What is Text Messaging?

About 2sms

2sms allows business customers to send text messages from your computer to cell phones anywhere in the world. We help customers improve operations, demonstrate duty of care, and react more responsively to customers.

Text messaging reaches more people than email and faster than calling.

- ✔ To learn more - www.2sms.com
- ✔ Want a No cost No obligation trial account? – www.2sms.com/register.aspx
- ✔ For technical information - www.2sms.com/software.aspx

> For Help, call 2sms on 877-276-7266 (USA), 0800 65 222 77 (UK) or +44 1234 757 800 (Rest of World) or email support@2sms.com. Support is available 24/7.

Definition

The definition of text messaging in Wikipedia can be found at http://en.wikipedia.org/wiki/Text_messaging, this states:

*Short Message Service (SMS) is a service available on most digital mobile phones (and other mobile devices, e.g. a Pocket PC, or even desktop computers) that permits the sending of short messages (also known as **text messages**, or more colloquially **SMSes**, **texts** or even **txts**) between mobile phones, other handheld devices and even landline telephones.*

There are 2.2 billion GSM cell phones, and 3 billion mobile devices in use in the world in February 2007.

Customer Doc #	SAL-002
Issue No./Date	1.0 09-Feb-07
Classification	n/a

How Many Text Messages are Sent Annually?

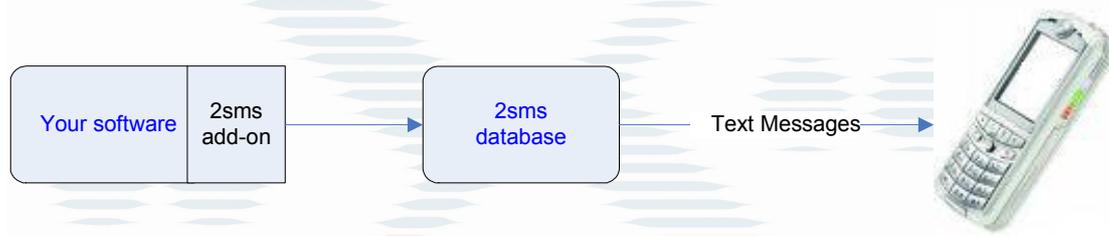8 billion text messages are sent in the USA each month, and 4.5 billion in the UK.

What are Text Messages Used For?

Text messages are used for two things :
- ✔ Personal communications, including leisure and entertainment. Typically this is handset to handset, or an interaction with a commercial entertainment service, e.g. TV voting.
- ✔ Business use, including Tech alerts, Internal Operations notices, Management information, Emergenc planning and operations, Field force management and customer service. Text messages are also used by some organisations for marketing purposes, although this is not an area that 2sms is involved in.

Why Would an Organistion use Text Messaging?

In one word: productivity.

| Your software | 2sms add-on | → | 2sms database | → Text Messages → |

We help customers move their messaging from pagers to cell phones.

We help customers improve their operations by integrating text messaging into the heart of their business.

What do our Customers use 2sms for?

2sms customers use text messaging for internal communications. Our customers recognise that:
- ✔ More people have cell phones than email
- ✔ Blackberrys, Palm devices and mobile email is only on 5% of all mobile devices
- ✔ Most people spend time away from their desk
- ✔ If you want to get a message to **your** people, if you want them to **react**, then text messaging is **faster than email**, and **faster than calling**.

2sms customers use text messaging for :

𝒊	Tech alerts	Altering both users and tech teams to problems with an organisations internal systems. Users are kept informed, the help desk is freed from calls, and the tech team can fix problems faster.
𝒊	Internal operations	Organisations wishing to move people or

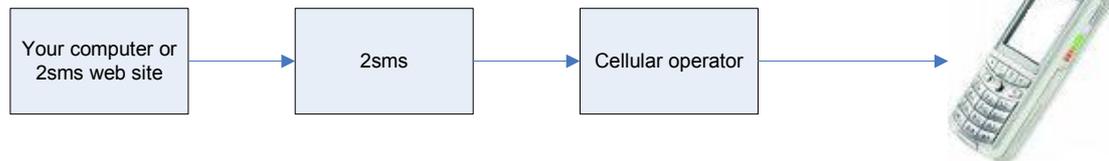|		resources from one location to another send out a text message to alert, inform and instruct. People react faster, resources are reassigned quicker, and customers benefit from a more responsive organisation.
i	**Emergency management**	**In these troubling times, the safety of people has never been so important. How an organisation communicates in times of emergency is often overlooked. By using the 2sms 'Emergency planning' product, customers can setup distribution lists to allow rapid outbound communications, and also benefit from the ability of employees to text in their status to a central point. Knowing who is OK and who is missing allows more effective deployment of first Responders.**
i	Customer service	Organisations wishing to maintain relationships with customers find that 'service' messages, not 'marketing' messages, are valued by their customers. "Your car is ready for collection", "Your mortgage application has been accepted" are typical service messages. Sending a text to a customer with a 'Call us' call to action also speeds up customer service operations.
i	Field force management	Where an organisation has people in the field, text messaging is a fast way to communicate internal information. Changes in stock levels, new pricing, Health and Safety information, changing schedules all benefit from the speed of text messaging.
i	Management Information	2sms customers use text messaging to share information with key members of staff. Many 2sms customers send out Financial information shortly after it has been released to the stock exchange. 2sms customers trust 2sms to send out price sensitive and time critical information.
i	Duty of care	Employers have a duty of care towards employees as well as customers. Notices of new legislation and reminders of existing rules all serve to educate and inform an organisation's stakeholders. Text messaging is used daily by 2sms customers for this purpose. 2sms provides an audit trail of communications sent out that can be accessed at a future date if proof of transmission is needed.
i	Recruiting / Resource management	Organisations recruit people continuously. Getting information out to people who are applying for new positions can be done by phone, email or mail… and now Text Messaging. For internal or external recruitment, text messaging can get information about new positions out to candidates quickly. Appointments and changes to schedule can be confirmed via email. This is faster than calling.

How does Text Messaging Work?

To send a text message, a customer needs to give 2sms two pieces of information.
1. The cell phone(s) you wish to send a text message.
2. The message you wish to send.

We do the rest for you!

You can send a text message from the 2sms web site, or from your computer. If you use Microsoft Outlook or Excel, send from these applications with the free 2sms 'add-in' software.

If you are more technically minded, get one of 30 solutions from the 2sms web site at www.2sms.com/software.aspx. We have solutions for Java, XML, .Net and all the major technologies.

If you have a database, we have a solution that will allow you to send text messages from your database to cell phones. (A ODBC compliant database is required)

How can I Send Text Messages

Sending text messages is easy!
- ✔ Send a text message from www.2sms.com in 30 seconds to prove it works!
- ✔ Download free software from www.2sms.com/software.aspx to send text messages from your computer to cell phones.

How do I get Started?

Simply visit www.2sms.com/register.aspx, and open a no cost, no obligation trail account. This will allows you to :
- ✔ Test the service at www.2sms.com.
- ✔ Send text messages from the 2sms web site.
- ✔ Download free software to add text messaging to your computer.
- ✔ Access 24/7 toll free support at www.2sms.com/info.aspx?section=findus.

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Information Security and Privacy

Information security and privacy is at the centre of everything that 2sms does. 2sms is the first and only text messaging company to be ISO27001 certified. Our Privacy statement is licensed by TRUSTe, and we enjoy European Safe Harbor status. Our systems are subject to a bi-annual penetration test by an independent third party to ensure that our firewalls protect customer data.

2sms also holds certifications with Microsoft, IBM and BEA. Our products are certified independently.

Our web site is Verisign Secured, and our software code is digitally signed by Verisign.

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