



HSL's Service Used in Online SMS Archive Service

Social media and mobile consultancy specialists, Kisky Netmedia have been using HSL's SMS services for a number of years after identifying a niche in the market for an online SMS archive service that allows mobile users to back up and save important and sentimental text messages securely.

During 2003 the Liverpool based company realised that there were very few companies providing this kind of back up service and, as mobile handsets weren't capable of storing more than 15 messages consecutively, users were required to delete their messages to make way for new ones. Realising how frustrating this was, Kisky Netmedia decided to create and launch a web based archive service aptly named 'Treasuremytext' to fill the gap in the market. The idea behind the application was to provide a forward and store service that would allow anybody in the world, with any mobile handset, to forward their keepsake messages to their Treasuremytext profile.

To make this possible HSL were approached and asked to provide Treasuremytext with a low cost +44 Virtual Mobile Number (VMN), which UK and other country users could send their sentimental text messages to quickly and reliably. These messages were then forwarded onto the user's profile where they can be sorted and stored, safely and securely for as long as required. The reason for selecting HSL was based primarily on their ability to provide a fast, efficient and reliable delivery service.

As popularity for the Treasuremytext service has grown, Kisky Netmedia has also begun utilising HSL's Virtual SIM Hosting solution, to provide users with other country numbers to send their SMS messages to. The main reason for choosing this

solution was to allow users to send their messages to a local number and only pay a local message rate. To date the service is proving popular as the number of messages continues to grow and customers stem from over 87 countries throughout the world.