



SMS - “Save Money Swiftly”

Edinburgh, Scotland, 10th February 2009

At a time when organisations and enterprises are being more cautious with their budgets to ensure that they don't fall foul of the current economic crisis, you would be forgiven for thinking that the uptake and popularity of SMS text messaging would be diminishing. However this is not the case as demand for SMS remains to be as popular as ever.

Since the first text message was sent in 1992 on the Vodafone network in the UK, SMS has developed into an important part of everyday life. It is no longer just a simple form of communication with friends and family, instead it has evolved into an essential tool encompassing not only personal relationships but business relationships. Enterprises of all sizes and across all sectors are beginning to realise the potential and benefits that SMS can bring as a fast, reliable and relatively low cost form of communication. Unlike email and voice calls, SMS reaches the recipient in a matter of seconds in almost every destination throughout the world and is succinct and immediate. In addition it provides organisations with an economic, discreet, secure and rapid means to contact their staff, consumer audiences and suppliers when required.

Enterprises including those in the finance, aviation, retail, telecoms, logistics and security sectors are realising the value – specifically the cost savings – that SMS can bring to their business. In the logistics sector one of the ways in which costs can be reduced include using SMS to enable customers to immediately receive

the status of their order or shipment, thus reducing call centre costs. Across all sectors SMS can reduce costs by enabling IT departments to receive immediate notification of problems with IT infrastructure, thus enabling them to react sooner to issues, reducing downtime of key IT systems and even averting an IT disaster that otherwise could have meant lengthy downtimes and lost revenue.

Further information regarding HSL's SMS messaging services can be found online at <http://www.hslsms.com/> or by contacting HSL Marketing and Sales on +44 (0)1506 605 260 or by email to sales@haysystems.com.

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