

Using SMS in your 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;

Call center

Notification for loan repayment reminder, insurance premium due, insurance claim status, marketing campaign, special offers etc.

Sales Force

Notification for new pricing, stock no longer available, inventory query, special offers, urgent alerts etc.

Mobile force

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

Mass SMS

Membership organisation, affinity marketing, banking customers, insurance policy holders, focus groups etc.

Integrate various back-end systems

SMS-enable various back-office system; CRM, Help Desk, ERP, System and Network Management. Supply Chain Management system can raise alerts as to when stocks are required, new job order, low inventory levels, re-order reminders etc. Local municipality can send reminders of "cukai tanah" or enable a SMS query system for Licensing, Valuation and Enforcement division

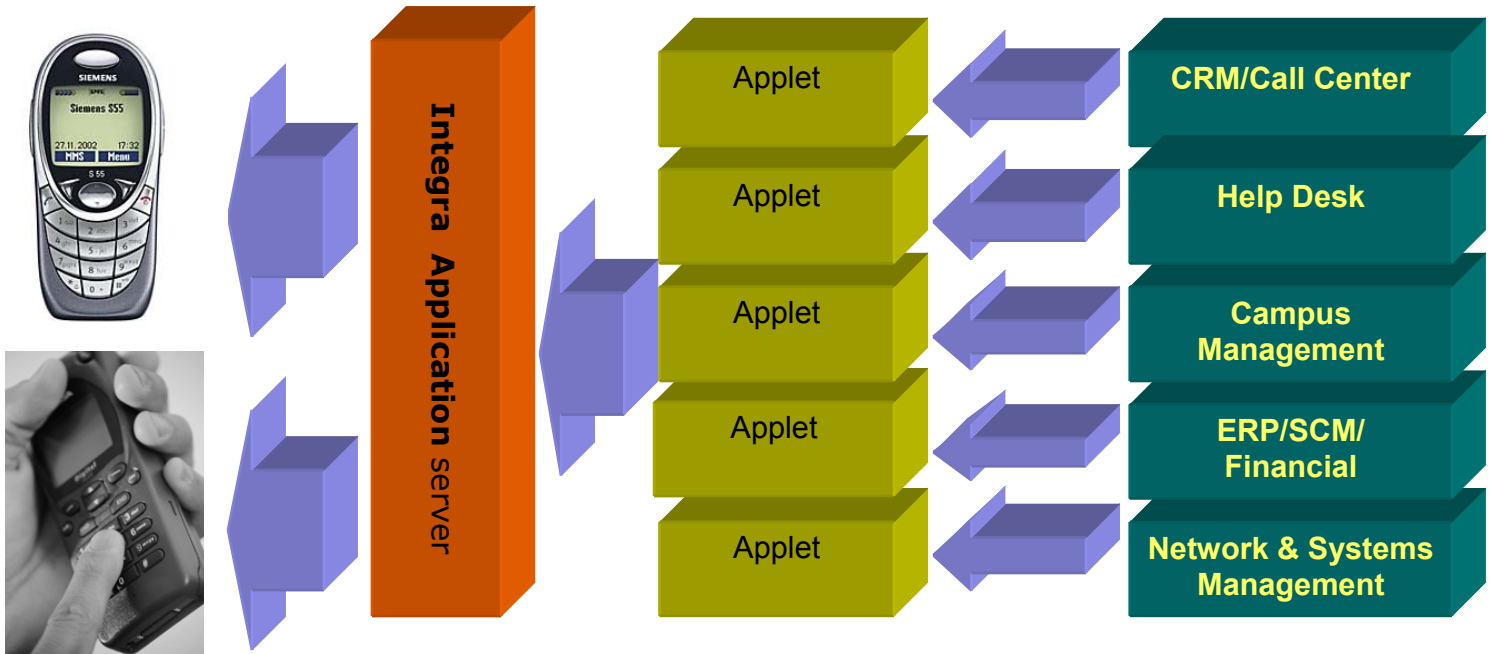
Cost savings on calls to mobile phone

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
- Quota per user
- 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 upgrade road map. Next version will be GPRS enabled
- Java engine
- Highly customisable

Some of our customer list

- Computer Associates (M) Sdn. Bhd.
- IT Associates (M) Sdn. Bhd.
- Malakoff Berhad
- 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