messages are a part of everyday mobile communications, almost everyone has a phone that can receive and transmit SMS messages. The SMS gateway from Talk Internet provides a quick, easy method of transmitting SMS messages to your customers. SMS messaging is now unobtrusive to your customers and can result in uptake of your services for a very little outlay.

**Mass SMS** - can be achieved in seconds from the web interface or the API link.

**Integration** - With full integration to the platform from your line of business application ensures that the system is flexible and reliable. Full command line interface is available to enable quick and easy sending of SMS messages.

**Reporting** - The interface and API allow for complete reporting on delivered messages to ensure that you can control your database.

## Configuration

**Web Interface** - The SMS gateway can be accessed over the internet to allow you to send singular SMS messages or to utilise an online address book for mass mailings. On line address books can be uploaded CSV files easily created in Excel.

**API Interface** -Alternatively you can integrate the API services of the platform directly into your line of business application. Reporting services can be access via the interface or via an API return to your application. Inbound messages can be sent to your business via the API, email or you can collect them from the web interface.

## Technical Facts and Features

|                     |  |
|---------------------|--|
| <b>SMS</b>          | Send and receive SMS messages to any capable device  |
| <b>Sending</b>      | SMS message to multiple recipients sent out in seconds   |
| <b>Receiving</b>    | Receive messages to a predefined number or short code, sent to you either via email or the API interface |
| <b>Reporting</b>    | Detailed delivery reports available as standard  |
| <b>API</b>          | Complete integration to your Line of Business application through command line                           |
| <b>From Field</b>   | The from Field can be customized to your requirements (number or characters)                             |
| <b>Address Book</b> | The online address books can be uploaded with CSV files to the interface                                 |
| <b>UK Network</b>   | Full UK network for low latency to UK numbers  |

## About Talk Internet

A quick glance at the market will reveal that there are many ISPs that you could be talking to - so why deal with Talk Internet? The answer is simple, flexibility. We do not believe in a "one-size fits all" approach. We customise our solutions to meet our customers' specific requirements and this approach has been at the core of our success.

Established for over 15 years, we are a UK-based operation, with our data centres and support function located in the UK. This means that if you have a problem you can quickly get through to one of our highly-trained support technicians who will help you find a resolution.

**Need more information? Call us now on 0845 310 1010 or visit [www.talkinternet.co.uk](http://www.talkinternet.co.uk)**

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