



HSL SMS Advanced Services

Short Message Service (SMS)

HSL (Hay Systems Ltd) provides mobile messaging services through our Advanced Services accounts, allowing organisations to communicate using SMS with mobile phones and devices on networks around the world.

ABOUT SMS

Short Message Service (SMS) allows messages to be sent to and from mobile devices on mobile networks throughout the world. A single short message can contain up to 160 characters comprising a text message. SMS provides confirmation that a message has been delivered to its destination. Non-text short messages can be sent that carry 8-bit binary data. Arabic and Chinese characters can also be carried in messages when using Unicode.

SMS is a store and forward service where a message is sent via a Short Message Service Centre (SMSC). An advantage of this is that the destination mobile does not have to be on the network at the time the message

is sent. If a mobile device was not available for a delivery, for example it is switched off, the message would then be delivered when the mobile again becomes available. Delivery of a short message takes a handful of seconds from SMSC to mobile.

SMS is used for applications such as:

- Corporate communications
- Customer communications
- Critical alerts from IT systems
- Dispatch services (*e.g. taxis, couriers*)
- Emergency alert broadcast (*staff or public*)
- Information services (*push and pull*)
- M2M/telemetry (*e.g. vehicle tracking*)
- MMS notifications and WAP push
- Mobile banking
- Over-the-Air (OTA) configuration
- Personal messaging
- Voice mail, fax and email alerts

HSL SMS ADVANCED SERVICES

FEATURES

HSL's Advanced Services provide solutions and interfaces featuring:

- Highly reliable managed SMS service
- One-way and two-way SMS
- 24x7 telephone and email support available
- High level solutions requiring no technical knowledge
- Low level interfaces available
- Service levels to suit customer needs

SOLUTIONS AND INTERFACES

Solutions and interfaces are provided to allow customers to make use of HSL's mobile messaging services. HSL provide all necessary help and support to enable customers to make use of the services that meet their needs.

Solution	Description
AlertBroadcast	<i>Provides customers with a two-way alert system between a controller and team members. No Internet access is needed to send and receive messages.</i>
EmailSMS	<i>Allows customers to send and receive text messages through existing email software (e.g. Microsoft Outlook, Lotus Notes)</i>
WebSMS	<i>Allows customers to send and receive text messages using a regular web browser that has access to the WebSMS website.</i>
Interfaces	Description
HTTP(S)	<i>HyperText Transfer Protocol for one-way and two-way SMS. Two different interfaces are available to cater for different requirements.</i>
SMPP	<i>Short Message Peer-to-Peer protocol providing rich functionality and features for one-way and two-way SMS. SMPP v3.3 and v3.4 supported.</i>
SMTP	<i>Simple Mail Transfer Protocol used to carry e-mail messages. Allows messages to be composed in an e-mail and sent to a mobile using SMS, and vice-versa.</i>
Web Services (SOAP/XML)	<i>An application supporting Web Services can send SMS directly to HSL's systems for delivery to mobiles.</i>

NETWORKS

Mobile networks in the UK, Europe and the rest of the world are covered by Advanced Services to allow SMS to be sent between customers and mobiles on these networks. Please see HSL's website for a full list of mobile networks within coverage: <http://www.hslsms.com/coverage/>.

INBOUND SERVICES

In addition to the ability to send messages to mobiles, HSL provides a number of services to enable the receipt of messages from mobiles for use with AlertBroadcast, EmailSMS and WebSMS solutions and HTTP(S), SMPP and SMTP interfaces.

Inbound Service	Description
Virtual Mobile Number (VMN)	Receive SMS via one of HSL's long dedicated numbers. Suitable for high volume traffic applications. 20-50 SMS/sec. Low delivery latency from mobile to application.
Virtual SIM Hosting (VSIM)	Receive SMS to a SIM number of your choice. Suitable for high volume traffic applications. 20-50 SMS/sec. Low delivery latency from mobile to application.
SIM Card Hosting (SIM hosting)	Receive SMS to a SIM number of your choice. Suitable for low volume traffic applications. Provides excellent network coverage.

SERVICE LEVELS / PRICING

Advanced Services is offered under different service levels depending on customer usage and required support level. The following table shows the different service levels and pricing:

	SERVICE LEVEL				
	Intro	Entry	Contact	Base	Corporate
Capacity (SMS/day)	50	250	2 500	25 000	250 000
Support (std)	8x5	8x5	8x5	12x5	24x5
Support (opt)	-	-	12x5	24x7	24x7
IPsec VPN	○	○	○	●	●
Set-up charge	Nil	Nil	Nil	Nil	Nil
Service charge (monthly)	£25	£30	£60	£93	£150

Message pricing is available online at: <http://www.hslsms.com/pricing/>. All prices are exclusive of UK VAT where applicable and are correct at date of publication.

SUPPORT

Technical support is provided to customers to help them through the process of connecting their applications to the service. Ongoing technical support is available 24-hours a day, 356 days a year by telephone and e-mail. The actual support services provided depend on the service level requested.

SERVICE LEVEL AGREEMENTS

Our messaging services are operated by a highly professional team of engineers using our advanced infrastructure comprising highly reliable and scalable SMSCs, message processing nodes and links with networks. We are committed to providing the highest quality service to our customers. This is ensured by our focus on minimising delivery latency, providing a strong technical capability and operating a service that has the highest availability. Service Level Agreements are provided with guarantees of service performance and support.



ABOUT HSL

HSL (Hay Systems Ltd) is a provider of mobile messaging services, infrastructure vendor and independent mobile network operator. HSL's focus is on the quality and reliability of its services and products through the strong technical emphasis of the company.

HSL was formed in 1999 and has evolved into an infrastructure vendor and mobile operator having originally been established as an SMS gateway service provider. SMS remains a core activity through the Mobile Messaging division of the company. The Mobile Networks division of HSL provides other mobile services and develops SMSC, HLR, AuC, MSC, BTS and BSC products.

CONTACT DETAILS

HAY SYSTEMS LTD (HSL)
Watermark
Alba Campus
Livingston EH54 7EG
Scotland, UNITED KINGDOM

Tel: +44 (0)1506 605 260

Fax: +44 (0)1506 605 261

Email: sales@haysystems.com

WWW: <http://www.hslsms.com/>

Hay Systems Ltd
www.haysystems.com

Rev. 201110-01