



Get Your Business  
Up And Running With  
Incontact's Enterprise  
Messaging Solution



# What is Incontact?

InContact is a high-capacity, massively scalable service platform that brings the Unicode messaging capabilities of the mobile devices, while retaining the immediacy and simplicity of the mobile Short Messaging Services (SMS) that is popular in many parts of the world today. It enables enterprise users to send and receive messages that contain multilingual text.

InContact provides businesses with a reliable and secure 2-way SMS solution, allowing process automation using SMS in diverse systems, e.g. Financial institutions, CRM, ERP, Learning Management Systems, Student Information Systems, scheduling systems, travel management, etc. incoming messages can be received by business systems, creating relevant information to optimize processes.

InContact is developed using industry standard SMPP Protocol, and designed to provide a flexible data communications interface for the transfer of short messages.

A typical SMPP connection supports throughput of up to around 35 SMS messages per second. That's over 3,000,000 messages a day, and nearly 100,000,000 messages a month. With multiple SMPP connections, this can be easily increased.

## Resources

Integrating the SMS Services with the existing business applications gives an extended advantage to the corporations. It can be services such as reading email via the SMS, auto-event trigger of a SMS alert to relevant personnel during a system failure or sending customers latest information on products or services. At Pan Cyber, we aim to help enterprises to leverage on the power of the messaging technologies.

## Advantages of Short Messaging Services

- ↓ Save Cost - Reduce Communication Costs by Automated sending of company news, announcements and reports to clients.
- ↓ Generate more revenues.
- ↓ Retain Customer loyalty.
- ↓ Highly rated as a means for businesses to communicate.
- ↓ Cost-effective way of communicating to any mobile audience.
- ↓ High level of Attention to SMS received by individuals.
- ↓ Speed of Delivery - generally delivered in few seconds.
- ↓ Effective way of communicating directly to the intended recipient. SMS mass broadcasting to customers on new products and services as another channel for advertising which is effective and low cost.
- ↓ Automation - Integrate SMS with existing (legacy) database environments, SMS can be automated as easily as it is to automate the sending of e-mail.
- ↓ Message Reporting - messages are logged with a full message report by the system and can be searched based on date, content, destination number and product or ID employed. This allows full tracking and reporting, which allows the business to exercise control.
- ↓ One SMS- one recipient. SMS messages are sent to individual mobile handsets where it is personal and aimed at that specific individual.
- ↓ Event triggered SMS alerts.
- ↓ -2Way messaging provides customers the ability to query the status and get response.

## Application Features

### Key Features

Interface for Sending Bulk SMS  
ODBC Lookup  
HTTP Interface  
Distribution List  
UNICODE Support  
Campaign Manager  
Logging for each SMS Sent  
Reports

### APIs

.NET Web Service  
COM Interface  
XML Interface  
SMTP/ POP3/ IMAP Interface

### Industry

Banking & Finance  
Hospitality  
Healthcare  
Telco  
Manufacturing

For more information contact



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