# **Bulk SMS Solution** for Service Providers

### **Key benefits**

Manage Notification & Delivery Report

Always use Best SIM for cost optimization

Highly scalable architecture: Millions on SMS routing

Embedded SMS Campaigner application

Flexible API to interface with third party application

Call and SMS termination simultaneously on same equipment

**HTTP Support** 

Manage OPT OUT & STOP Messages



With 95% of all SMS messages read within 5 minutes of being sent, the usage of SMS as a business tool is considered to be 5 times more responsive than tools such as direct mailing. As it gains importance and volume as a business communication channel, Service Providers and marketing companies expand their services portfolio with Bulk SMS termination offering.

iQsim provides an end-to-end solution to send massively SMS to endusers with a high service-level intelligence at an optimized cost.



### iQsim Bulk SMS Solution Key Benefits

### > Ease of use SMS Campaigner

Managing SMS campaigns efficiently has never been so easy! iQsim provides a comprehensive web-based management interface to configure and monitor all your campaigns. The SMS campaigner helps to create SMS campaigns and controls all its parameters from priority to SMS throughput.

### > Always use SIM cards with cheapest rate

The iQsim Bulk SMS Solution always uses the most appropriate SIM card to send the SMS out. Its advanced SIM Management capabilities enable to monitor SIM usage, to enforce SIM Plan constraints and to protect SIM card against abusive usage.

#### > Provide high Service-Level to your customers

It manages all the **life-cycles of a SMS campaign:** once the SMS is sent, **Sent and Delivered notifications** are stored for each SMS session. In case of an **SMS reply** is received, iQsim's solution looks up for the originator and stores the reply with the appropriate session.

iQsim provides industry leading solutions enabling Cost-Reduction, Mobile Call & Bulk SMS Termination and Mobile Automation for Operators and Enterprises of all sizes.

**Solution Datasheet** 

## Bulk SMS Solution for Service Providers

### **Solution Architecture**

The iQsim Bulk SMS Solution is based on 3 components:

IRON Suite or IRON SIM Server One: appliance which manages SIM cards, hosts iQsim's SMS campaigner and provides SMPP connectivity to third party applications.

#### > SIM Rack: for SIM card storage.

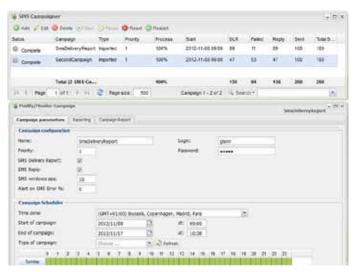
> iQsim M400 Mobile Gateway: IP gateway which provides up to 16 GSM (2G or 3G) channels.

Each component communicates through TCP/IP and can be deployed in different locations.



### **SMS Campaigner**

The SMS Campaigner is an IRON feature to schedule, launch and monitor SMS campaigns. Multiples SMS campaigns can be created across different countries. The SMS campaigner manages time differences between local time in destination countries. Campaigns are launched during defined business hours and get suspended automatically during outof-hours periods. The IRON Suite web interface provides you with detailed reports in order to monitor campaigns success and track failures.



#### **SMS Campaigner Interface**

#### **Bulk SMS Solution Architecture**

### **Product packaging**

To meet operators' need of different size and requirements, iQsim's Bulk SMS solutions are available for implementation either as a **service** (IRON Suite VMWARE) or **servers** (IRON Suite appliances) or even as an **all-in-one** equipment (IRON SIM Server One).

Features	IRON SIM Server One	IRON Suite VMWARE	IRON Suite Appliances
Max Solution SMS throughput	1536 SMS/min	6144 SMS/min	6144 SMS/min
Simultaneous SMS	128	512	512
Maximum GSM/UMTS ports	256	25 000	25 000
SMPP simultaneous connections	5	1024	1024
SMS Campaigner Application	Yes	Yes	Yes
Call Termination Support	Yes	Yes	Yes

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