



# **GMI SMTP Interface Using Email for Sending & Receiving SMS**

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HSL provides mobile messaging services through its "Advanced Services" to allow customer applications to communicate using SMS with mobile devices throughout the UK, Europe and the rest of the world. Customer applications link into HSL's system over an Internet, ISDN or leased line link to send and receive SMS messages.

### Short Message Service

The Short Message Service (SMS) is part of the GSM specification and allows messages to be sent to and from mobile devices on GSM mobile networks throughout the world. A single short message can contain up to 160 characters and comprise of words, numbers or an alphanumeric combination. Short messages can be received simultaneously with voice, data and fax calls. SMS also provides confirmation that a short message has been delivered to its destination. Non-textual short messages can also be sent that carry 8-bit binary data. Messages comprising of Unicode character sets which include Arabic and Chinese characters can also be carried in SMS. Delivery of a short message takes a matter of a few seconds from SMSC to mobile device.

### Using Email for SMS

HSL operates systems (HSL GMI SMTP Interface) that allows seamless use of Internet email software (e.g. Microsoft Outlook, Netscape Messenger) to hold 2-way conversations with any SMS compatible mobile device on a network reachable by HSL. No technical knowledge is required by either party and no user-level set-up is typically required.

Sending a message to a mobile from email software such as Microsoft Outlook is similar to sending an email to any other destination. To address the message to a mobile telephone you include the mobile telephone number in the email address to which you send. The default email address that customer's of HSL are able to use is *mobile-no@gms.haysystems.com* where *mobile-no* is the mobile telephone number in international format to which you are sending.

Companies can have use their own domain name instead of "gms.haysystems.com". For example, if your company domain is my-corp.com you could use sms.my-corp.com and be able to send a message to [mobile-no@sms.mycorp.com](mailto:mobile-no@sms.mycorp.com).

Due to limitations on the size of an individual SMS, messages sent by email to a mobile must only contain text and not be excessively long. Messages that are longer than a single SMS are split into multiple SMS. The text of the message can be written in any number of character sets supported by the system (including Western, Arabic and Chinese character sets).

The example below (Figure 1) shows a message being composed for sending to the UK mobile number+441234567890.

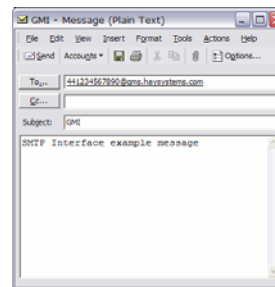


Figure 1 - Composing a message in Microsoft Outlook for sending to a mobile.

After the message is composed in the email software the message can be sent in the normal way. The email message will route to HSL's systems where it is processed and translated into SMS messages that are sent to the mobile number in the email. Figure 2 shows the example message arriving on the destination mobile.

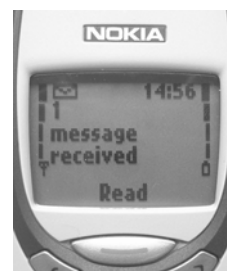


Figure 2 - The message arrives on the mobile.

When the message is delivered to the mobile telephone an email delivery receipt can be sent back to the sender of the message to confirm delivery. The delivery receipt for a message sent to a mobile can be requested when the email is originally composed in the same way a delivery receipt for a regular email address is requested.

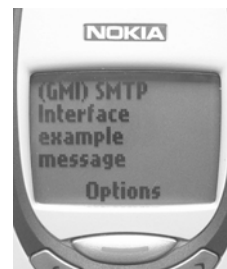


Figure 3 - The message is read on the mobile.

Figure 3 (above) shows the message being read by the mobile user on their telephone.

The mobile user can also reply back to the message that they receive. This reply would be sent from the mobile telephone and would be delivered through HSL to the email address that sent the message to which they are replying.

At any time the mobile user can also write a new message and send it to someone else as an email. The mobile user compose their SMS message on their mobile telephone and then send it to the telephone number that HSL has allocated to the email address.

This telephone number is allocated to each email address using the system on their first use (i.e. the first time they send an email message to a mobile).

Users can be allocated quotas to limit the amount of SMS the can send from their email address. Reporting on the usage by a company and individual users with that company is also available.

### Summary of Using Email for SMS

- Email messages can be sent to a mobile user.
- Mobiles can receive message through [mobile-no@gms.haysystems.com](mailto:mobile-no@gms.haysystems.com) email address or company's own email domain.
- Delivery confirmation of messages sent to mobiles.
- Mobile user can reply back to a message that they receive. Email user receives reply in their email inbox.
- Mobile user can send a message at any time to an email user of the system. Email user receives message in their email inbox.
- Supports many character sets.
- Reporting on usage.
- Quota management.

### Networks

Mobile networks operated in the UK from O2, Vodafone, T-Mobile and Orange are supported by HSL's systems. Messages are typically delivered to mobile telephones in the UK within five seconds of being received by our systems from a customer's application. Internationally, our systems support over 500 networks directly and indirectly that employ GSM, CDMA, TDMA, pager and satellite technology.

A list of mobile networks support can be found at <http://www.hslsms.com/>.

### Support

Technical support is available 24-hours a day, 365 days a year through support telephone numbers and via e-mail. Actual support services provided are dependent on the service level requested by the customer.

### Service Level Agreements

SLAs are available to provide guarantees of service performance and support.

### Contact

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

### Pricing

The prices below reflect access to the service by IP over Internet. Alternative access methods include ISDN and leased line.

Intro Level	
SMS capacity of up to 50 SMS messages per day. VPN not available	
Set-up charge	Nil
Service charge (monthly)	£25

Entry Level	
SMS capacity of up to 250 SMS messages per day. VPN not available	
Set-up charge	Nil
Service charge (monthly)	£30

Contact Level	
SMS capacity of up to 2,500 SMS messages per day. VPN not available	
Set-up charge	Nil
Service charge (monthly)	£60

Base Level	
SMS capacity of up to 25,000 SMS messages per day. IPSec VPN available (3DES).	
Set-up charge	Nil
Service charge (monthly)	£93

Corporate Level	
SMS capacity of up to 250,000 SMS messages per day. IPSec VPN available (3DES).	
Set-up charge	Nil
Service charge (monthly)	£150

Current message pricing is available online at <http://www.hslsms.com/>.

All prices are subject to UK VAT where applicable and are correct as of 1<sup>st</sup> November 2007.

