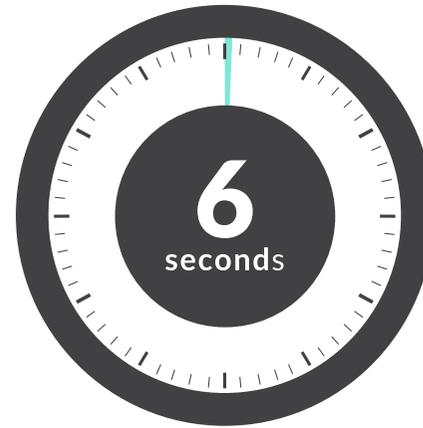


# Edgility Info Pack





**DID YOU KNOW?**



On average, an SMS is delivered within six seconds



More than 90% of recipients will read an SMS within 5 minutes

**WHY SMS?**

The very first text message was sent over 20 years ago, and since then its worldwide presence has skyrocketed. More than 8 trillion messages were sent in 2013, and the numbers are expected to keep growing in the years to come.

Some may ask, "Why, then, is SMS still the biggest messaging medium in the telecommunications industry?"

The answer is actually really simple. SMS is more than a technology or a tool. It has become a way of thinking, an integral part of our lives. It's familiar, intimate. It's completely platform, operator, and handset independent and despite its shortcomings, continues to be popular because it's comfortable.

**Even more impressive is the fact that there are over 25 Million devices able to send and receive SMS in Australia.**

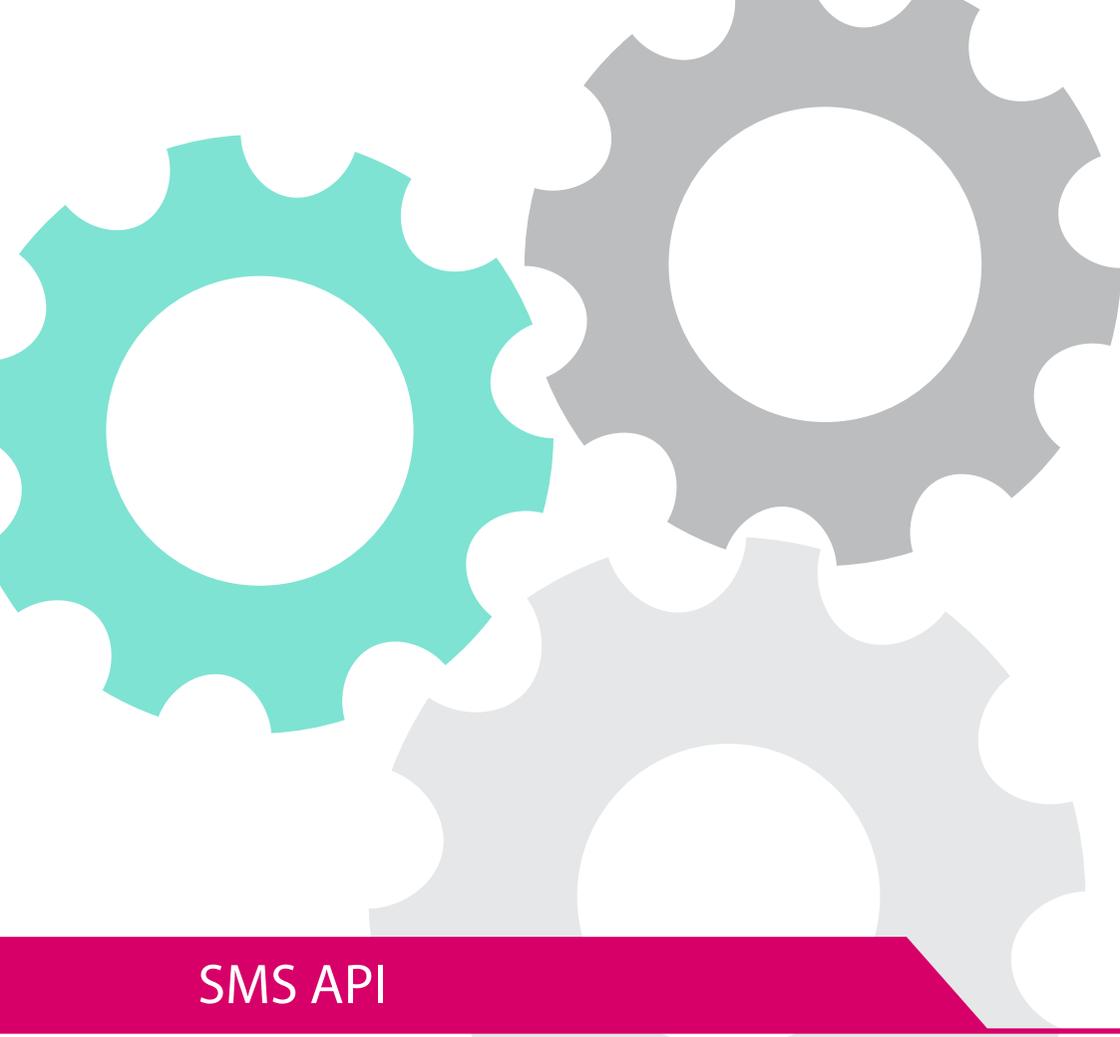
The global messaging infrastructure is by far the most developed in the world. Even more importantly, SMS is proven. Marketers have recognised its potential an long time ago, and no modern business can compete effectively with a SMS messaging solution.

Many of the popular online communication services and social networks - such as Skype, or Facebook - have an option to send SMS, and the convenience of banking or parking with only your mobile device can hardly be matched.

# Whats in the box?

Edgility SMS Products





## SMS API

**Simple but powerful API's allow for developers to include SMS within existing application. Send receive and report in a wide range of options based on your native environment.**

Integrating SMS into your existing Client Management System or CRM is a great way to keep in contact with your clients and suppliers from a centralised system.

### **REST API FOR EASY INTEGRATION**

SMS can benefit almost any communication process. If you think you have a process to benefit from SMS integration then most likely you will be able to code the process using our REST API.

### **SAFE AND SECURE**

Our API's are secured with HTTPS and API Keys. You can give your API keys to your developers without compromising security on your account. At any time you can enable or disable API keys to control your SMS traffic.

### **DELIVERY RECEIPTS (DLR) CALL BACK**

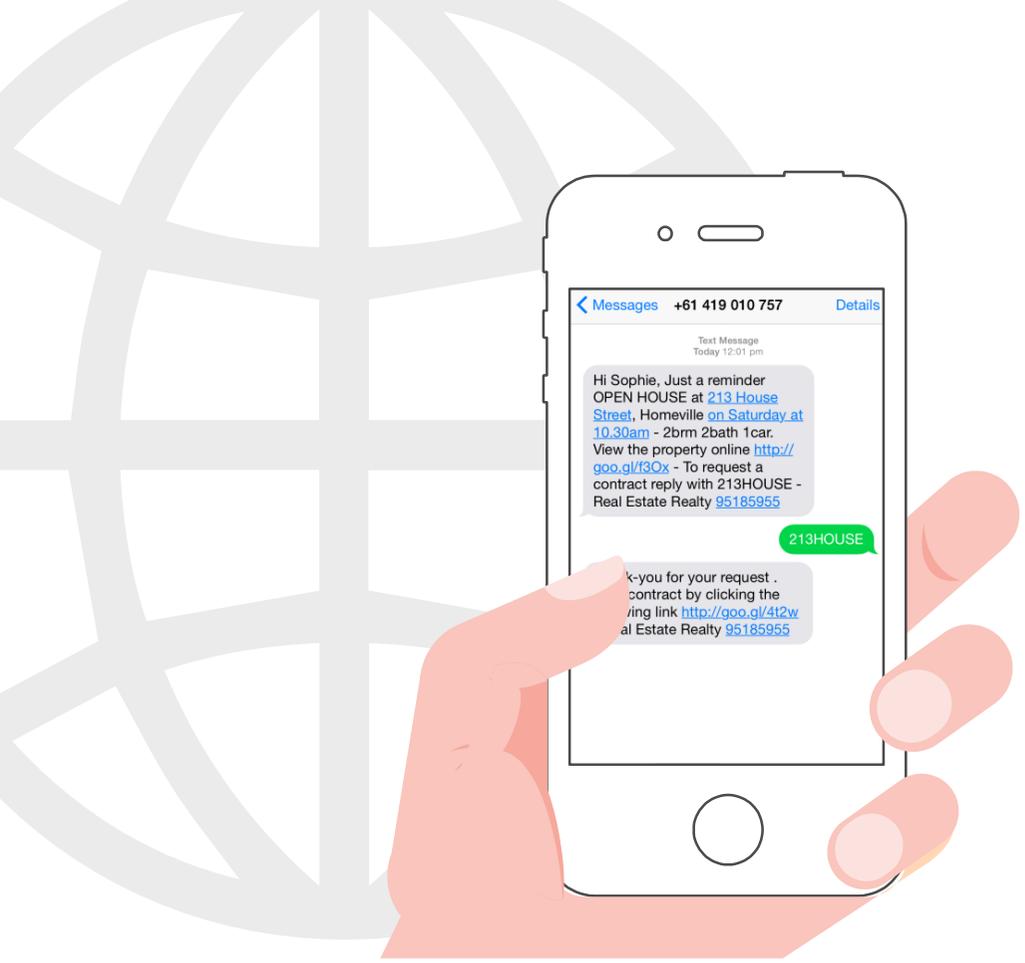
DLR's or Delivery Receipts, are notifications received from the carriers relating to the success or otherwise of an attempted SMS Delivery. rather than having to poll for message status, we will deliver DLR's to your call back URL when we get them.

### **DEDICATED VIRTUAL NUMBERS**

Numbers are the Caller ID, or from field that your messages will come from. Although not mandatory for API use, we recommend users lease their own Dedicated Virtual Number to send and receive messages through the API.

Build apps that send and receive SMS using local phone numbers and short codes. Let friends say hello, tell customers their packages are delivered or alert employees that a shift is ready. The API enables users to communicate with your app or chat with one another; your code decides.

An integrated mobile solution means you can start sending through existing application, without the need for third party software.



## MESSAGEPORT

**An all encompassing Online SMS sending and management platform.**

MessagePort has been specifically designed and developed by Edgility as an all-encompassing, off-the-shelf online SMS sending platform. MessagePort provides all the SMS functionality your business requires to make communication simple and effective. Send messages to as many or as few recipients as you like and track your communication with live reporting.

### MESSAGEPORT FEATURES

#### ONLINE SMS

Whether you want to send a promotional message to a list of prospective clients, or a quick reminder to a colleague, MessagePort Online SMS ensures effective, interactive and immediate communication from anywhere.

#### EMAIL SMS

Manage and restrict Email 2 SMS addresses from within MessagePort. Set up as many accepted email addresses to enable Email SMS/ OMS.

#### MERGE SMS

Merge SMS personalises your messages by simply browsing and selecting your client file (.csv), merging the relevant details and sending to as few or as many "individuals" with just a few key strokes.

#### SMS REPLIES

Choose how you want SMS replies to come to you. You can choose for recipients to reply directly to your mobile phone, to your registered email or to your Web Inbox.

#### BULK SMS

Allows you to send messages to a long list of recipients with ease and efficiency. Copy and paste a list of mobile numbers in seconds or import numbers from an existing client file.

#### TEMPLATES

Are perfect for regular or repetitive campaigns. Set up unlimited message templates in order to make sending recurring messages effortless and error free.

#### WEB INBOX

Web Inbox allows you to receive replies from your recipients and can comprehensively manage replies by storing, deleting and exporting conversation threads.

#### SCHEDULER

Stay in touch with your clients even when you're not in the office. Compose multiple and recurring SMS campaigns and schedule them for a later date and time.

#### ADDRESS BOOK

Set up both personal and company address books. Your address books allow you to easily send messages to your contact lists from anywhere.

#### VIRTUAL NUMBERS

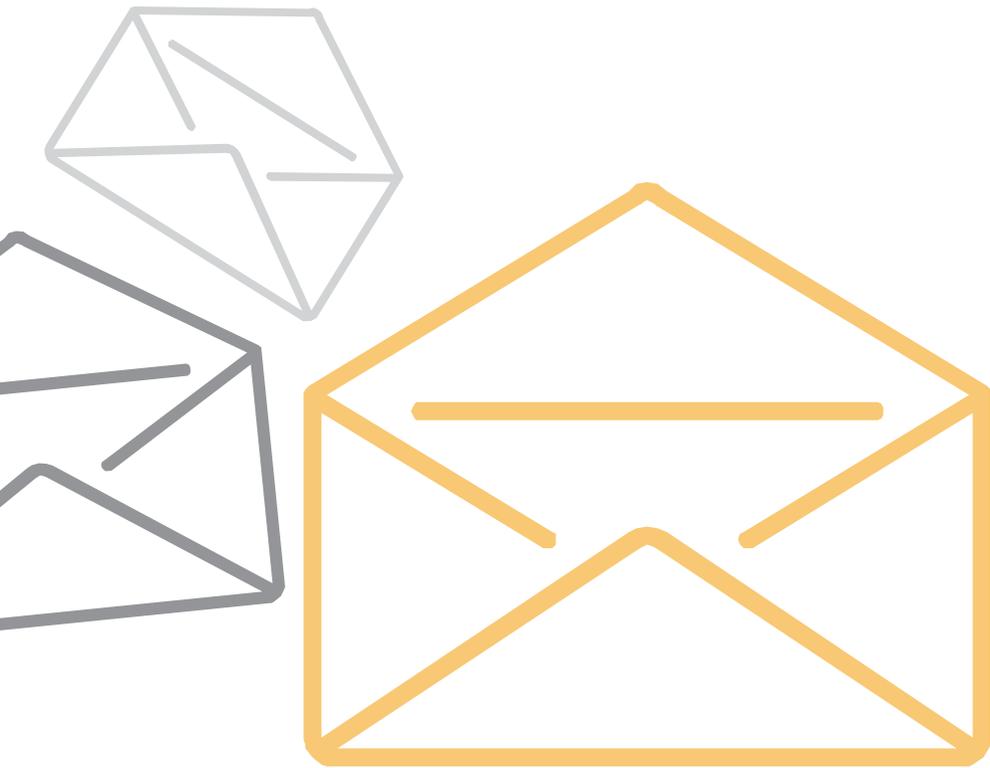
Purchase a unique virtual mobile number for SMS promotions and take advantage of "Text-In" campaigns, create automated replies and set up keywords according to your promotion.

#### MULTI ADMIN

Administrators have the ability to oversee account reporting and manage user lists. Messageport now allows you to set up multiple account administrators.

#### COST CENTRES

Cost centres allow you to set up multiple user defined groups to support company divisions or departments. Users on your account can be grouped into these cost centres for reporting or costing purposes.



## EMAIL SMS

Using your email to communicate now includes an added level of efficiency to your business. Sending EmailSMS through your email client or using the integration of OMS (Outlook Mobile Service) now means you can send messages to the people that matter to your business, as easily as you send email. Edgility's EmailSMS and OMS products allow you to send and receive SMS messages from your email client as well as SMS notifications of calendar items.

EmailSMS is great for instant messaging and allows for your recipients to directly reply to your Email Inbox. Interaction with recipients is simple and easily tracked, via your sent items and through Messageport – your messaging and reporting hub.



### Two way SMS

SMS conversations back and forth directly in your Email Inbox.



### Delivery Reports

You can set-up to receive a daily delivery report so you can keep track of what has been delivered.



### Virtual Numbers

With a dedicated number you can receive SMS enquiries directly to your Email Inbox.



### Authorised Emails

Control and manage emails set-up and authorised to use Email SMS through Messageport.

## OMS (Outlook Mobile Service)

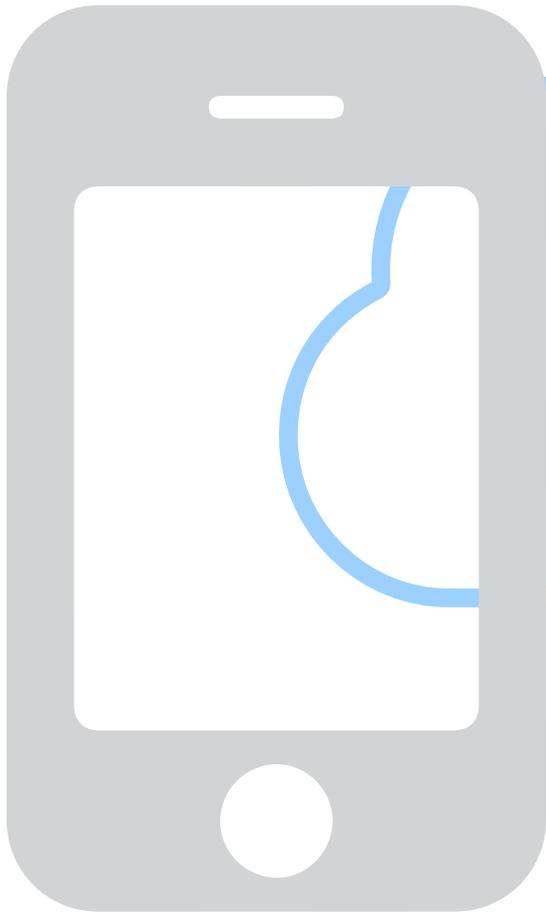
**An integrated way of sending sms through Outlook 2013, 2010 and 2007.**

Outlook Mobile Service is a feature in Microsoft Office Outlook 2007, 2010 and 2013 that you use to create and send text messages to a mobile device from within Outlook in a manner similar to e-mail messages.

Two ways to communicate with your colleagues, prospects, and clients are email messages and your mobile phone. Both have their advantages,

but managing your contacts, correspondence, and appointments by using two different media can be inconvenient.

Outlook Mobile Service makes it easier to use both media and is completely integrated with Outlook. With Outlook Mobile Service, composing and sending a text message is now as quick and easy as creating and sending an e-mail message. After the message is sent, you can see it in the Sent Items folder in your Inbox and in Messageport. In addition, you can receive replies from your messages directly in your Outlook Inbox.



## VIRTUAL NUMBERS FEATURES

### MANAGE MULTIPLE CAMPAIGNS

Create and Manage simultaneous SMS campaigns with MessagePort. Set-up auto replies or keywords for specific campaigns to send targeted offers or promotions.

### AUTO REPLY MANAGEMENT

Set-up an auto reply for each of your virtual numbers, or take it to the next level and set up multiple keywords with specific auto-replies.

### SET-UP AND MANAGE KEYWORDS

Keywords allow people to opt-in to your lists, create multiple keywords per campaign to allow a specific automated reply to be sent when triggered by a specific keyword.

### MANAGE OPT OUTS

'Opt-out? reply STOP'. Through Messageport your unsubscribe list is kept up to date while your SMS marketing campaign remains 100% compliant.

## HOW VIRTUAL NUMBERS CAN BE USED

### SMS COMPETITIONS

Promote your virtual number through your current marketing collateral – print, billboards, radio, TV, social media etc. Allow your customers to text in for a chance to win, whilst legitimately collecting data.

### TARGETED OFFERS

Organise your data into specific groups, profiles or demographics. Create tailored campaigns in minutes for each group. For example group your database by location and alert customers when there are specials or promotions near their location.

### ORDERS AND CONFIRMATIONS

Allow your customers to text their order to your virtual number and set-up auto replies to confirm orders have been received.

## VIRTUAL NUMBERS

**Virtual numbers are perfect for brands that want a permanent and powerful SMS presence.**

Virtual Numbers also referred to as dedicated numbers or longcodes, are just like normal mobile numbers that your Messageport account can send and receive text messages from. Virtual numbers allow you to send and receive messages to and from that same number, ideal for 2-way message campaigns.

Promote your virtual number through brochures, website and advertising campaigns. Create streamlined and cost effective engagement with your clients and prospects. Customers can request information, opt in to promotions or provide feedback. Use keywords to automate the process.

# Contact

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