



## **Advanced Services Services Pricing**

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**Service Levels –**

In order to send and/or receive messages through HSL's systems a service level must be selected by the customer under which access to HSL's systems is provided. Each service level has a different level of support, available links (Internet, ISDN, leased line), and message throughput. Options are available for each service level regarding interface protocol (SMPP, SMTP, HTTP, Web Services (SOAP/XML)) or HSL Solutions (Alertbroadcast, EmailSMS, WebSMS).

<b>Intro Level</b>	
Capacity per day	Up to 50 SMS
Interfaces	SMPP, HTTP, SMTP, Web Services (SOAP / XML)
Solutions	AlertBroadcast*, EmailSMS, WebSMS
VPN	Not available
<i>Charges</i>	
Set-up charge	Nil
Service charge	£25 per month

<b>Entry Level</b>	
Capacity per day	Up to 250 SMS
Interfaces	SMPP, HTTP, SMTP, Web Services (SOAP / XML)
Solutions	AlertBroadcast*, EmailSMS, WebSMS
VPN	Not available
<i>Charges</i>	
Set-up charge	Nil
Service charge	£30 per month

<b>Contact Level</b>	
Capacity per day	Up to 2,500 SMS
Interfaces	SMPP, HTTP, SMTP, Web Services (SOAP / XML)
Solutions	AlertBroadcast*, EmailSMS, WebSMS
VPN	Not available
<i>Charges</i>	
Set-up charge	Nil
Service charge	£60 per month

<b>Base Level</b>	
Capacity per day	Up to 25,000 SMS
Interfaces	SMPP, HTTP, SMTP, Web Services (SOAP / XML)
Solutions	AlertBroadcast*, EmailSMS, WebSMS
VPN	IPSec 3DES
<i>Charges</i>	
Set-up charge	Nil
Service charge	£93 per month

<b>Corporate Level</b>	
Capacity per day	Up to 250,000 SMS
Interfaces	SMPP, HTTP, SMTP, Web Services (SOAP / XML)
Solutions	AlertBroadcast*, EmailSMS, WebSMS
VPN	IPSec 3DES
<i>Charges</i>	
Set-up charge	Nil
Service charge	£150 per month

\* Additional charges are applicable to the AlertBroadcast Solution

## Throughput Guarantee Extension

<b>Account Level</b>	<b>Maximum SMS per day</b>	<b>Daily Charge</b>
Entry Level	Up to <b>2,500 SMS</b>	£10
Contact Level	Up to <b>25,000 SMS</b>	£20
Base Level	Up to <b>250,000 SMS</b>	£30

Please note –

- » Charges will automatically be applied at the above rates whenever an account's capacity is exceeded
- » SLA Throughput Guarantee for an account will automatically be upgraded on a single day to the above "maximum SMS per day", e.g. an Entry level account with a capacity of 250 SMS per day can handle a maximum of 2,500 SMS per day.
- » "Intro" and "Corporate" level accounts are excluded.
- » HSL will aim to provide notification via email within one business day of an account exceeding capacity.

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## Virtual Mobile Numbers – MSISDN Allocation

Allocated MSISDNs are 2-way internationally routable. Charges are monthly. For costs relating to any quantity not listed below, please contact HSL Sales.

<b>Virtual Mobile Numbers</b>		
<b>Block Quantity</b>	<b>Charge per month</b>	<b>Additional (each)</b>
1	£29.00	£22.00
5	£117.00	£14.00
10	£187.00	£4.00
50	£347.00	£1.50
100	£422.00	£0.50
250	£497.00	£0.14
500	£532.00	£0.11
1000	£587.00	POA

Example: Block of three (3) Virtual Mobile Numbers = £29 + 2 x £22 = £73 per month

## Virtual SIM Hosting

Virtual SIM Hosting allows customers to supply a SIM of choice from over 200 supported mobile networks worldwide. Charges are monthly. For costs relating to any quantity not listed below, please contact HSL Sales.

<b>Virtual SIM Hosting Charge (per SIM) – Set-up</b>	
Set-up (once only)	£50.00*

\* Discounts are available for multiple SIMs being set-up at the same time. Please contact HSL Sales for further details.

<b>Virtual SIM Hosting</b>		
Total Quantity of SIMs (Numbers)	Charge per month	Additional SIM (each)
1	£29.00	£22.00
5	£117.00	£14.00
10	£187.00	£8.00

<b>Charge per Inbound SMS from 1-1000 per month</b>	£0.000
<b>Charge per Inbound SMS from 1000+ per month</b>	£0.007

- \* Clients will receive up to 1,000 SMS per SIM, per month at no additional cost.
- \* Please note that inclusive inbound SMS are per SIM hosted, per month and cannot be transferred to other SIMs nor carried over if not used.
- \* All incoming SMS thereafter will be charged at £0.007/SMS.

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## SIM Hosting

HSL can host a customer supplied SIM card for receiving incoming SMS to the mobile number that belongs to the SIM card.

Set-up (once only) inc. year 1 rental	£300 each
Annual Rental (year 2+)	£250 each

SIM hosting is charged annually and costs are in addition to the Advanced Services account charges.

## **Alphanumeric Source Addresses**

Allows messages to be sent to mobiles using a specific alphanumeric source address as the origin of the message, (e.g. "MyCorpSite"). Source addresses are limited to eleven (11) characters from the GSM alphabet.

Set-up (one-off charge)	£150
Annual Rental	£50 (from year one)

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## **WAP Push**

HSL operates a WAP Push Proxy Gateway (PPG) which can be used to send bookmarks, MMS notifications and notifications for mobiles to retrieve specific content.

Set-up (one-off charge)	Nil
Monthly Subscription	£75

Note: Above charges are in **addition** to Advanced Services account charges.

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## **HSL AlertBroadcast Service**

The HSL AlertBroadcast solution provides clients with a two-way alert system between a controller and team members.

Set-up (one-off charge)	Nil
Monthly Subscription	£25

Please Note -

- » Above charges are **in addition** to Advanced Services account charges. An Advanced Services account is required to use the above service.

## **Direct Inbound SMSC**

Set-up (one-off charge)	Nil
Monthly Subscription	£175
Mobile Access	£0.45 per mobile per year
Message charge per inbound SMS	£0.01

Note: Mobile Access - MSISDNs from which SMSC will accept message submission (£0.0375 per mobile per month)

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## **Other**

Configuration changes at customer's request    £45.00 per hour

Consultancy    £65.00 per hour

Support level upgrades:

8x5 upgrade to 12x5	£60.00 per month
12x5 upgrade to 24x5	£100.00 per month
24x5 upgrade to 24x7	£130.00 per month

Current **SMS message pricing** is available online at <http://www.hslsms.com/coverage-and-pricing/>.

All prices are subject to UK VAT where applicable and are correct as of 4<sup>th</sup> January 2012.

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