



Customer

FedEx, Dubai

Deployed Derdack software

SMARTMESSENGER®
message master® SMS SDK

Industry

Logistics

Company profile

FedEx is one the leading international courier companies, with their regional head quarters based in Dubai.



Acette Technologies is a specialized system integrator based in Dubai Internet City and services the Financial Services and Public sectors.



Derdack is a leading expert in the mobility area and has several thousand installations worldwide including Proximus Belgium, Roche Switzerland, Siemens Germany, Movil de Entel Bolivia, Ericsson Australia, Microsoft Ireland, Telenor Business Solutions Norway, Steria UK, Daimler Chrysler Germany.

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Situation

Acette was contracted to provide FedEx, a leading international courier company, with a SMS messaging infrastructure that allows their customers to track shipments. The challenges faced mainly related to the requested time frame of six weeks only and providing a highly reliable messaging solution that was capable of working internationally.

Solution

Acette built a could an SMS messaging application integrated to the backend COSMOS system hosted by FedEx and by integrating Derdack's message master® SMS SDK, this could be delivered within a very short time frame.

Shipment Tracking and Proof of Delivery (POD). The custom built solution allows customers to initiate the tracking of their shipments. The mechanism is activated by sending a SMS message to a designated number with the airway bill number in the message text. All such requests are queued and checked against the centralised operational system which is located in the US and connected through a TCP/IP connection. When a package delivery is confirmed, the details are intimated through a SMS message. Requests for SMS tracking can of course also be initiated by the international courier company's call centre operators over a browser inter- face. Acette used the "pull" SMS messaging capability (message handler) to accept tracking requests from customers and message master® "push" message APIs to inform the customer when a Proof of Delivery is reported.



SMS Marketing. The system has also been designed with capabilities for sending marketing messages to all or just selected GSM numbers held in the database (through the usage of the tracking service).

Remote administration of the system. Various system administration functions have been provided and can be either initiated through a set of functions available in the system or a limited set can be initiated through SMS messages. This enables the administrator to remotely control and monitor the system over sending specifically encoded SMS messages.

External communication. Acette also provided a XML interface for an external application to communicate with their developed product (SMARTMESSENGER®) over a TCP/IP socket and provide the functionality of some of the message master® APIs.

Benefits

Significant time saving. For a customer request that left Acette with a 6 week timeframe until complete deployment of the solution, being fast and flexible seemed to be the key.

Ease of implementation. Using the message master® SMS SDK had the advantage of not having to spend time and efforts with complex handlings of GSM modems and writing AT sequences for each activity. The queuing features of the input message handler were also of great help for building SMS "pull" services.

Worldwide use. message master® SMS SDKs support a wide variety of GSM-modems. This gave Acette's customer the satisfaction of being vendor independent as well as the flexibility to purchase the modems available locally. With a perspective of rolling the solution out around the globe, being able to choose any brand of GSM-modem available in the respective territories was a key benefit as well as requirement.

Stability and reduced maintenance effort. The SMARTMESSENGER® SMS POD solution has been running very stable in several FedEx locations around the world, and there has been very little effort involved to maintain and support the application.