Key Features

- Global SMS/GSM Protocol Support
- Premium Rate Numbers Support
- Reverse SMS Billing
- Charge for Access
- SMS Voting
- Bulk SMS
- SMS Content Distribution
- SMS Call-Back
- Web Based Administration
- Managed Service Module Support
- Web Management Interface
- Direct Interface to Callback Services
- Outbound Number Switching and Routing

- SMS/GSM/Tri-Band Support
- Inbound and Outbound Messages
- Message Queue Support
- Message Parsing and HTTP/HTTPS Conversion
- HTTP/HTTPS Dynamic Text Message Content
- Ring-tone and Picture Distribution
- Customizable HTTP/HTTPS Service Interface
- Radius Billing Interface
- Radius Authentication Interface
- Direct calling Application Interface

Problem

Companies require high-volume transactions SMS gateway to offer GSM customers payment, content distribution, and pre-paid/post-paid long distance services.
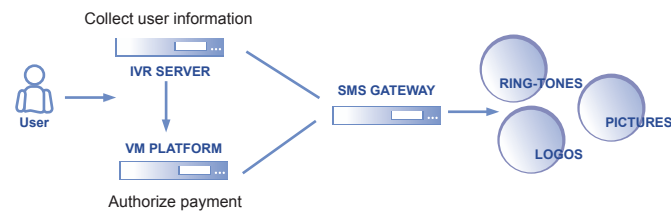
Solution

SysMaster SMS Gateway is a key building block of business applications for mobile users. The server could be easily integrated into existing infrastructure and could reliably process high volume of transactions. SysMaster SMS Gateway can be utilized in Reverse SMS Billing, Premium Rate Numbers, Charge for Access, SMS Voting, Ring-tone and Picture SMS Distribution, Bulk SMS, and SMS Callback solutions.
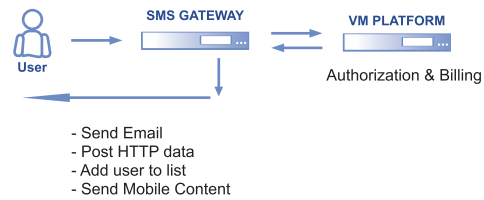
SOLUTION FEATURES

Premium Rate Numbers

Premium Rate Numbers is one of the first payment applications developed to serve the needs of the mobile users market. Premium Rate Numbers can be used for micro-payments for ring-tones, pictures, logos, funny voicemails, animated screensavers, as well as information, advice, horoscopes etc. To initiate payment, mobile users call a telephone number, where SysMaster IVR Server or a third party IVR solution collects user information. The IVR uses SysMaster VoiceMaster Billing Server or a third party billing solution to authorize payment and bill user. The charge is reflected in user's monthly wireless statement. Upon payment authorization and billing, the IVR sends request to SysMaster SMS Gateway to perform one or more programmable actions. In a typical application, the gateway delivers access information, ring-tones, pictures, logos and other mobile content to user's mobile phone.

Collect user information
IVR SERVER
User
VM PLATFORM
Authorize payment
SMS GATEWAY
RING-TONES
PICTURES
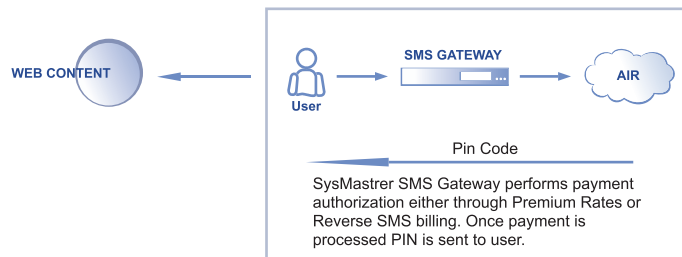LOGOS

SOLUTION FEATURES

Reverse SMS Billing

Reverse SMS Billing is another widely used application for processing micro-payments which helps businesses increase revenues and customer conversion rates. To initiate payment, mobile users send SMS messages with user and/or vendor specific information to the SysMaster SMS Gateway. The gateway processes the message and sends authorization request to SysMaster VoiceMaster Billing Server or to a third party billing solution. Upon user authorization and billing, the gateway performs one or more programmable actions - returns a paid SMS to sender, sends an email, posts http data, adds user to distribution lists, performs a database query, sends mobile content etc.

User → SMS GATEWAY ⇄ VM PLATFORM
Authorization & Billing

- Send Email
- Post HTTP data
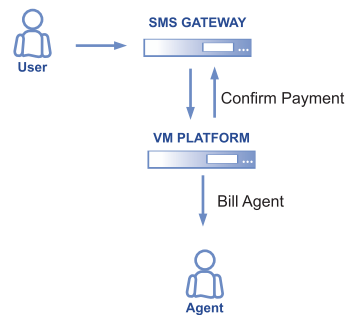- Add user to list
- Send Mobile Content

Charge for Access

Charge for Access applications enable online businesses to offer mobile users charge access to parts of their websites. Mobile payment authorization is performed through either Premium Rate Numbers or Reverse SMS Billing. Upon payment confirmation, the SysMaster SMS Gateway generates either numeric or alpha-numeric pin code which is send back to the mobile user through either SMS or email messages. The user enters the pin to access restricted web pages.

WEB CONTENT ← User → SMS GATEWAY → AIR

Pin Code

SysMastrer SMS Gateway performs payment authorization either through Premium Rates or Reverse SMS billing. Once payment is processed PIN is sent to user.
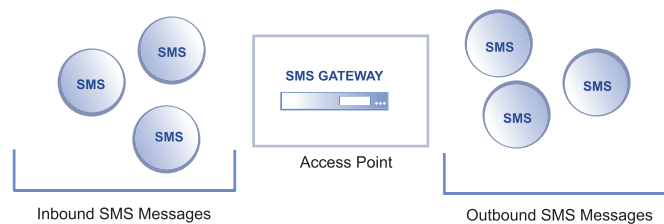
SMS Voting

SMS Voting becomes increasingly accepted method for collecting information from consumers. To vote, mobile users send SMS messages with vote and/or user specific information to SysMaster SMS Gateway. The gateway processes the message and sends billing request to SysMaster VoiceMaster Billing Server or a third party billing solution. The billing server bills the company conducting the voting campaign and sends confirmation to the SysMaster SMS Gateway. Upon receiving the confirmation, the gateway performs any number of programmable actions, like vote recording, sending voting statistics through SMS or email etc.

User → SMS GATEWAY
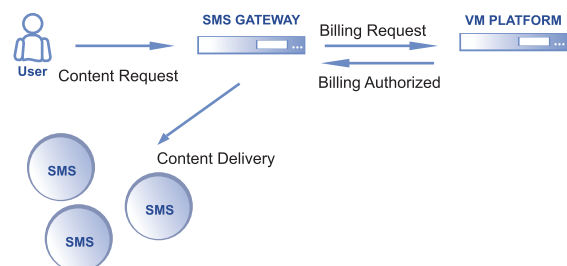Confirm Payment
VM PLATFORM
Bill Agent
Agent

Bulk SMS

Bulk SMS is an application for automating the sending of personalized text messages to local, regional or global recipient base. Popular applications relying on Bulk SMS include peer-to-peer messaging, SMS marketing, alerts, info-text, web-to-mobile content, notifications etc. With its high throughput and reliability, SysMaster SMS Gateway is a must-have for any Bulk SMS solution. Within such solutions, the gateway serves as an access point for inbound and outbound SMS messages. It requests authorization permissions from billing servers, retrieves information from content servers and delivers it to mobile users.

SMS SMS SMS SMS → SMS GATEWAY → SMS SMS SMS SMS
Access Point
Inbound SMS Messages   Outbound SMS Messages
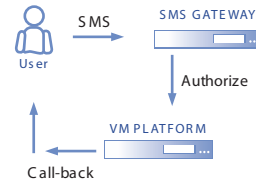
SMS Content Distribution

SMS Content Distribution allows scaleable and flexible content distribution. The server supports various content formats such as: ring-tones, pictures, logos, and text messages. To purchase SMS content, mobile users send SMS messages via custom web page or GSM with user specific account information to SysMaster SMS Gateway. The gateway processes the message and sends billing request to SysMaster VoiceMaster Billing Server or a third party billing solution. The billing server bills the user and sends confirmation to the SysMaster SMS Gateway. Upon receiving the confirmation, the gateway sends to the user via SMS message the requested content.

User Content Request → SMS GATEWAY Billing Request ⇄ VM PLATFORM Billing Authorized

Content Delivery
SMS SMS SMS

SOLUTION FEATURES

SMS Call-Back

In SMS Call-Back applications, GSM users initiate long-distance calls by sending SMS messages to SysMaster SMS Gateway. The SMS message contains user specific information such as a PIN number and/or authorized phone number. SysMaster SMS Gateway processes the message and authorizes SysMaster VoIP platform or a third party VoIP solution to perform a call-back to the originating GSM phone. Alternatively, the call-back could be made to any number preset by the user. Once the user picks up the automated call, he/she is presented with a dial tone to enter the target destination number and is connected.

SMS → SMS GATEWAY
User
Authorize
VM PLATFORM
Call-back

Web Based Console Management

SysMaster SMS Server features an advanced web interface to allow flexible global customer management. It fully supports remote and telecommuting system administrators to provide easy access for outsourcing and ASP module implementation. All system administrators can enter the system via the secure password-protected web console, and manage the server parameters via the advanced GUI interface.

Managed Service Module Support

SysMaster SMS Gateway offers unmatched Managed Service functionality to allow companies to offer Managed Services that require high degree of SMS gateway management to third-party companies. The Managed Service module allows server partitioning and customization where SysMaster Server Managers can create customer accounts and give privileges to customer agents to manage their system settings and billing procedures.

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