

sendQuick® Enterprise

Marketing, Promotion & General SMS Broadcast

- Interactive 2-way SMS for Applications & Contests
- SMS Marketing for New Products & Services
- Mass Messaging to Large User Groups
- Self-Service Transactions via SMS



What do large retail stores, property developers, insurance companies and government agencies have in common? They all use SMS as a form of mass broadcast to communicate.

Year-end sales, new property launches, new investment opportunities are all marketing campaigns that can be easily communicated via SMS. Government agencies use SMS to send messages to their police, military and civilian officers. Schools and institutions use SMS for attendance reminders, school fees notifications and much more.

With a web-based messaging system for unlimited users and unlimited application licences, sendQuick Enterprise is designed to help companies and organizations conduct marketing campaigns and mass SMS broadcast easily, at a lower total cost of ownership

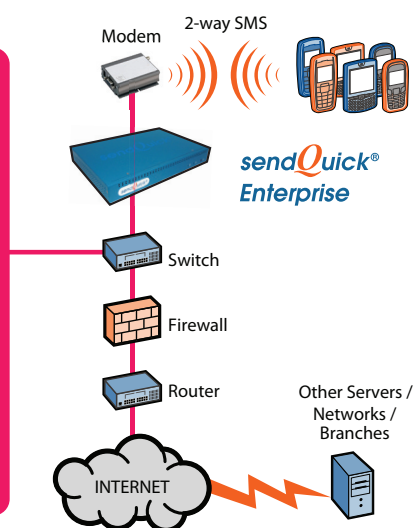
sendQuick works well with

MESSAGING SERVERS

Web / Content Server
Email / Messaging Server
Database Server
Voice Mail / Unified Messaging Server
End User

BACK END APPLICATIONS

Call / Contact Centre
Customer Relationship Mgmt.
Supply Chain Mgmt.
POS (Point-of-Sale) System
Accounting System



KEY FEATURES

Web Based Messaging for Unlimited Users

Companies can create unlimited number of users to send and receive SMS, using a normal web browser. This clientless approach allows sending and retrieving SMS anytime, anywhere.

Web Based Administration

The system is plug-and-play using a web interface, enabling simple and minimal maintenance for the administrator.

Contact List / Address Book With Grouping Function

Each user has their own contact list/address book with grouping capability. In addition, there is a global contact list managed by the administrator, which makes easy access and maintenance of global list for all users to send SMS.

Multiple Access Control

You can assign different users with different access rights with ease. This simplifies management of user control for the company.

Mass SMS Capability

Send SMS need not be a cumbersome affair. You can either send group SMS from the address list or upload from Excel using CSV or tab delimited files.

2-Way SMS Messaging

You can send and receive SMS on individual Inbox, viewable only by the respective users. Your marketing campaign has never been easier.

SMS Scheduler

Prepare now and send later. You can schedule to SMS either in hours or days in advance.

Easy Integration to Backend Applications

Automated SMS sending/receiving is just a few clicks away. Easily integrate using SMTP (email), HTTP Post or ODBC access methods.

Automatic Message Routing Using Keyword

Routing messages (incoming) using keyword is easy and effective, all configurable using the web interface.

SUITABLE SMS APPLICATIONS FOR ALL COMPANIES

- Send & receive SMS to inform employees, customers, partners and others on new products, services or promotional information
- SMS marketing for new products and services
- Jobs and information dispatch for workflow and related transactions
- Complement call/contact centres to send and receive SMS for inbound and outbound enquiries
- Interactive (2-way messaging) enquiry using SMS for services like status enquiry, inventory enquiry, service status and others
- Messaging for schools and educational institutions for reminders, updates and even attendance information
- Appointments and other reminders
- Self service transactions via SMS

SYSTEM FEATURES

- Easy to set-up (get it working in less than 5 minutes!)
- Fast throughput (up to 20[#] messages per minute, per modem)
- Hassle free integration (to unlimited number of back-end applications and processes via email and HTTP Post method)
- Highly scalable supporting up to 32 modems and direct connection to mobile operators
- Auto load handling and auto message distribution for efficient send and receive messages.
- Unlimited end user license
- Mass SMS using CSV and Tab Delimited file upload
- 2-way SMS communication (multilingual support)
- Minimal and no maintenance (low TCO)
- Minimal and no administration
- Support MMS (optional)
- Modem and SMSC auto detection and configuration
- Plug-and-play into your network (LAN)
- Fully customisable SMS commands (with direct integration to your back-end system, on any platforms)
- Telco-independent (the GSM modem can send to all mobile operators*)
- Compact or slim form factor (save space)
- Support plug-&-play GSM modem
- 24 x 7 x 365 operations (does not require regular restart)

[#] Technical (theoretical) limit.

* Network dependant

For more information, please visit www.talariax.com

Authorised Distributor/Reseller

Mass Messaging for Marketing Campaigns & Announcements

Highly scalable system can support up to 32 modems for load handling.

SERVER INFORMATION

- Intel® CPU
- 4GB RAM
- 500GB HD
- 2 x 10/100BT NIC card
- 2G GSM modem with 850/900/1800/1900 Quadband
- 3G modem with 800/850/900/1900/2100 Mhz band available
- 6 x USB, 1 x RS232
- Slim case 320 x 220 x 44 mm
- Hardened Linux OS
- Apache, Qmail, PostGreSQL software
- Web interface configuration



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