



Enterprise SMS – Text Messaging

ExtraTxt is a new-generation reliable, robust, enterprise class SMS - Text Messaging Web 2.0 software appliance developed by Extracomm to meet the modern day business needs for companies of any size. ExtraTxt empowers global reach to prospects and customers alike at a fraction of the effort and cost compared to voice communications. It allows you to substantially extend your sales, marketing, transaction processing, operations and logistics communications as well as system monitoring alert capabilities reaching out to a global audience, directly through your mobile carrier, SMS Centers (SMSC), or through Skype.

E-mail to/from SMS – Text Messaging

Send and receive SMS - Text Messages within your e-mail client such as Outlook, Lotus Notes, Gmail, Yahoo, etc. By forwarding their incoming e-mails to ExtraTxt, users can receive SMS notifications relating to the new e-mails they may have received.

Send Bulk SMS – Text Messages

Send broadcast SMS - Text Messages to a large audience of recipients with ease.

Personalized SMS – Text Messages (SMS Merge)

Similar to mail merge, CSV file information can be merged with SMS templates. Users can personalize SMS messages for each recipient.

Supports GSM modems

Allow users to send and receive text messages without an SMS gateway.

Skype SMS –Text Messaging

With no requirement for hardware SMS devices, Skype provides a pure software solution for outbound text messaging. International SMS costs can be greatly reduced. The ExtraTxt Skype interface provides a cost effective way to dispatch text messages as an alternative to subscribing to a SMSC service.

Supports GSM 7-bit and UCS2 Unicode encoding

You can compose text messages in many different languages.

Supports Long SMS messages

You can send and receive text messages that exceed the maximum character length limit of a single SMS message (160 characters)

Virtual Appliance

Easy to install, deploy and update. Makes relocating and backing up to another server easy.

Template Libraries

You can store reusable text message content in the public/private template libraries of ExtraTxt. The libraries allow users to categorize templates into different folders. This makes repetitive communications quick and accurate.

ExtraTxt API

Third party applications can be integrated with ExtraTxt to send text messages as well as to query outgoing and incoming text messages that are transmitted through ExtraTxt.

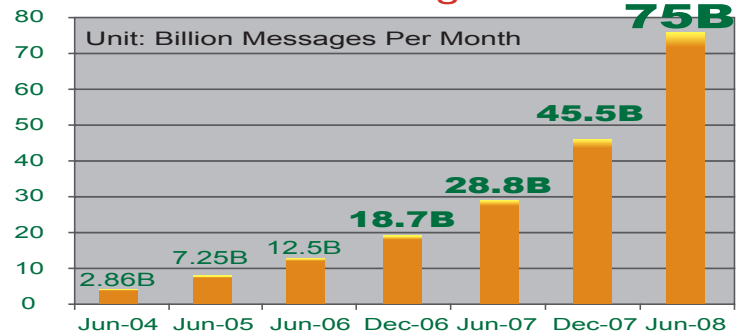
Scheduled SMS – Text Messages

You can compose your text message and schedule it to be sent at later time. This is ideal for situations where text messages should be sent at a specific date/time.

Safeguard Confidential SMS

Configure user accounts with different access rights. Restrict access for users and/or administrators to only see the first portion of a text message or restrict them from only viewing text messages that they sent.

No. of Text Messages Sent



Source: Compiled from the CTIA

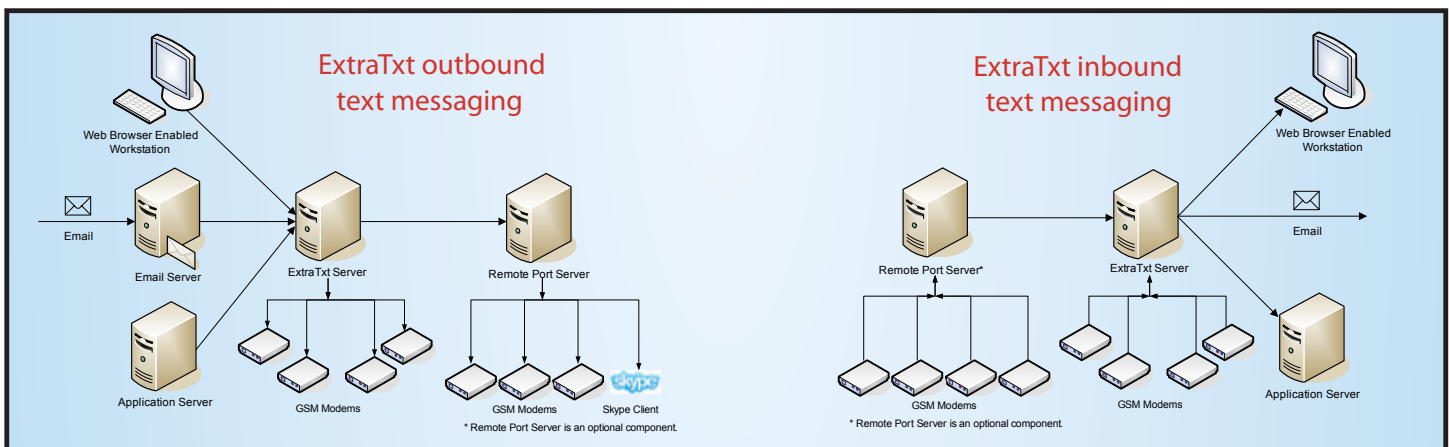
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How ExtraTxt Works

ExtraTxt outbound SMS-Text Message processing

- Online transactions can trigger text messages easily with the use of ExtraTxt API. (e.g.: A bank account owner will receive a text message if a transaction occurs on their account.)
- A corporate batch process can prepare data files from existing application databases and use ExtraTxt API to generate the corresponding bulk job of text messages. (e.g.: A daily process can generate data files that contain a list of credit card payments that are due in 5 days time. The process then uses ExtraTxt API to send text message alerts to the card holders.)
- Using a web-browser, users can access the ExtraTxt Web 2.0 user Interface and compose an SMS-Text Message.
- By sending an e-mail to your corporate e-mail server using a specific mail domain name (e.g.: extratxt.yourcompany.com), or a specific address on your corporate e-mail server (e.g.: textmsg@yourcompany.com), you can easily route outbound text messages to the ExtraTxt server for processing.
- After the ExtraTxt server begins to process an outbound text message job, it will dispatch the requests to its available SMS devices (GSM Modem, Skype, SMSC) and the text message will be sent out. In cases where the SMS device may be attached to a remote port server, ExtraTxt will transfer the text message there for processing by its local SMS devices.



ExtraTxt inbound SMS-Text Message processing

The ExtraTxt Server or remote port server listens continuously for incoming SMS-Text Messages. Once a text message is received, it will deposit it into the database repository on the ExtraTxt Server.

Incoming SMS-Text Messages can be accessed in the following ways:

- A user can log into the ExtraTxt web browser interface and view the received SMS messages that have been designated to be for them.
- When the ExtraTxt server receives a new inbound text message; based on inbound routing configurations it can forward the text message to a designated recipient's e-mail inbox.
- By using ExtraTxt API, custom company applications can be integrated with ExtraTxt to retrieve inbound text messages from the ExtraTxt server and use the content within the custom application.

Download a free trial version at www.extracomm.com