

# ***International SMS Broadcasting Standard***

Updated: 23rd May 2006

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# International SMS Broadcasting

## 1. SMS Broadcasting

SMS (Short Messaging Services) is a very popular communications tool in Malaysia currently. Mobile subscribers have grown tremendously throughout the years, thus encouraging more users in using SMS services. SMS usage is exploited in various industries, from telecommunication, entertainment, marketing, advertising to government institutions.

- Usage of SMS services:
- Messaging Communication
- Ring Tone/Picture Message downloads
- SMS Campaigns and Contests
- Retrieving Information/Reminders/Alerts
- SMS Marketing
- MMS (Multimedia Messaging Services)

## 2. X-SMS

SMS is very common nowadays because it is cheap, fast and simple. Businesses will be able to have the convenience of SMS to inform clients about events, promotions, latest updates, reminders and etc. X-SMS is increasing used for marketing activities.

X-SMS functionality:

- One Administrator ID (Main User)
- Unlimited Additional User ID
- Unique Sender ID (Company Branding)
- Send SMS directly from browser (Internet Explorer)
- Capacity of sending high volume of SMS traffic
- Access to detailed statistics, reports, online monitoring
- Unlimited number of contacts
- Personalized phonebook and groups contact
- Address importing
- SMS Scheduler/Alerts
- Secured server logon by personal username and password
- Extensive support for CRM/Database integration
- Worldwide SMS coverage

X-SMS provides the ability to send messages to a single recipient or to thousands of recipients in one-shot to any worldwide location. Our multi-mode SMS delivery feature lets the user easily broadcast the message from a terminal and deliver it as SMS message to the destination as long as an Internet connection is available.

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### **Unique Sender ID Branding**

Company name or Product name can be included as the Sender ID of the SMS.

*Example:*



This improves branding and market awareness.

### **Fast Delivery**

X-SMS server has the capability of supporting high capacity rate for SMS traffic.

### **Save Money as well as Time**

Our rates are competitive and can help you save money.

### **High Level of Reach**

With direct connections to mobile networks, we can deliver text SMS to almost all GSM mobile phone networks around the world.

### **Delivery Reports**

Each message is tracked. X-SMS offers delivery notifications and confirmations of SMS sent to mobile phones.

### **Personal and Discreet**

One SMS = one recipient

SMS messages are sent to individual mobile handsets where it is personal and aimed at that specific individual, allowing for compelling one-to-one communications. SMS is different from other kinds of mass media, in that it is direct and private.

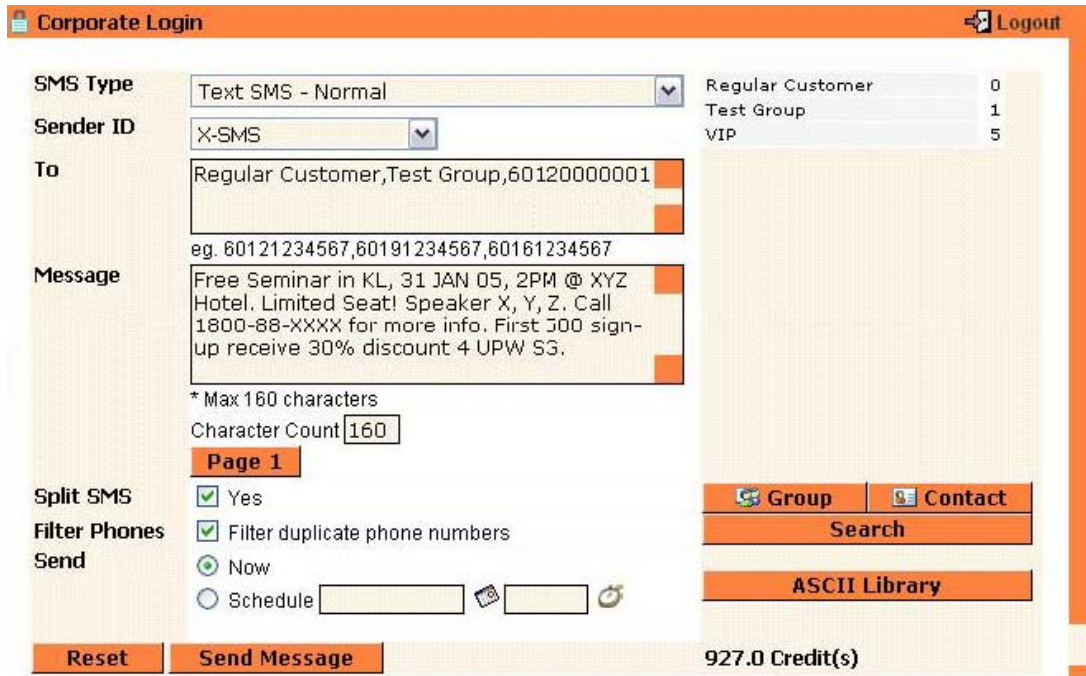
### **Worldwide Coverage**

With X-SMS, you will not be restricted to send SMS locally, rather you can send local as well as international at ONE rate! We have coverage to 365 networks worldwide.

### 3. Sample Screen Shot

X-SMS comes with a very user-friendly online Do-It-Yourself tool. You can use it anywhere, anytime, on any PC, as long as you have Internet access.

#### 3.1 Send SMS



The screenshot shows the 'Send SMS' interface. At the top, there is a 'Corporate Login' button and a 'Logout' button. The main form includes:

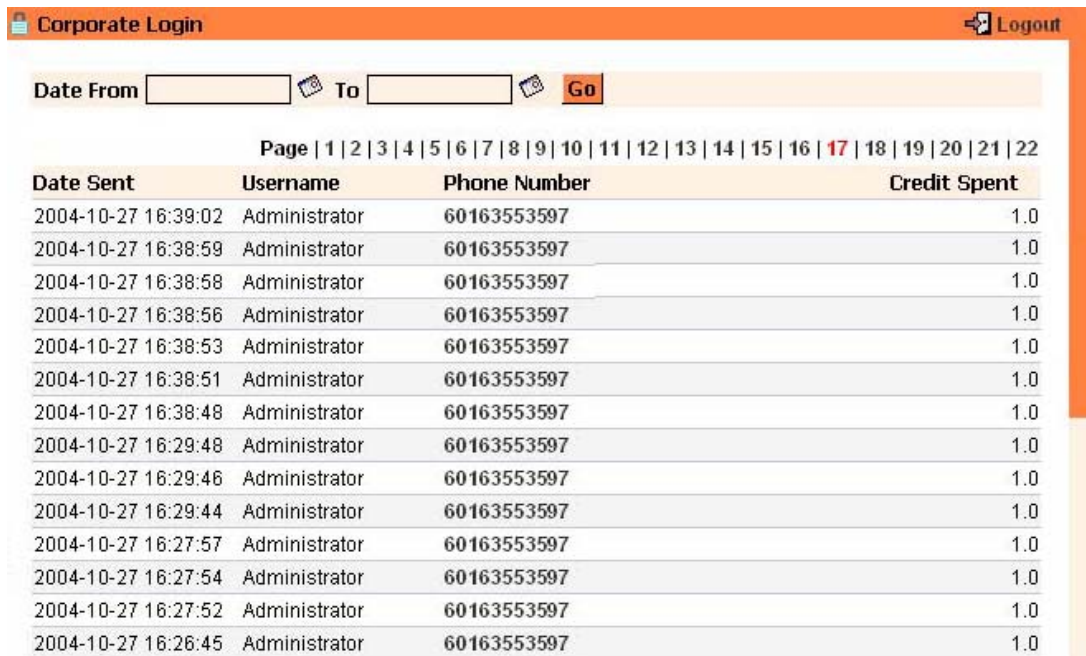
- SMS Type:** Text SMS - Normal
- Sender ID:** X-SMS
- To:** Regular Customer, Test Group, 60120000001
- Message:** Free Seminar in KL, 31 JAN 05, 2PM @ XYZ Hotel. Limited Seat! Speaker X, Y, Z. Call 1800-88-XXXX for more info. First 500 sign-up receive 30% discount 4 UPW SG.
- Character Count:** 160
- Split SMS:**  Yes
- Filter Phones:**  Filter duplicate phone numbers
- Send:**  Now,  Schedule

On the right side, there is a list of customer groups:

Regular Customer	0
Test Group	1
VIP	5

At the bottom, there are 'Reset' and 'Send Message' buttons, and a credit balance of 927.0 Credit(s).

#### 3.2 Outbox History



The screenshot shows the 'Outbox History' interface. At the top, there is a 'Corporate Login' button and a 'Logout' button. Below that, there is a search bar with 'Date From', 'To', and 'Go' fields. A pagination bar shows 'Page | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22'. The main table displays the following data:

Date Sent	Username	Phone Number	Credit Spent
2004-10-27 16:39:02	Administrator	60163553597	1.0
2004-10-27 16:38:59	Administrator	60163553597	1.0
2004-10-27 16:38:58	Administrator	60163553597	1.0
2004-10-27 16:38:56	Administrator	60163553597	1.0
2004-10-27 16:38:53	Administrator	60163553597	1.0
2004-10-27 16:38:51	Administrator	60163553597	1.0
2004-10-27 16:38:48	Administrator	60163553597	1.0
2004-10-27 16:29:48	Administrator	60163553597	1.0
2004-10-27 16:29:46	Administrator	60163553597	1.0
2004-10-27 16:29:44	Administrator	60163553597	1.0
2004-10-27 16:27:57	Administrator	60163553597	1.0
2004-10-27 16:27:54	Administrator	60163553597	1.0
2004-10-27 16:27:52	Administrator	60163553597	1.0
2004-10-27 16:26:45	Administrator	60163553597	1.0

### 3.3 Support Multiple Users

**Corporate Login** Logout

Company Name: X-SMS TEST

Username: test

Last Name: X-SMS

First Name: Tester

Reset Password:  **Reset**

Date Created: 2005-01-29 12:54:26

Status:  Disabled  Enabled

**Update** **Cancel**

Username	Last Name	First Name	Status	Last Login	Last Modified
<input type="checkbox"/> Administrator	Administrator		✓	2005-01-29 12:39:26	2004-04-15 17:18:28
<input type="checkbox"/> test	Genusis	Tester	✓		2005-01-29 12:54:26

**Edit** 2 record(s)

### 3.4 Personalized SMS

SMS Type: Text SMS - Normal

Sender ID: X-SMS

To: VIP

Message: Dear DISPLAYNAME, welcome to X-SMS!

eg. 60121234567,60191234567,60161234567

Regular Customer	0
Test Group	1
VIP	5

Dear Andy Lau,  
welcome to  
X-SMS!

**Options** **Back**

Dear Dr Lee,  
welcome to  
X-SMS!

**Options** **Back**

### 3.5 Unlimited Contacts and Groups

-- NO GROUP --		Phone Number	<input type="text"/>
<input checked="" type="checkbox"/> Regular Customer	0	Last Name	<input type="text"/>
<input checked="" type="checkbox"/> Test Group	1	First Name	<input type="text"/>
<input checked="" type="checkbox"/> VIP	5	<u>Display Name</u>	<input type="text"/>
		Email	<input type="text"/>

eg. 60121234567,60191234567,60161234567

Phone Number	Last Name	First Name	<u>Display Name</u>	Email	Group
<input type="checkbox"/> 60173314162	Andy	Lau	Andy Lau		VIP
<input type="checkbox"/> 60163416468	Lee	Yuen Ling	Dr Lee		VIP
<input type="checkbox"/> 60193053095	Liew	Shirley	Shirley		VIP
<input type="checkbox"/> 60122811933	Lim	Alex	Alex Lim		VIP
<input type="checkbox"/> 60162534634	Lum	Kee Siong	Dato Lum		VIP

### 3.6 FREE 2-WAY SMS Account with unlimited Inbox

<b>Keyword</b>	E	SAMPLE	410
<b>Description</b>	Enquiry	SAMPLE	206
<b>Reply Message</b>	Thanks for your enquiry. Our sales person will contact you as soon as possible.	SAMPLE	4
<b>Inform To Optional</b>	60123260906	SAMPLE	94
<b>Inform Message Optional</b>	There is a new enquiry from IPHONENUM, please follow up asap. Good luck!	SAMPLE	269
		SAMPLE	2848
		SAMPLE	3
		SAMPLE	2
		SAMPLE	7
		SAMPLE	5
		SAMPLE	294
		SAMPLE	5
		SAMPLE	36

[Click to modify keyword](#)
[Click to view SMS request \(History\)](#)

Keyword	Description	Reply Message	Date Modify
R X-SMS A001	Ad. MAY05, PJ/2sty-link	SS2, 2sty-link, 2800sqft, RM320k, new re...	2005-04-25 17:12:22
R X-SMS A002	Ad. MAY05, SJ/Bglw	SJ SS19 2sty-link Bglw w swimming pool...	2005-04-25 17:12:13
R X-SMS E	Enquiry	Thanks for your enquiry. Our sales perso...	2005-04-25 17:08:43

3 record(s)

## 4. International Bulk SMS Pricing

We are a mobile SMS carrier and we can provide all types of SMS services worldwide to over 372 different mobile carriers. X-SMS covers 100% of European carriers and 95% of world carriers.

### 4.1 Account

One-time Registration	RM150, FREE 200 credits
Monthly Access Fee	FOC
Payment Term	Pre-paid

\* For Malaysia and most of the Asia Pacific countries, ONE (1) SMS is ONE (1) credit.

\* Credit valid for ONE (1) year and can be carried forward if top-up before expired.

### 4.2 SMS Top-up Credits

SMS Volume	Price (RM)
1,000 – 4,999	0.18
5,000 – 9,999	0.17
10,000 – 19,999	0.16
20,000 – 49,999	0.15
50,000 – 99,999	0.14
100,000 – 199,999	0.13
200,000 – 399,999	0.12
400,000 – 699,999	0.11
700,000 and above	Negotiable

## 5. System Monitoring

X-SMS provides online system monitoring reports for all SMS sent and received by our customers. Our online reports are available 24x7 for 365 days.