

SMS APPLINK (HTTP-2-SMS)

INTEGRATED SMS

Features, Functions & Benefits



TYPICAL USES

- SMS payment reminders
- SMS subscription reminders
- Automated SMS notifications
- SMS credit card alerts

BENEFITS

- Simplified SMS integration
- Easy-to-Use XML Interface
- Lower Communication Costs

FEATURES

Custom Data Tags

XML can be posted with custom tags and data including unique message identifiers.

Reply Functionality

Supports replies to messages originating from external applications.

Failed Delivery Notification

Failed delivery notifications can be sent back to external applications to trigger an escalation procedure.

Unique Message IDs

Unique message IDs in the custom data tags enable replies to be linked to the original message in order to trigger a secondary event with the external application.

SMS Concatenation

Message can be up to 700 characters or 5 SMSes long.

Prioritised SMS delivery

SMS can be sent on different priority message queues.

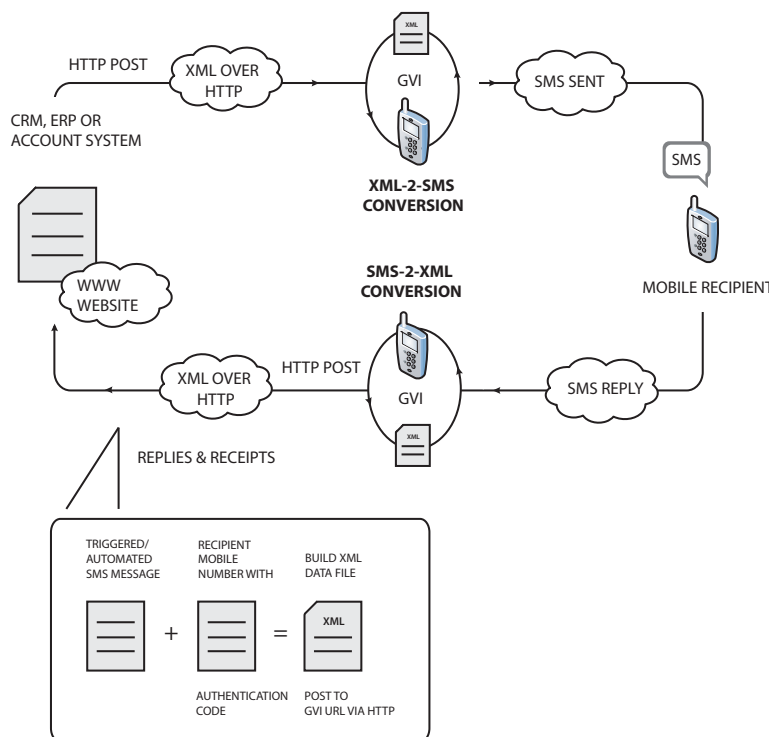
Message reporting

Delivery reports provide information on messages sent and the delivery status of each message.

SMS Applink (HTTP-2-SMS) is a messaging service for sending SMS messages from any external system, application or web site to mobile phones. The message is posted by the application as XML over HTTP/S to Grapevine. Submitted XML messages are received, converted and sent by SMS Applink as SMS messages.

With **SMS Applink** it is possible for you to then track the delivery status of every sent message as delivery receipts are automatically sent back to the application. Similarly SMS Applink will also capture any replies with unique IDs you have specified and send these back to the application for further processing by for instance call centre staff.

How it works



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