IT'S LIKE HOTMAIL FOR TEXT MESSAGING

m:science every message counts

SMS ONLINE v1.5

Product White Paper

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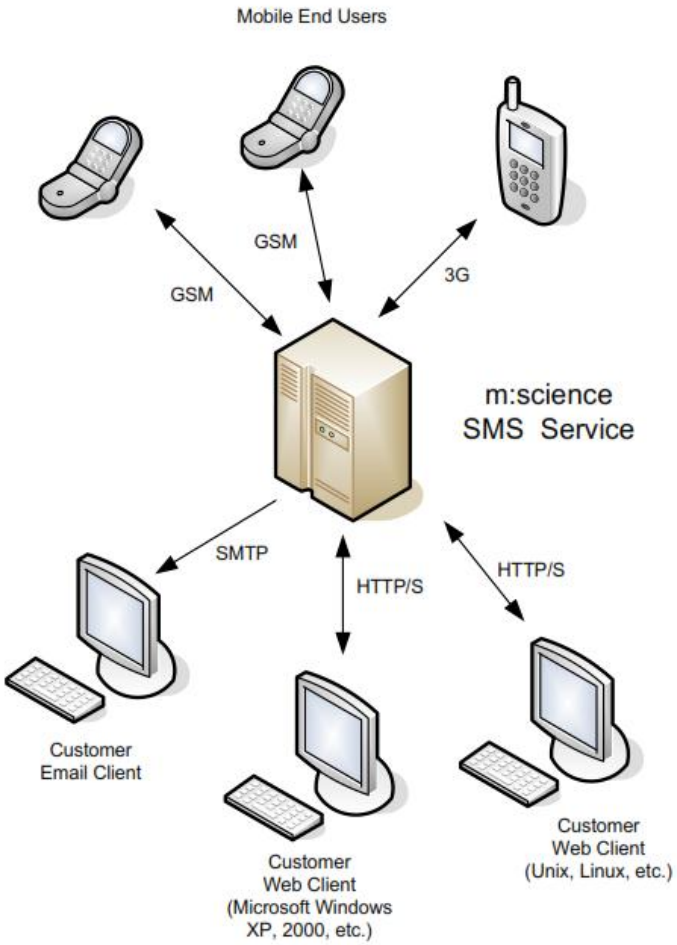
Introduction

SMS OnLine is a fully featured web application for global sending and receiving of SMS text messages. Designed to work with all major web browsers on any platform, the service is easy and convenient to use with full online account management, automatic low credit notification and secure transaction services. Automatic reply messages, detection of keywords and e-mail forwarding facilitate the easy management of subscription services and marketing campaigns.

A comprehensive user model allows for the creation of users and administrators. Administrators are able to monitor the usage of the service by any of the regular users.

This white paper provides an overview of the product and enables an organisation to appraise the product on an architectural and technical level prior to purchase.



Summary of Features

- Integrates with existing M:Science internet accounts
- Easy to use interface
- Initial overview page of key account details
- Send SMS messages (with an optional recipient list) and request delivery receipts
- User definable templates can be used to create message text
- Receive SMS messages using inbound numbers. Prefixes can be used to identify recipient users
- Incoming SMS Messages can be automatically routed to email
- Folders for organising messages
- Bulk sending
- Many users can be assigned to one internet account
- Administrative access can be restricted to certain users
- Users can be organised into departments
- Supports multiple contacts and message folders
- Ability to import contacts from CSV files
- Favourite contacts selection
- Rules wizard for automatic routing of and replying to inbound messages
- Comprehensive online help

User Interface

The M:Science SMS Online user interface is divided into three areas which provide the user with extremely simple methods for navigating around and using the application.

- Command Bar - The Command Bar is located along the top of the navigation tree and main display area and contains a number of links which provide shortcuts to various application functions. Note that each button contains a tool tip to explain in more detail what it does.
- Navigation Tree – The Navigation Tree is located on the left hand side of the browser window and provides access to each area of the application through links contained in a hierarchical tree structure similar to Windows Explorer™. Clicking on a link displays the associated page in the Display Area.
- Display Area – The Display Area is where all application pages are displayed.
  Messages

Messages

SMS Box Folders

Messages are stored in folders to enable them to be easily managed. You may move or copy messages between folders or the Deleted folder. A number of standard folders are provided but additionally you may create any number of Personal or Public folders as required.

Messages contained in a Personal folder are only viewable by the user that created the folder, whereas messages contained in a Public folder are viewable by all users.

All folders, including new ones as they are created, are displayed for selection in the Navigation Tree and when selected provides a list of messages contained in that folder in the Display Area. Any message may then be individually opened.

Inbox

By default all inbound messages destined for this account go into this folder. Messages can be read, printed, moved or deleted.

Drafts

It is possible to store a partially written SMS message as a draft. This can then be completed and sent at a later date.

Outbox

Messages that are waiting pending being sent are temporarily stored in this folder.

Sent Items

All messages sent by the user are stored in this folder. Messages can be read, printed, moved or deleted.

Deleted

Messages in folders can be deleted. When they are, they are moved into the deleted items folder. They can be retrieved from here if so desired. Deleting messages in here is final.

Personal Folders

It is possible to create any number of personal folders to hold inbound messages or contact lists.

Public Folders

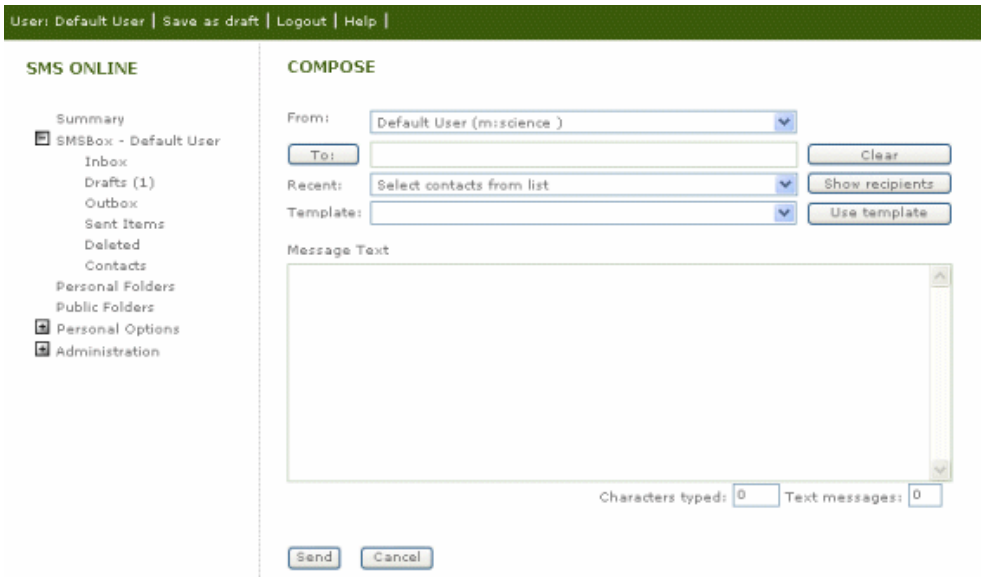
Account users with Administrator rights may create folders to hold inbound messages or contact lists which are visible to all users under this account. Messages can be routed or moved to and from these folders.

Contacts

A list of contacts and their numbers may be easily created and is accessible by simply clicking on the 'Contacts' link. Alternatively, Personal or Public contact folders may be created to group and manage contacts.

Sending Messages

Messages can be sent to one or more recipients. A destination list of up to 8000 characters may be entered.



Selecting Destinations

When composing messages, the destinations can be specified in one of three ways:

- Manually enter a 'semi-colon' separated list of numbers.
- Select from a drop down list of the 20 most recent destinations.
- Use the destination picker which allows the selection of individual users or contacts, contact folders or departments. See 'Contacts' and 'Departments' for further details.

Message Content

Message content can be entered manually or on some operating systems such as Microsoft
Windows™ and then pasted into the message text window. Each text message may contain up to 160 characters. Above this, messages will be split into

multiple messages. A counter is provided which states the number of characters which have been entered and the number of text messages this represents. Character sets are restricted to standard GSM 03.38.

Message Templates

Frequently sent text messages can be saved as templates. Up to ten templates can be stored per user. These can then be selected from a list as the message text.

Delivery Status

If it is important to know if a message has reached its destination, the delivery status of each message sent is displayed in the Sent Items page.

Sent Items

All recently sent messages can be reviewed for the currently logged in user though this page.

Receiving Messages

SMS Online has the capability to receive messages and route them to specific users. Sets of rules can also be applied to messages to automatically perform actions including sending an automated response and copying the message into a specific folder.

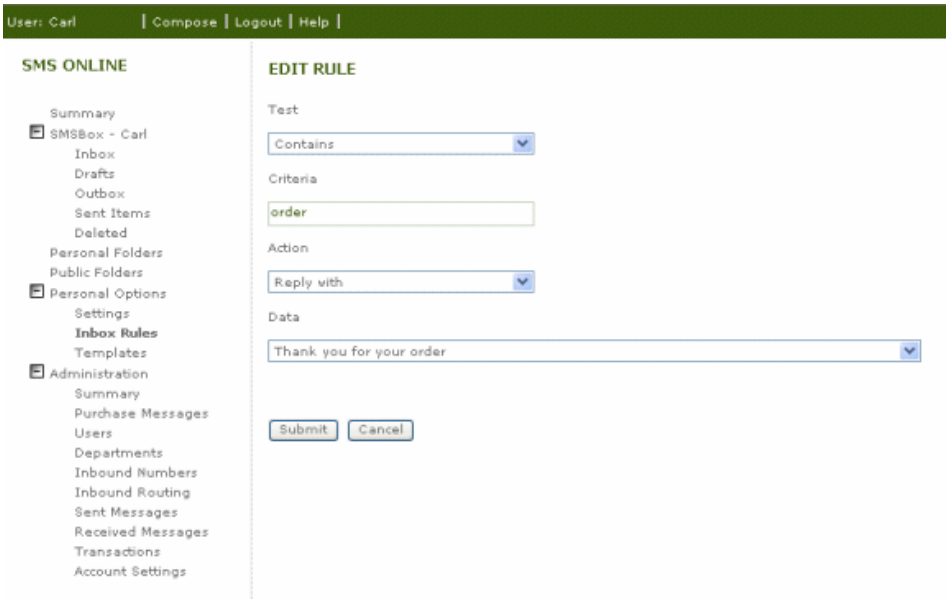
Searching

It is possible to search all inbound message folders for any messages that contain the text entered in the search field in the Command Bar

Rules

A powerful feature of SMS Online is the ability to apply rules to incoming messages which are then executed when an inbound message arrives. These test the text of the message to see if it either starts with or contains a text string. If the test passes, a defined action is executed on the message.

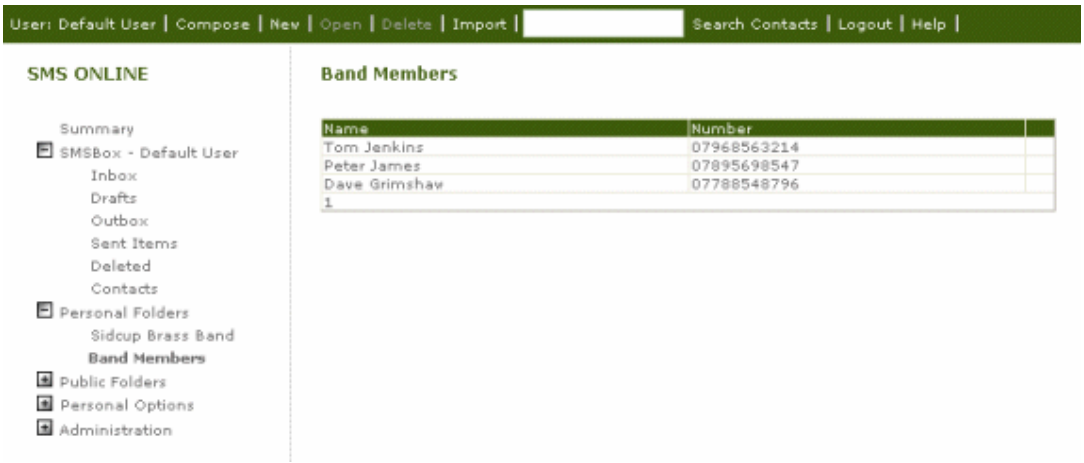
- 'Move to' option – The message is moved to a specified folder.
- 'Reply with' option – An automated reply, using a message template, is sent back to the message originator.



Contacts

Destination numbers for messages can be stored as ‘Contacts’ and as for messages, contacts are stored in either public or personal folders to enable them to be easily managed.

Contacts contained in a personal folder are only visible for selection to the user that created the folder, whereas contacts contained in a public folder are visible for selection by all users.
All contact folders, including new ones as they are created, are displayed for selection in the
Navigation Tree and when selected provides a list of contacts contained in that folder in the
Display Area. Details for any contact may then be individually opened for editing



Adding / Importing

Contacts can be manually added or optionally imported from a comma separated variable file. These can be generated by most leading database and spread sheet products.

Searching

It is possible to search for any contacts in all Personal and Public contact folders that contain the text entered in the search field in the Command Bar.

Campaigns

Performing campaigns is easily done by creating a new contact folder for the campaign, importing a comma separated variable file exported from your CRM database into it and then specifying to send to all contacts in this folder through the Select Recipients page.

Impersonating Other Users

If a specific user is not available to send an urgent message, an Administrator may give other users the ability to send messages on their behalf. Messages sent like this have all appearances of having been sent by the other user. In addition, any user may give other users permission to send messages on behalf of themselves.

Distribution List

If you wish to inform all of your recipients, to whom this message has been sent, there is an option to pre-fix the message text with a list of all of the destination names and numbers.

Administration

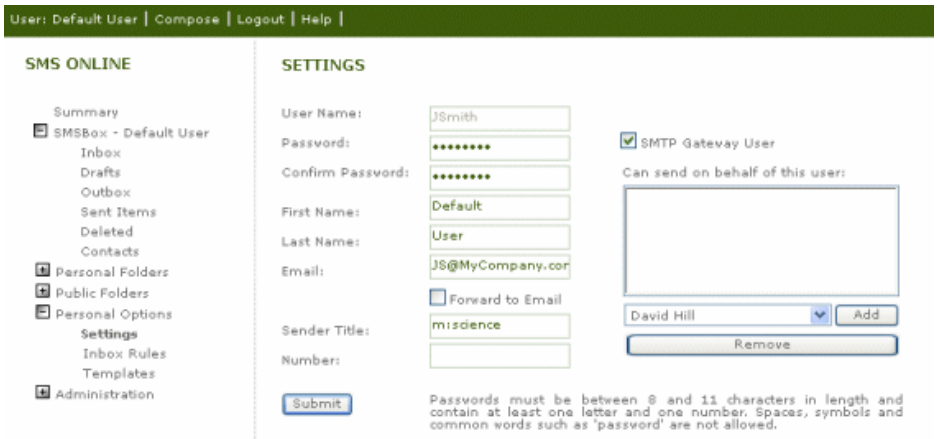
A number of pages are provided to enable users and administrators to configure various features of the SMS Online application.

Templates

Templates contain specific message text which is likely to be used a number of times and therefore saves the User from having to enter the same text again. They may be selected when composing a new message or for use as an automated reply when using the 'Rules' feature. The page is used to create new Templates and edit or delete existing ones.

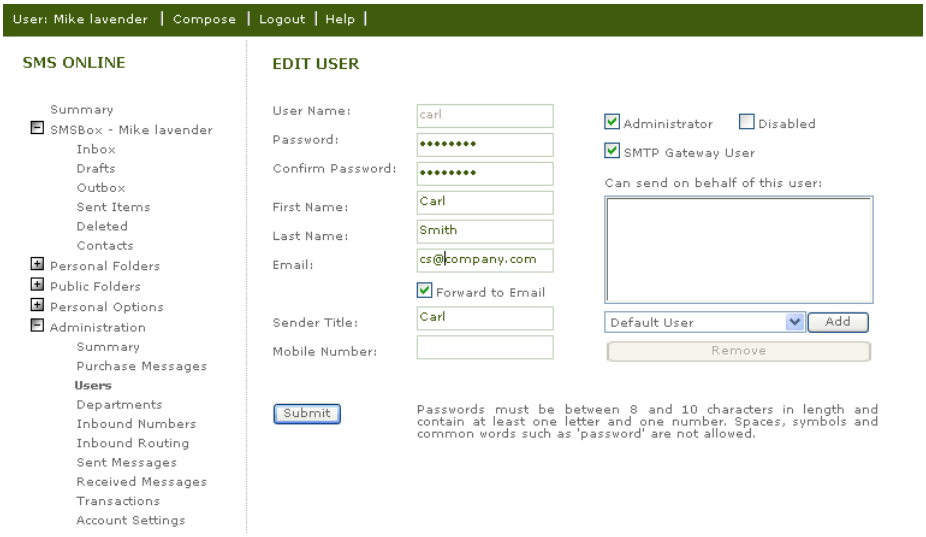
Settings

This page displays your login and contact details. You may edit your own details and other users details if you are an Administrator. You may also add names of other Users who may send messages on your behalf.



Users

This page is only available to Administrators and displays a list of all account users. New users may be added, their details edited or users deleted as required.

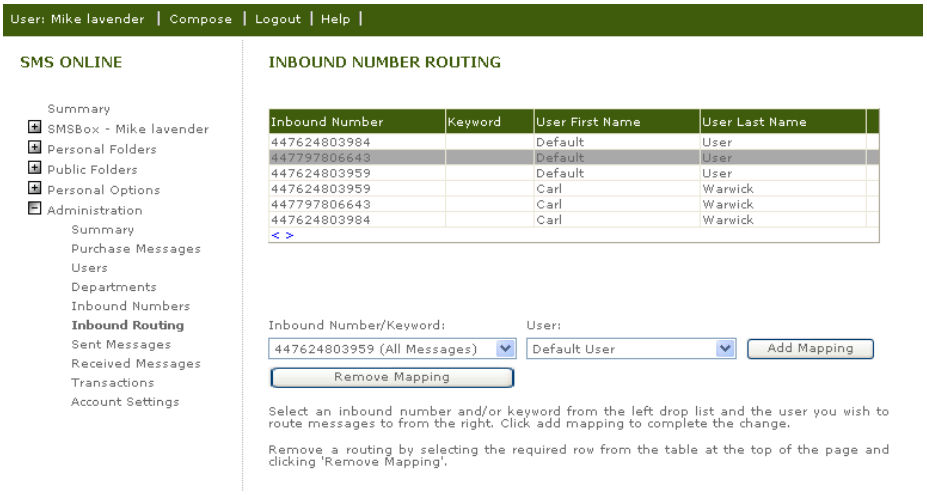


Departments

Departments are used to store lists of contacts. When sending messages you may then select a Department rather than having to add individual contacts as message recipients. The message is then sent to each member of the Department with a valid mobile phone number. Departments may be added, edited or deleted and Department members added or removed.

Inbound Numbers

To receive inbound messages, there are a number of options open to users. It is possible to hire inbound numbers and associate them with an account and SMS Online user. This means that all messages that get sent to this user are routed to this recipient.

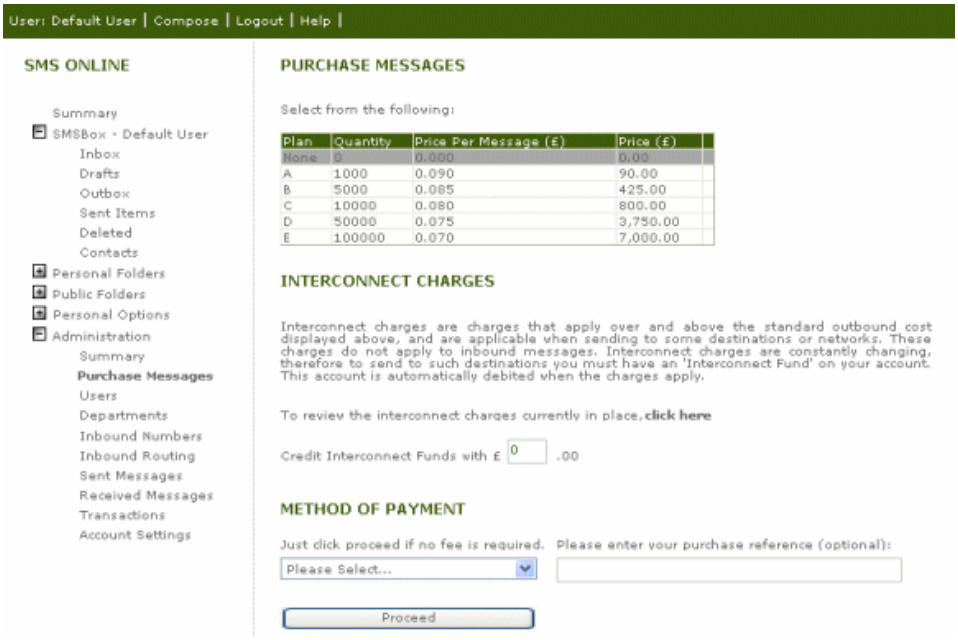


Having an inbound number per user however is an expensive prospect. To aide this, it is possible to route an inbound message to a web user based on the text at the start of the message. It is also possible to use shared M:Science pool inbound numbers with keywords.

This page is only available to Administrators and displays a list of inbound numbers / keywords that are associated with specific Users. Further numbers / keywords may be mapped to any number of available Users or an existing mapping removed

Purchasing Messages

To purchase messages for your account you must first log in to the M:Science SMS Account Administration application. The Purchase Messages page is then selectable through the Navigation Tree.



Message Plans

Various purchasing Message Plans are available for selection with the cost per message reducing as the quantity to be purchased is increased.

Interconnect Charges

Interconnect charges are charges that apply over and above the standard outbound message cost and are applicable when sending to some destinations or networks. These charges do not apply to inbound messages. Interconnect charges are constantly changing, therefore to send to such destinations you must have an 'Interconnect Fund' on your account. This account is automatically debited when the charges apply.

Methods of Payment

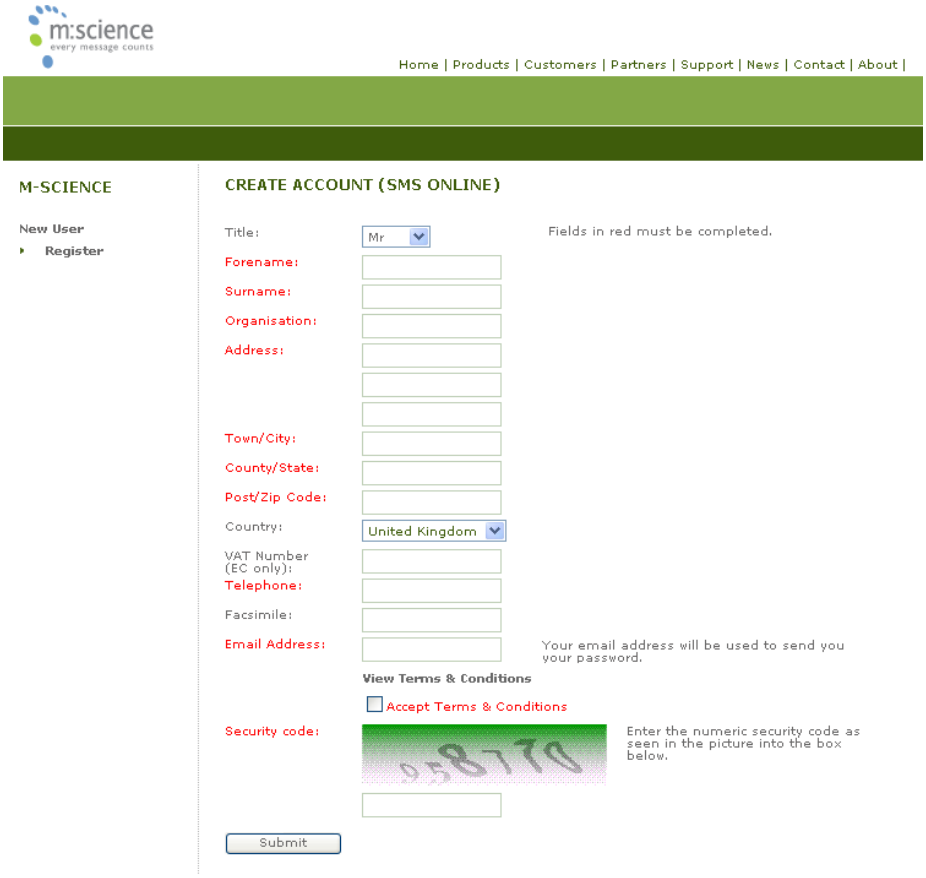
- Credit Card - The transaction is completed through a secure payment server.
- Proforma Invoice - A proforma invoice is displayed for printing and posting with your payment to M:Science. Once payment has been received, a standard VAT invoice will be generated and sent to you.

Help

Every page contains a help button on the command bar. The help is context sensitive, so you will be taken directly to help for the specific page you are on at the time.

Registration

There are no setup charges for using SMS Online. Simply visit www.m-science.com, select SMS Online and Sign-up. You will be lead through the simple sign-up procedure. Once complete, you will be sent your account details and passwords



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