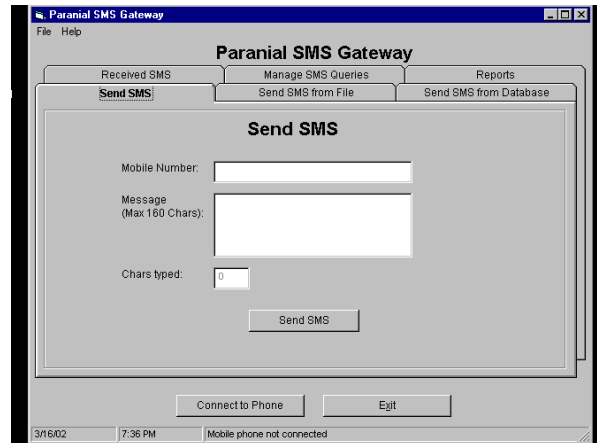




PARANIAL'S SMS GATEWAY

SMS is catching on as a relatively low-cost easy-to-use solution for businesses to reach out to their customers directly.

Paranial's SMS Gateway is the easy-to-use solution that allows you to send bulk SMS messages to your customers, as well as receive and manage SMS messages sent by customers to you and generate and send automated responses to customer queries.



You don't need any additional infrastructure or even an Internet connection to start sending out SMS messages. The application can be installed on any PC, and all you require is a data cable and a mobile phone (Nokia 5110 – provided by us).

Product Features

- ✓ Send SMS messages to a **database** of customers.
- ✓ **Receive replies** to outgoing messages, and **reply to** incoming SMS messages.
- ✓ **Reports** are generated giving the details about all the messages.
- ✓ Users with a mobile phone anywhere can **query your application** using keywords that you can quickly and easily setup. For eg: You can setup a keyword 'TUESDAY' and a corresponding answer '*Trance night – DJ Bryan. 10pm onwards*'. Users who send 'TUESDAY' as an SMS to your application receive '*Trance night- DJ Bryan. 10pm onwards*' as a reply.
- ✓ Our SMS Gateway is **customizable** to add SMS capabilities to almost any kind of application you wish to enable.



Product Snapshots

- **The *Send SMS* screen**

- **The *Send SMS from File* screen**

Mobile Number	Message
9821011111	What are we doing this christmas
9821022222	How are you placed this evening?
9821033333	What came first, the chicken or the egg?
9821044444	We won the game, congrats!!
9821055555	It is our pleasure to welcome you at our place



- **The Send SMS from Database screen**

Paranial SMS Gateway

File Help

Received SMS Manage SMS Queries Reports

Send SMS Send SMS from File **Send SMS from Database**

Send SMS from Database

Separate Messages Common Message

Name	Mobile No.	Message
Bikesh	9821011111	Subah jakli utna hai, aur kaam pe jaana hai
Ramthirtha Narayan	9821022222	We have won the 5 lakh lotto
John Doe	9821033333	The stock have gone up by 5 points
Jane Doe	9821044444	This evening we shall meet at the restaurant down the
* Manmohan Kumar Singh	9821055555	The film was very nice, you gotta see it

Setup messages to be sent in batch here by moving through the grid and adding/editing records. Messages entered in the message column will be sent as an SMS to the corresponding mobile number. (The name column is only for reference and is not used in sending SMS'es)

Clear Database Address Book... Send SMS

Connect to Phone Exit

11/04/2002 9:47 PM Mobile phone not connected

- **The Received SMS Screen**

Paranial SMS Gateway

File Help

Send SMS Send SMS from File Send SMS from Database

Received SMS Manage SMS Queries Reports

Receive SMS

Mobile No.	Message	Date - Time
+919821051915	This is the way to go	19/03/2002
+919821051915	Message 1 here	19/03/2002
+919821051915	This is message 2	19/03/2002
+919821051915	Message to anil goelji	19/03/2002
+919820353861	Yep that was a typo this is the way to GO and not goe	19/03/2002
+919820353861	Message to parag ved .Go parag	19/03/2002
+919820353861	Hi from parag on saturday	30/03/2002

Double click on a row to reply to an SMS Clear Database Refresh

Connect to Phone Exit

11/04/2002 9:55 PM Mobile phone not connected



- **The Reply To SMS Dialog Box**

Reply to SMS

To: +919821051915

Re: This is the way to go

Reply Text (Max 160 chars):

0 Chars

Send SMS Cancel



- **The *Manage SMS Queries* screen**

Query	Answer
AR	All airplanes on strike today
TX	All taxis are banned from running on mumbai roads
BS	All buses will charge extra from today
LR	All lorries to carry passenger instead of luggage
Anilb	Test reply
TUESDAY	DJ Bryan in Full Flow
WED	Wednesday is the night baby
*	

Users with a mobile phone anywhere can query your application using keywords you have setup here. Enter a keyword e.g. 'CRICKET' and a corresponding Answer e.g. 'India win Zimbabwe series 2-0' Users who send 'CRICKET' as an SMS to the connected phone will receive 'India win Zimbabwe series 2-0' as a reply Move through the grid and set up as many queries as you want.

- **The *Reports* screen**

Mobile Number	Message	Date
+919821051915	this msg is in the recd msg	04/03/20
9821051915	address book done. am changing something	04/03/20
9820353861	address book done. am changing something	04/03/20
9820353861	address book done. am changing something	04/03/20
+919821051915	Wednesday is the night baby	19/03/20
9821051915	This is the way to go	19/03/20



Setting up the SMS Gateway

- The SMS Gateway installation requires running a very simple setup program, which is provided with the CD.
- No delays for authorization, registration etc. You can use the above features immediately after installation.

System Requirements

- Windows 95/98/NT/2000
- Pentium 100Mhz or above
- 5MB Free Hard disk space
- 32 MB RAM (128 MB preferred)
- Microsoft Excel (Bulk sending using excel)
- No Internet/Network connection required

Accessories

- Nokia 5110 Handset
- Nokia 5110 Data Cable