m:science
every message counts

SMS EMAIL GATEWAY

Product White Paper

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Introduction

The M:Science SMS Email gateway offers an extremely simple way for anyone with corporate email access to send SMS text messages.

Once configured, all the user has to do is to send an email using their normal method to

'phonenumber@smtp.m-science.com'. For example '447797806123@smtp.m-science.com' will send a text message to 07797806123 in the United Kingdom.

Billing is via the purchase of bundles of messages via secure transaction on the M:Science website.

Features

Sending Messages

Messages are split into one or more 160 character SMS text messages. Each email is split into a maximum of three messages. Over this, the message is truncated. Sending each 160 character SMS text message costs one message credit.

Messages can be sent to most countries in the world (with the exception of the United States). Please refer to the M:Science website for a full list of all of the destinations supported. Some international destinations may incur a small additional fee per message.

The message on the end user's mobile screen can optionally display the name of the sender or a reply number.

Receiving Messages

M:Science SMS Email Gateway allows users to lease inbound numbers and assign them to users. This will then mean that any SMS text messages sent to these numbers will automatically be converted back to email messages and forwarded to the user's email account. In addition to inbound numbers, it is also possible to lease keywords on shared numbers. This means that the user receives any message to the specified number which starts with the requested keyword.

Configuration

To use M:Science SMS Gateway, your local email server must be configured to send emails destined for smtp.m-science.com directly to the m:science gateway server (sms2.m- science.com). This can be done in mail servers such as Microsoft Exchange by adding a new SMTP connector or ensuring relay mode is deactivated.

Security

Address Checking

To prevent malicious users sending text messages it is required to configure your account with the internet or IP address of your email server. It should be

noted that it is still the responsibility of the end user to prevent anonymous external access to their email server.

Users

In a company or organisation, it may be desirable to restrict SMS text message access to certain users. This can be done by adding each user in the account administration area and specifying their sending email address. Then, when a user tries to send to the SMS Email Gateway, their sending email address will be automatically matched against the list of allowed users.

Registration

There are no setup charges for using M:Science SMS Email Gateway. Simply visit www.m- science.com and select SMS Online (as M:Science SMS Email Gateway is configured through SMS Online). You will be lead through the simple sign-up procedure. Once complete, you will be emailed your account details and passwords.

Managing Your Account

M:Science SMS Email Gateway is managed as a part of the m:science SMS Online web portal. Through this fully featured interactive website, all aspects of an account can be configured. These include the following:

• Activation of the SMS Email Gateway feature.

• Addition, removal and update of users.

• Purchase of messages.

• Lease of inbound numbers and keywords.

• Routing of inbound numbers and keywords.

• Review of sent and received messages.

• Review of recent transactions.

• Configuration of account details including passwords and address information.

Service Availability

To ensure optimum service availability we utilise a wide bandwidth leased line premium internet connection to and from the data centre.

In addition, continuity of service is maintained through multiple levels of hardware, software and communications redundancy, including:

• Multiple load balanced servers

• Uninterruptable power supplies, including standalone generator backup

• Dynamic resilient message delivery routeing, ensuring high service availability at all times