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The Bulk Messaging Platform

Benefits

- A cost-effective Value-Added Service essential to mobile Operators.
- Designed to target large corporates & SMEs as end-customers.
- Easy-to-use web interface enhances usage, increases customer adoption.
- Mutiple integration options and client software deployed at corporates generates volumes of automated messages, while retaining customers.
- Flexible billing mechanisms designed to reward consistent customers.
- Easy browser-based administration system with security controls for operators' EBusiness, Marketing, and Call Center departments.
- Integrable with existing IN, issue-tracking, CRM and monitoring solutions.

Used by

- Banks, Financial Institutions & Credit Card companies: Debit/Credit Alerts, Balance Notifications.
- Airlines & Transport: Flight delays, check-in details.
- Government Agencies: Notification of approvals & rejections, application query over shortcode.

Carrier-grade Bulk SMS & MMS Platform

The Hexadimensional Bulk Messaging Platform is an end-to-end platform to meet and exceed the bulk & automated messaging requirements of telecommunications service providers and their corporate clients. Its included featureset ranges from simple click-and-shoot SMS capability, to complex integration scenarios.

User-friendly Web-App

The Bulk Messaging platform is a web-server-based solution, allowing operators easy provisioning, management and control, while providing users with benefits of software-as-a-service, all through an easy browser-based interface.

Resilient & Reliable

Bulk Messaging's core is Hexadimensional's 3rd generation Messaging Engine, which is in active use by operators, aggregators and application developers. The hundreds of millions of messages delivered by it is testament to its tried-and-tested nature.
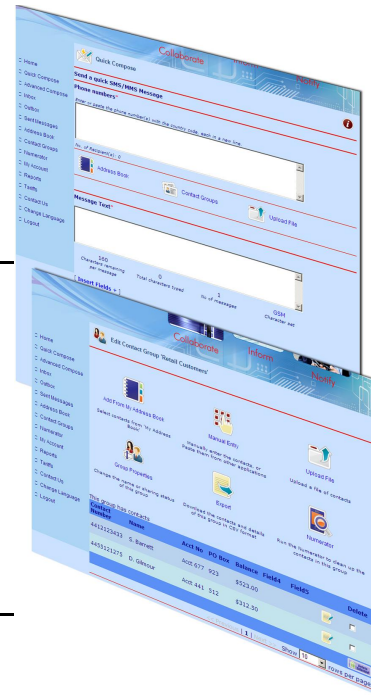
Applications in various industry verticals

The Bulk Messaging system is being used in a variety of industry verticals, including Banking & Finance, Oil & Gas, Health, Hospitality and Advertising.

Integrable

The Bulk Messaging Platform includes several APIs and Connectivity options, including:

- SMPP

- Web Services

- HTTP APIs

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- Traders, Retail: Notification of new arrivals, special offers.

- SMTP Integration

- FTP API

In addition, Bulk Messaging integrates with other social and user-centric applications:

- Facebook - Login integration & FB Application.

- Google Gadget Application.

- Database Connector for corporate database-integration and application integration.

- Downloadable thin-client application for desktops and laptops.

- Firefox & Internet Explorer Toolbars.

Performance

Bulk Messaging's choice of data store - Oracle Berkeley DB - is one of the fastest databases present, with performance levels nearly 2 to 3 times that of MySQL and Apache Derby. These performance levels allow Bulk Messaging to attain high message delivery speeds even on entry-level hardware.

Language

Bulk Messaging's user-section web interface is multilingual, available in English, Arabic and French, with the language setting a per-user preference.

Configurable

The Bulk Messaging system's configurability allows operators to tweak the platform to their environment, and eliminate costly coding and development.

Billing & Addons

Bulk Messaging is available with several addons to enhance the value of the system, including:

- Built-in Postpaid Billing with bill generation and cash collection.

- Digressive Prepaid Billing eliminates message expiry while rewarding customers having consistent messaging volumes.

- Number-cleanup module for users to eliminate disconnected phone numbers from their mailing lists.

Cost-effective Deployment and Implementation

Bulk Messaging's compatiblity with Solaris, Linux and other OSs provides operators with a flexibility in deployment, use of existing infrastructure, management and monitoring applications, while minimizing implementation costs and administrator training.

Support

Hexadimensional's comprehensive support for operators minimizes OPEX costs, while the optional presales and end-customer support helps Relationship Managers to include Bulk Messaging into their portfolio with minimal effort.

Hexadimensional's key personnel possess over a decade of experience in the messaging domain, and consult on both technical and business issues.

Flexible Licensing

Hexadimensional understands the pressures faced by operators in today's evolving mobile marketplace, and is open to several licensing models for its products.

User Features

Interface - User	Web Interface, English/Arabic/French. Additional languages available on order.
Composition features	• Quick and Advanced composition • Per-recipient customization • 2-way messaging • Message scheduling
Mailing List handling	• Built-in Address book • Built-in Contact Groups • Contacts can hold additional per-recipient information • Contact groups shareable within an organization
User handling	• Multiple users per account, with multiple end-customer admins. • Creation and rights of users handled by end-customer admins. • Budgeting of usage within an organization
Reporting - User section	• Reports of usages based on user, date, route • Reports of received messages - detailed and summary. • Reports of credit purchases or bill payments. • Downloadable logs. • Downloadable customer CDRs.
Other user features	• Per-user preference of user interface language, time zone and currency • Pre-defined messages
Compatible Browsers	• Internet Explorer (ver 5 and higher) • Mozilla Firefox (ver 2 and higher) • Google Chrome (all versions/Android) • Safari (Mac/iPad/iPhone) • PalmOS Blazer
Third-party service/software integration	• Facebook Login and Application • Firefox Toolbar • Internet Explorer Toolbar • Google Gadget integration • EMail-to-SMS integration with free email providers (GMail, Yahoo Mail, etc)
Downloadable software	• Database Connector for push/pull of automated messages from customer-end database or files • Express - thin client for laptops
APIs	SMPP, Web Services, HTTP API, Command-line client, SMTP (EMail to sms),FTP API

Administration Features

Interface - Administration	Web Interface, English
Prepaid Billing	Included. Choice of: • Traditional amount-based credits, OR • Digressive prepaid without expiry Optional integration with IN.
Postpaid Integration	Through generated CDRs.
Postpaid Billing	Optionally available, with bill generation and payment handling screens.
Sender ID handling	Built-in, with online user request and operator staff approval mechanism.
Account Management	Messaging pricing on per-account per-destination present. Account & Sender ID approval process present.
Reporting	Through web interface, XLS, PDF.
Messaging control	System-wide blacklist, account-level allow list, anti-spam optout.
Notification	Staff notification on system events over email and sms.

System Features

SMS Charactersets	• GSM 7-bit (English) • Unicode (Arabic and other languages)
SMS Concatenation	Upto 6 SMS - Max 912 chars English, or 390 chars Arabic/Unicode.
SMSC/MMS Connectivity	• SMPP 3.4 • MM7
SMSC/MMS Routing	• Supports multiple outbound connections, for load-sharing or cluster. • Supports outbound routing based on destinations and/or account categories. • Queue priority mechanisms
Delivery Reports	Supported, realtime reconciliation with sent messages.
Supported Server OSs	Solaris, RedHat Linux, MS Windows (Linux recommended)
Data Store	Oracle Berkeley DB/Oracle Database Std Ed.

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Presence

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