

## MESSAGING GATEWAY

### YOUR GATEWAY TO AN ADVANCED, MULTI-CHANNEL MESSAGING SOLUTION



Enterprises realize that staying connected to employees, customers and partners is an essential component in meeting their business goals and maintaining a lead in a highly competitive marketplace. With the world becoming more interconnected and the proliferation of mobile phones and other connected devices in both personal and work environments, more and more organizations are using mobile messaging for their employee and customer communications. When critical information has to reach individuals and groups quickly, whether it's a campus closing,

a weather warning, a traffic bulletin or even an announcement about a high-priority project, mobile messaging is the preferred choice of communication.

TeleMessage has created the Messaging Gateway to provide simple automation of critical business applications. Designed to automate information delivery from existing applications that companies are already adept at using, the Messaging Gateway effortlessly optimizes all the channels of communication.

The Messaging Gateway is a central and efficient management solution that facilitates A2P messaging traffic (SMS, MMS, IP messaging via Smartphone push notifications or RCS, Voice, Fax, and E-Mail messages) and VAS connectivity over any device. It streamlines integration to existing messaging systems, removing the need to connect separately to each one. With the widest range of APIs for developers, content providers, enterprise and IT integration, the platform provides a flexible, cost effective and highly robust messaging solution. In conjunction with TeleMessage's Mobile and Tablet Applications and PC to Mobile products (comprising the "Enterprise Messaging Suite"), the platform provides an array of features including two-way messaging with interactive response, message tracking, encryption, archiving and much more.

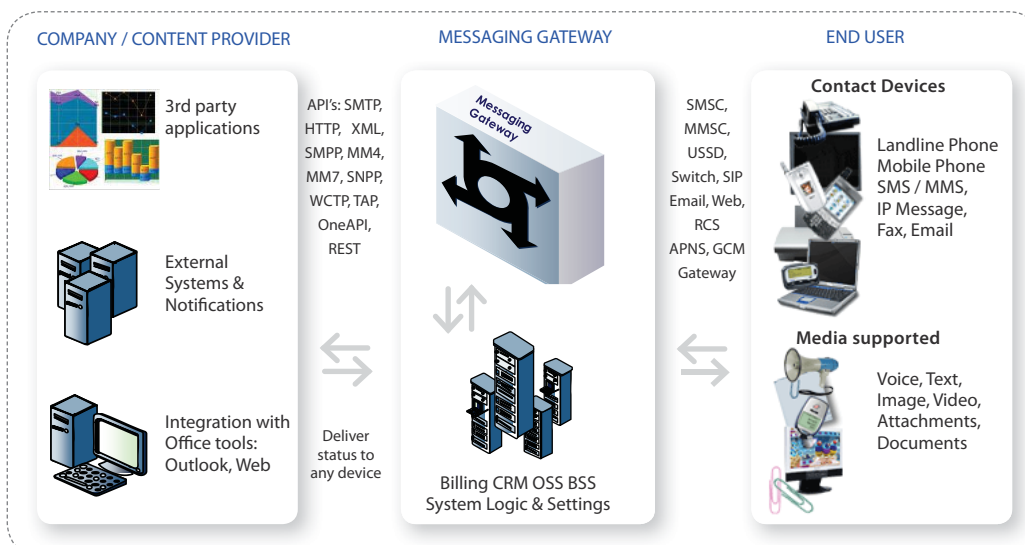
TeleMessage delivers intelligent and secure messaging solutions seamlessly over any communication device.

TeleMessage helps operators retain their subscriber base by enhancing the user experience and assists enterprises achieve greater efficiency by optimizing their communication capabilities.

TeleMessage seamlessly handles text, voice, data, multimedia and IP messages over mobiles, tablets, the web, Office, APIs and IT infrastructure.

Successfully deployed with over forty operators and thousands of enterprises worldwide, TeleMessage's software reaches hundreds of millions of users and powers billions of messages through customer networks.

TeleMessage product line includes: Mobile and Tablet Applications, PC to Mobile, Messaging Gateway, and SMS to Voice.



- Reduce churn and increase stickiness by connecting enterprise core IT to network and Apps
- Secure/manage multi-channel entry point for content and applications, user generated content and social network sites
- Allow legacy protocol migration to IP messaging in a seamless manner
- Support IP messaging using Smartphone push notifications and RCS
- Improve value added services management
- Increase mobile messaging, generate revenues and boost ARPU
- Improve competitive advantage
- Seamless deployment and fast ROI using cloud SaaS
- Reduce integration costs and time to market
- Easily manage and provision content providers, enterprises and connections to your network

#### AMERICAS HEADQUARTERS

468 Great Road  
Acton, MA 01720  
Tel: +1- 978-263-1015  
Fax: +1-978-263-6467  
[salesUS@telemessage.com](mailto:salesUS@telemessage.com)

#### GLOBAL SALES & R&D CENTER

17 Ha-Mefalsim Street  
Petah Tikva, 49514  
Israel  
Tel: +972-3922-5252  
Fax: +972-3922-5253  
[sales@telemessage.com](mailto:sales@telemessage.com)

### A Wide Range of Use Cases

**Pager Replacement:** The TeleMessage Messaging Gateway provides an ideal pager replacement solution ensuring that messages are delivered to the right people, at the right time; authenticating users, tracking receipts and responses, recording messages for audit, and ensuring a degree of security that meets regulatory requirements. The Messaging Gateway includes standard SNPP and WCTP paging protocols making it easy to integrate with existing pager solutions.

**Customer Communication:** The solution can be used by enterprises to build strong customer relationships, enhance services and expand their reach. For example, as an added layer of security, banks have implemented enhanced mobile phone transaction alerts whereby real-time SMS alerts are sent to customers for non-monetary transactions as well as ATM withdrawal and debit/credit card charges above pre-defined thresholds.

**Premium SMS:** The Messaging Gateway powers premium SMS, a mobile payment solution, to sell content via short codes. Users SMS a word to a pre-defined short code to purchase items such as ringtones, wallpaper and games.

**IT System Alerts:** Administrators of mission-critical IT systems need to ensure that their systems are available 24 hours a day, 7 days a week. When there is an outage or other problem, administrators need to be notified immediately. While emails are helpful, there are times – weekends and nights in particular – when mails are not read or acted upon soon enough. The Messaging Gateway uses multi-channel delivery of alerts to ensure that the message is received, and can escalate notifications as required.

### Key Features

TeleMessage's comprehensive, carrier class messaging solution is tailored for operators and corporate needs, allowing more flexibility than any other messaging solution. The Messaging Gateway offers these unique features:

- Multi channel delivery – Devices include: IP messages via Smartphones push notification or RCS, landline phones, mobile phones, fax machines, SMS, MMS and Email. You can even send chasing messages with escalation rules. Companies can deliver automated targeted campaigns with instant transactions.
- Two-way messaging with Interactive response – Customers can interact with the system and return numeric, textual or voice replies; By entering or asking for more information or being forwarded to a manned call center.
- Dynamic content – Send voice, text, image or interactive messages with varying data. Incorporate a one-to-one personalized touch. You can even use multilingual alerts – so each recipient will get the care he expects.
- Track delivery – Get real time reports on the status of message alerts, their delivery and user responses. Deliver this information to data systems, and analyze it for further personal treatment.
- Seamless integration – Use integrated input through many APIs such as SMTP, HTTP, XML, SMPP, MM7, MM4, SNPP, WCTP, TAP, , OneAPI, and Database triggers, to incorporate the Messaging Gateway into your solution. Pass and receive all information in a secure manner maintaining authorized access, user privacy and data protection.
- PC to Mobile suite – Allows sending/receiving messages from a range of manual interfaces: Microsoft Outlook, Web portal, Stand Alone application, Outlook Mobile Service for 2007/2010 and more.
- Mobile and Tablet Apps– Enhances offering by allowing the sending/receiving of messages from applications on Android and iOS devices. Offers secure messaging that complies with data protection standards and regulations and corporate security policies such as HIPAA, HITECH, SOX, ISO 27001/ 27002, etc.