

TalariaX

TalariaX's sendQuick® is Asia's first RSA-secured appliance-based SMS gateway for enterprises



Partner Brief

About TalariaX

TalariaX Pte Ltd is a Singapore incorporated company focusing on mobile application development specifically on SMS, MMS and 3G technologies. TalariaX sendQuick is industry's first appliance based SMS gateway, for enterprise messaging. Launched in 2002, sendQuick is used by more than 950 companies worldwide in all industries including banking, finance, insurance, manufacturing, retail, government, healthcare and many more. Started with a single model, today sendQuick has 6 different models for different solutions like IT notifications, marketing, SMS OTP, SMS transaction and many others. sendQuick support the key mobile technologies including GSM and CDMA.

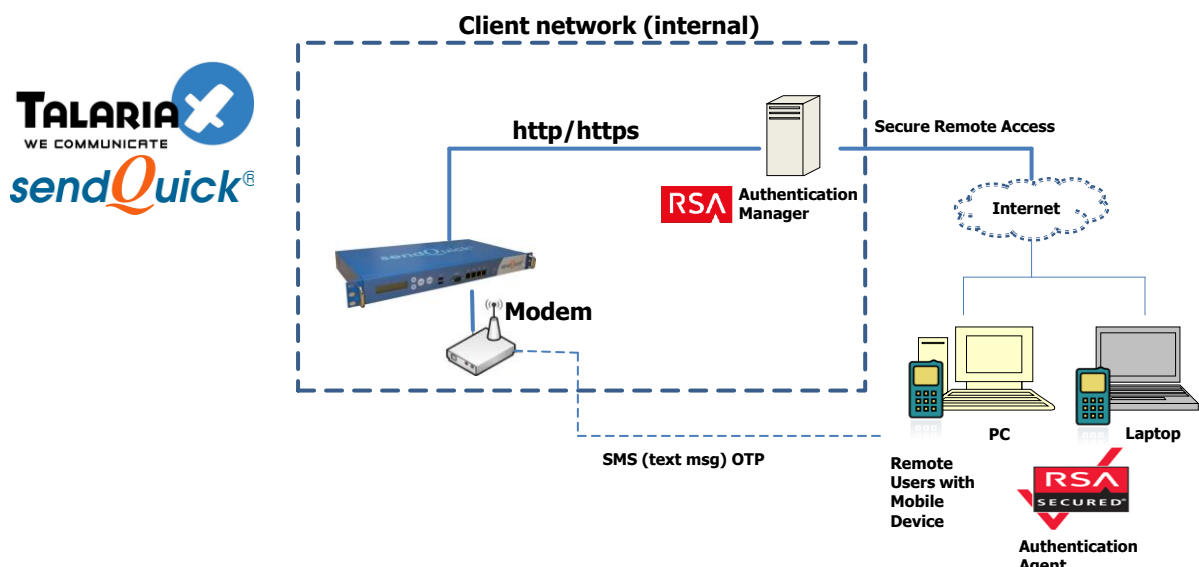
Business Challenge

Today's mobile workforce needs greater remote access and heightened security, so that it can work from anywhere at anytime. Two-factor authentication (2FA) can keep information assets safe, but require a token to authenticate user identity. SMS one-time-

passwords (OTP) make good tokens, and have many advantages – always on; accessible anytime, anywhere; capable of roaming internationally, and convenient, since most people have mobile phones.

SMS OTP depends on secure and reliable SMS delivery. While this function can be outsourced to a third party, that creates more points of dependency as compared to doing things internally, and also more points where failure can occur. What RSA customers need is an easy-to-implement SMS delivery solution that is reliable, dependable and secure, with a low total cost of ownership.

TalariaX sendQuick® is the first appliance based text messaging gateway that will offer RSA customers direct delivery of highly secured messaging. sendQuick® increases message reliability and dependency for enterprise communication by offering local delivery of all SMS and is scalable to support high volume SMS delivery.





sendQuick SMS Appliance Solution

TalariaX sendQuick® is designed as an out-of-the-box SMS gateway which can be configured and installed in just minutes. Designed to fit in existing LAN networks, sendQuick® will convert email messages, HTTP Post and other messaging formats received from other backend applications and send them as SMS to designated recipients.

sendQuick® Alert Plus has an added component (HTTP Plugin) that works seamlessly with RSA Authentication Manager to send on-demand token via SMS. sendQuick® SMS gateway is the first appliance based SMS gateway specifically developed for the enterprise market. Since the first roll out in 2002, sendQuick® is used by more than 950 companies worldwide in applications such as IT Alerts and Notifications, 2-Factor Authentication, SMS job dispatch, Customer Relationship Management, SMS marketing, emergency messaging, and many more.

TalariaX sendQuick® is a plug-and-play appliance with a HTTP plug-in for RSA. Its features include:

- Out of the box (seamless) integration with RSA AM7.1 SP4
- Support HTTP and HTTPS, for secure transactions
- Support multiple SMS message format (Text, Flash SMS and Message Overwrite)
- Filter rules for mobile number matching and pre-processing
- Simple web based configuration
- Zero maintenance appliance
- Messages are logged (Send, Queued, Failed) for recording and archiving

Key Benefits

TalariaX sendQuick® is an all-in-one SMS communications solution for enterprise that allows businesses to quickly and easily internalise their SMS communications with a SMS gateway that offers plug-and-play ease of use, lowered dependency on third-party communications, and cost-effective local SMS communications.

TalariaX sendQuick® benefits RSA customers with:

- Local delivery for all SMS, increasing message reliability and dependency (no 3rd party involvement)
- Local delivery ensures lowest SMS delivery cost
- High security and reliability as SMS transmission is within the local network (Intranet)
- Use SMS OTP for primary authentication, backup 2FA or 2FA for on-demand remote access for contractors
- Lower SMS OTP implementation cost as it is a plug and play appliance

About RSA

RSA, the Security Division of EMC, is the premier provider of security solutions for business acceleration, helping the world's leading organizations succeed by solving their most complex and sensitive security challenges. RSA's information-centric approach to security guards the integrity and confidentiality of information throughout its lifecycle - no matter where it moves, who accesses it or how it is used.

RSA offers industry-leading solutions in identity assurance & access control, data loss prevention & encryption, compliance & security information management and fraud protection. These solutions bring trust to millions of user identities, the transactions that they perform, and the data that is generated. For more information, please visit www.RSA.com and www.EMC.com.

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