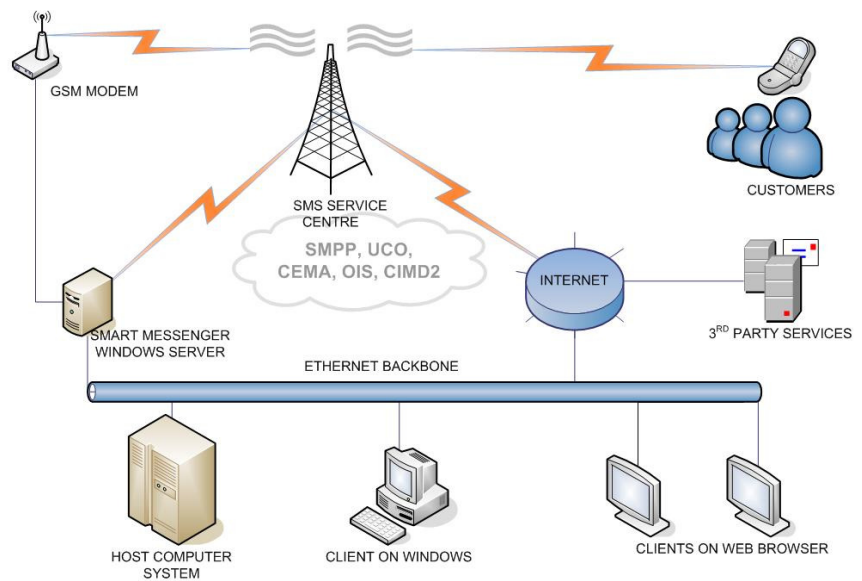


# SMS Solutions for Enhanced CRM

## Why SMS Messaging?

- ◆ Almost everybody has a mobile and carries it all the time.
- ◆ SMS messages can address specific issues better than a phone call and—more precisely and accurately!
- ◆ SMS messages can be sent out automatically and computers programmed to do it—without relying on human effort or accuracy.
- ◆ Reduced manpower effort (and cost) to convey important information.
- ◆ SMS offers predictable and the lowest cost communication with customers!



## System Features

- ◆ Send and Receive SMS Messages (Push and Pull)
- ◆ Address book capability with group definitions and customer linkage
- ◆ pre-stored message templates that can be edited before sending
- ◆ Scheduled Sending of Messages
- ◆ Message delivery confirmation is tracked
- ◆ Marketing and other bulk messages to single or multiple groups
- ◆ View incoming (Pull) messages and selection by message time stamp ranges
- ◆ Support for extensive journaling and flexible reporting.



SMART MESSENGER™

**acette**®  
ACETTE TECHNOLOGIES

Suite 208, Building # 3  
Dubai Internet City  
PO Box 500353 Dubai  
United Arab Emirates

Phone: +9714 390 8778  
Fax: +9714 390 8786  
E-mail: info@acette.com  
http://www.acette.com

## Industry Focused Products

Smart Messenger GSM-SMS messaging system is available in customised versions for different industry verticals as follows:

SM - **Alert Assistant** for notifying status or readiness changes in general business applications.

SM - **Auto Service Assistant** for use in automobile dealerships and the service industry.

SM - **Tracking Assistant** for use generally in processes where multiple-stage tracking is required.

Acette's high-end product **BANKSMART™** is available for SMS Banking applications in the Financial Sector (see specific product brochure).

# SMS Solutions for Enhanced CRM

## Customer comments

*"Smart Messenger has helped us build customer confidence"*

*"Service levels have increased dramatically!"*

*"With Smart Messenger we have saved an amazing 30% in our communication costs!"*

## Other System Features

- ◆ Free Format SMS messages can be sent by Customer Service Agents and other staff.
- ◆ Address Book of frequent users.
- ◆ Group definitions and bulk SMS messages.
- ◆ Configurable system / customer messages.
- ◆ Message thresholds monitoring and reporting.
- ◆ Detailed message logging
- ◆ Processing or viewing of free format inputs sent by customers.

**SMART MESSENGER™**

**acette**®  
ACETTE TECHNOLOGIES

Suite 208, Building # 3  
Dubai Internet City  
PO Box 500353 Dubai  
United Arab Emirates

Phone: +9714 390 8778  
Fax: +9714 390 8786  
E-mail: info@acette.com  
http://www.acette.com

## SMART MESSENGER Send / Schedule Message Function

Send / Schedule Messages

Category

- Individual
- Group
- File
- Customers

Number [ ]

Group [ Acette ]

File Name [ ]

Message Priority [ 1 ]

Service From [ sms ]

Predefined Message [ Happy Birthday ]

Message [ ]

Count [ ]

Schedule Message  [ 20/03/2007 14:20 ]

Send Exit

## System Architecture:

- ◆ Installed on Microsoft server platforms with Microsoft Internet Information Server ("IIS") to provide client services on PCs running Microsoft Windows or on a browser.
- ◆ Smart Messenger exchanges messages with the mobile phones of customers using a GSM modem or direct connections to the mobile operator, using one of the industry standard methods.
- ◆ Support for various pre-defined messaging standards allow for easy connections to the host systems.
- ◆ SMS/EMS interfaces capability with multiple operators.

## Minimum System Requirements:

- ◆ Windows XP Professional or Windows 2003 Server with IIS
- ◆ Pentium IV PC with 80 GB Hard disk, 512 MB or RAM
- ◆ GMS Modem with SIM Card or SMSC connection