



Rail Industry

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 0800 65 222 77 (UK) or +44 1234 757 800 (Rest of World) or email support@2sms.com . Support is available 24/7.
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2sms Overview

2sms enjoys the business of Rail customers who rely on 2sms to provide a highly available SMS service. Text messaging can be used to reach 1.7 billion cell phones worldwide. Where you need to communicate quickly to a group of employees, suppliers or customers, text messaging delivers benefits over email and voice calls.

Customers benefit from:

- Fast message delivery to cell phones worldwide
- ISO17799 certified supplier (Information security)
- Redundancy and resilience of platform
- Fast deployment
- Instant ROI
- 24x7 customer service toll free phone/email



Certifications

Owing to the sensitive nature of the information transmitted, Rail industry customers value the ISO 17799 certification (Information Security), registration with the Data Protection Registrar and the Investors in People Award. 2sms's commitment to privacy is demonstrated by its TRUSTe licensed privacy statement, which includes EU Safe Harbor compliance and license.



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Solutions used:

2sms offers a range of 25 software solutions and offers support with enabling these to work with customers existing systems. These solutions include:

- 2sms website
- Excel / Outlook add-ins
- XML for back end integration with existing IT systems
- Portal add-ins for Oracle, IBM Websphere and BEA WebLogic
- A pager replacement service written to be used on Companies existing SNPP software

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2sms Rail Customers

London Underground, Network Rail, Alstom Transport and Virgin Trains

Typical uses

Internal Communications

- Notification of problems/delays
- Call to action to deal with problems
- Notification of shifts available

Customer Communications

- Confirmation of booking
- Changes to bookings/travel times

Management Information

- MIS to Business Seniors at earnings announcement date
- Departmental and business unit performance statistics



Case Study

An organisation needed to contact a large number of their employees at one time, to impart instructions when problems with their service arise. After talking to 2sms they decided that text messaging would be the most appropriate method of doing this.

2sms provided the organisation with a text messaging account and they decided to use the Lotus Notes integration as this was, were all their address book information was stored. This allowed them to impart information to an unlimited number of people at any one time.

The benefits resulting were improvements in the efficiency with which problems were dealt with and corrected and therefore their customers received an improved and service.

Further Information

Further information can be found at www.2sms.com/documents

Or, contact support on 0800 65 222 77

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