

Using SMS in membership organisation

Reaching out to your team can be very challenging. Bill Gates himself describes "...business in the 21st century is about velocity". Speed ensures survivability.

In today's environment, the ability to communicate via multiple channels has become necessary. E-mail is now a commodity just as mobilephones. Everything equal, in terms of speed, conciseness and reachability, the mobilephone is hard to beat. Using SMS as delivery channel to over 1 billion users is next logical choice.

E/Librium Consulting's **SMS Reach Out!** is a SMS messaging solution that is being used by organisations to reach out to customer with a personal touch and to many mobile workers. **Integra Application Server** is the SMS escalation engine which can be used to integrate with any application.

How it can be used;

Contact center

Notification for payment reminders, event notification, monthly meetings etc. Register for events via SMS

Campaign

Notification to divisional members or branch levels new directives, events etc. Notify outcome of elections or campaign.

Mobile force

Notification for change in schedule, progress meetings, emergency, new tasks etc.

Mass SMS

Mass SMS notification to members for AGM, EGM or any meeting that requires quorum.

Integrate various back-end systems

SMS-enable various back-office system; CRM, Help Desk, ERP, System and Network Management. Notify team members of task pending, approval required, etc,

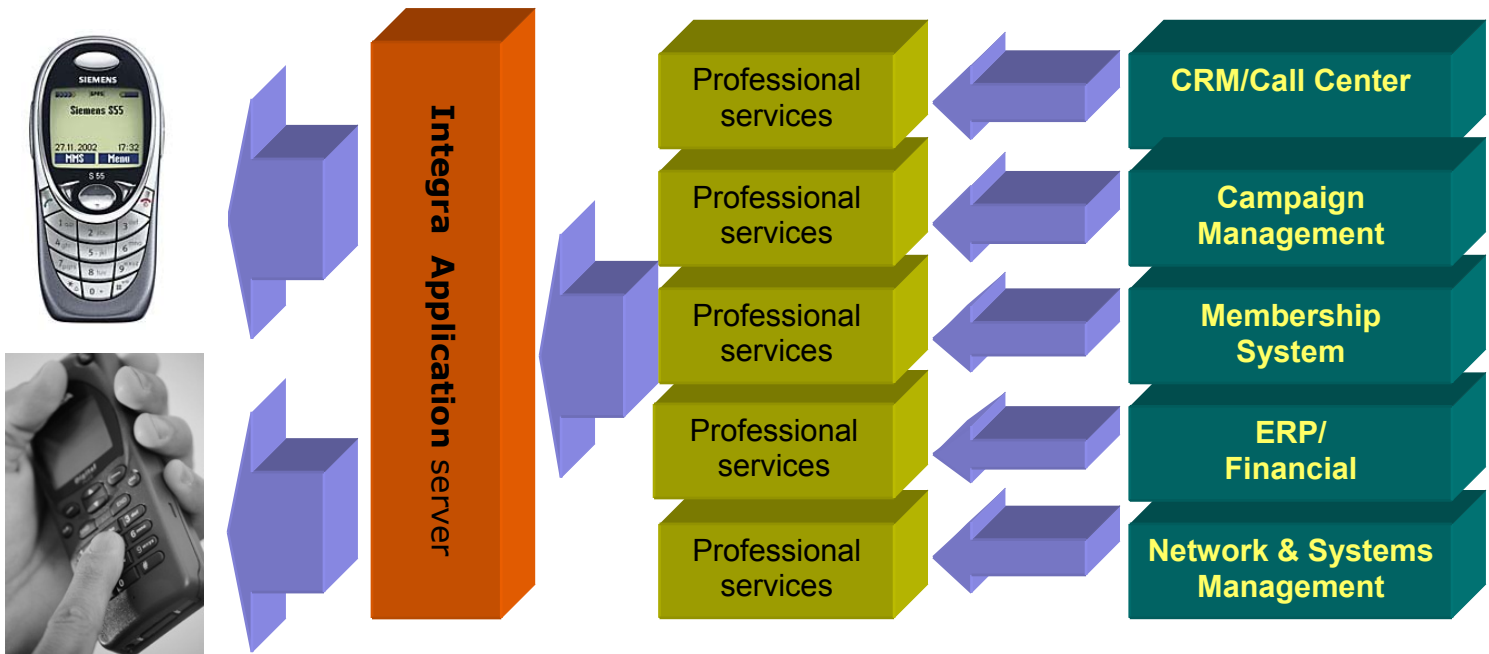
Cost savings on calls to mobile phone

Type of communication	Cost RM
Local area	0.30/minute
Adjacent area	0.60/minute
SMS	0.15 – 0.20/SMS

The use of SMS is very much defined by the users own imagination. We are provider of the technology to bridge the gap. We empower a simple tool that is used by 1 billion users, the hand phone.

Imagine the possibilities. Experience the reality.

How Integra Application server works



Functionalities of SMS Reach Out! SMS Messaging application

- User management
- Web interface
- Audit trail and reporting
- Global and personal address book or by other categorisation
- Load balancing and redundancy
- Send by group or department
- Windows messenger to notify new SMS
- Scheduler notification
- Future version will support GPRS
- Java engine
- Highly customisable

Some of our customer list

- Computer Associates (M) Sdn. Bhd.
- IT Associates (M) Sdn. Bhd.
- Malakoff Berhad
- Majlis Perbandaran Manjung
- P&O Global Technologies Sdn. Bhd.
- Peremba Construction / PESB Sdn. Bhd.
- SJA Trade & Services Sdn. Bhd.
- Siemens (M) Sdn. Bhd
- Time Dot Com Berhad.

E/Librium Consulting Sdn. Bhd. is a solution provider with extensive man-years experience and focused in several niche areas. For more information please contact us at the number below or email at info@elibriumconsulting.com.