

## SMS Broadcasting Service

WebSMS2u provides SMS broadcasting capabilities that reaches an international coverage in 189 countries via 569 different mobile carriers\*. From a basic web-to-mobile SMS outreach campaign to 2-way messaging, we enable you to meet the marketing and information needs of your products and services.

\* **WebSMS2u** currently covers 100% of European carriers, 90% of Asian carriers and over 95% of GSM carriers.

### Why WebSMS2u?

#### 1. Cost Effectiveness

With its wide international network and high-volume traffic, WebSMS2u is able to obtain a very competitive rate per SMS. The more SMS credits are purchased, the lower the rates per unit. *WebSMS2u.com offers flat rate credit charges for more than 90% of the world's mobile subscribers.*

#### 2. Real-time Account Management

Capable of handling sub-accounts and credit transfers. Useful for large corporations and Resellers that require multiple sub-accounts or login IDs. Our system provides our clients with web-based interface and API connectivity to send out messages, check on status of messages and view log files on a 24/7 basis.

#### 3. Efficient Data Throughput

WebSMS2u is capable of handling a very high throughput and high-demand SMS campaigns, with delivery speed of up to 3,000 SMS per minute. Recipients are able to receive a delivered SMS message within an average of 5 seconds. Through its intelligent / dynamic routing system, WebSMS2u offers redundancy over all main mobile operators.

#### 4. 2-Way Messaging Feature

Built-in incoming campaign manager allows incoming messages to be received with customizable acknowledgement messages (*with different charging options*) as well as message forwarding capabilities.

#### 5. Empowered SMS Campaign

Clients are able to automate their SMS campaigns by scheduling and activating the timing of their messages, with the 24/7 web-based login feature.

#### 6. Network Monitoring

Monitor Web Sites & Servers through our network monitoring service which supports protocols such as HTTP, FTP & POP. Alerts performed after redundancy checking, can be directed to Email or Mobile Phone for immediate notification and action taking.



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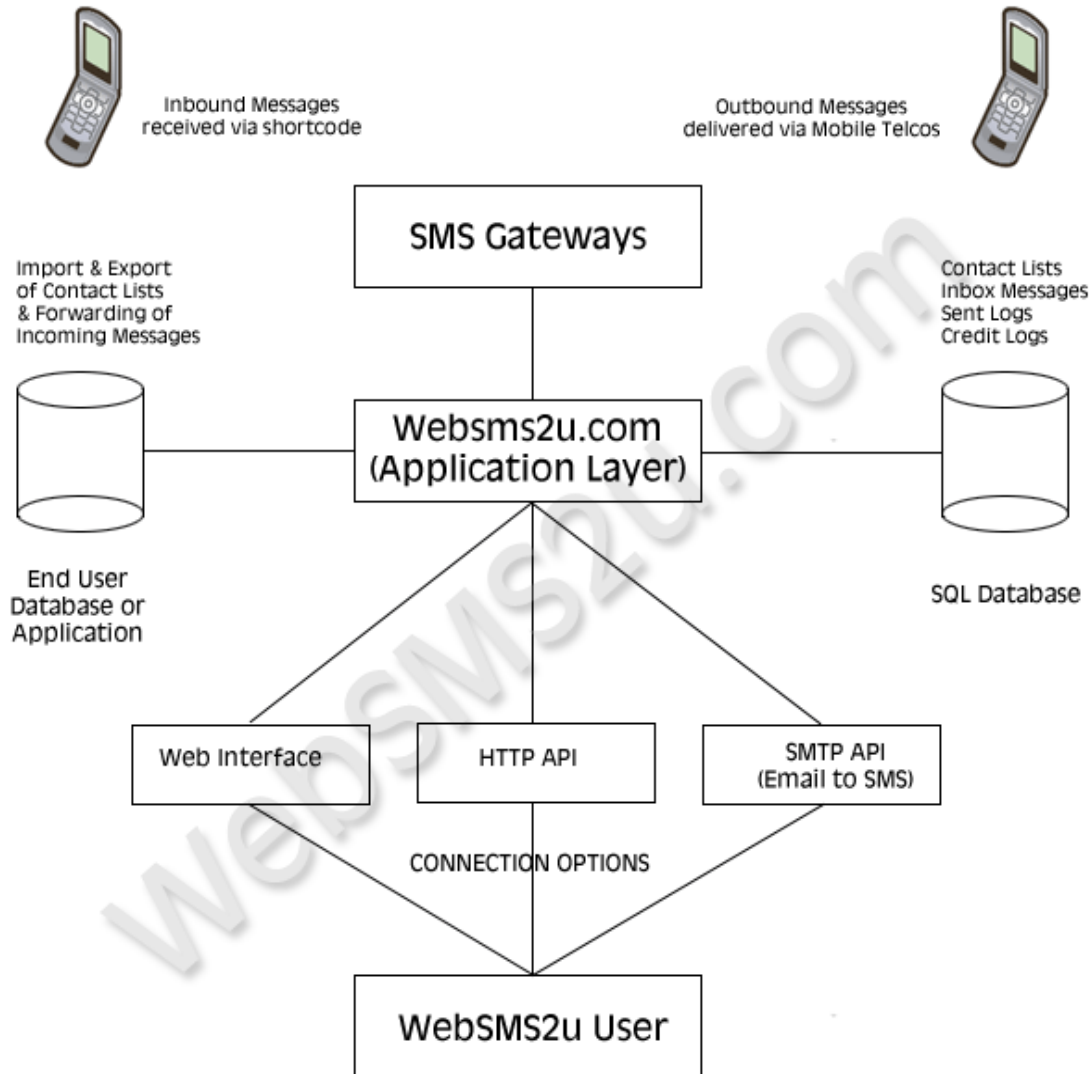


## Features\*

- **SMS Campaign Account**
  - Web Interface with API connectivity
  - Sub-Accounts Creation & Management
  - Credit Transfer capability between accounts
  - Fully customizable and scalable to requirements
  - Individual or Group broadcast functionality
  - Personalization of Sender Name (e.g From YOURBRANDNAME instead of showing a shortcode or longcode number) – *available for selected countries only.*
  - Personalized messaging interface (i.e. Company Name &/or Logos) – *available for White Labelling customers only*
- **Database Management**
  - Easy Contact list uploading & maintenance via built-in wizards
  - Integrated search capability of inbound and outbound messages in addition to contact list number searching
  - Powerful SMS Merge (mail merge on sms) enables you to send personalised SMS to your recipients. Supports up to 4 customisable fields in addition to Name, Email and Phone Number
- **Inbound / Outbound Messages & Reporting**
  - Send and receive SMS messages via a dedicated Message Center Number (MCN)
  - Real time logs of all sent SMS messages
  - Ability to export inbound and outbound messages along with the contact list for easy offline management and record keeping
- **Inbound Messaging Campaign Manager**
  - Receive Unlimited Inbound Messages
  - Different charging options to cater for different charging requirements
  - Campaign Manager allows creation of unlimited sub-keywords to cater to different types of Inbound SMS processing requirements.
- **Network Monitor**
  - Monitor Remote Server Connectivity via HTTP, POP & FTP Protocols
  - Instant Alert Notifications to Email or Mobile Number
  - Log Files & Charting to study & understand server outage trends
- **Connectivity**
  - Computer / Server / Web to Mobile capability
  - The connection is secured by 128-bit Secure Socket Layer (SSL)
  - 24/7 send & receive with 99.9% uptime
  - No hardware purchase necessary. All you need is your existing computer with Internet and Browsing capability
  - SMS sending feature can be easily adaptable and integrated to your existing applications via our HTTP & EMAIL APIs



## WebSMS2u.com SMS Architecture



\* More details about our service is available on [www.websms2u.com/packages.asp](http://www.websms2u.com/packages.asp)

## SMS Service Rate Card

### SMS Main Account Fees

SMS Account Fees depend on the Package Type which have different expiry periods:

	Silver Package	Gold Package	Platinum Package
<b>Setup Charge</b>	N/A	N/A	N/A
<b>Term Fees</b>	RM240	RM360	RM1400
<b>Term Duration</b>	6 months	1 Year	4 Years
<b>Free Credits</b>	50 credits	150 credits	750 credits

### SMS Sub-Accounts Fees (Optional):

Each additional sub-account is chargeable at the following rates depending on duration:

	Sub-Silver	Sub-Gold	Sub-Platinum
<b>Setup Charge</b>	N/A	N/A	N/A
<b>Term Fees</b>	RM200	RM280	RM1080
<b>Term Duration</b>	6 months	1 Year	4 Years
<b>Free Credits</b>	50 credits	150 credits	750 credits

### SMS Credit Charges (Optional):

As per SMS Tier Charges shown below on a per purchase / per top-up basis

Order Quantity	RM
500 to 9,999	0.110
10,000 to 49,999	0.105
50,000 to 199,999	0.100
200,000 to 499,999	0.097
500,000 to 999,999	0.093
1,000,000 and above	0.087

\* The cost of 1 sms ranges from 1 - 4 credits depending on your destination.

Country rates chart is available at [websms2u.com/countryrates.asp](http://websms2u.com/countryrates.asp)

\*\* There's no expiry date for purchased SMS Credits, as they can be carried forward upon renewal of account(s).

### White Label Service Charges (Optional):

<b>Initial Customization &amp; Setup</b>	RM950.00 one-off
<b>Support, Maintenance, &amp; Upgrading of SMS Interface/system</b>	RM3500.00 per annum

## PREMIUM / 2-Way Messaging Service

### SHARED SHORTCODE

Clients who wish to charge & profit from incoming messages as a business model will need to sign up for our PREMIUM SHORTCODE / KEYWORD Rental service.

	SHORTCODE / KEYWORD Rental
Setup Charge ( <i>one-time</i> )	RM500
Rental Fees ( <i>per month</i> )	RM250
Term Duration ( <i>minimum term</i> )	3 months
Chargeability Amount ( <i>max</i> )	RM5.00 per request ( <i>ad-hoc requests</i> ) or RM10.00 per month ( <i>subscription-based services</i> )

### Non-Zero-MT Profit Sharing Charges

The revenue received from the chargeability amount will be based on a Profit Sharing basis as per below:

- 1) Telcos will take an initial cut as follows:

TELCO COMPANY	PERCENTAGE (%)
Celcom / TMTouch	53%
Maxis / TimeCel	42%
DiGi	30%

- 2) The Remaining Balance will be shared between the Client & XGEN Technologies based on the table below:

RM	Client - %	XGEN - %
0.30 to 25,000	70	30
25,000.30 to 50,000	72	28
50,000.30 to 125,000	75	25
125,000.30 to 200,000	80	20
200,000.30 and above	85	15

### **MT (Mobile Terminating) Charges**

The following MT Charges will be applicable for each respective Telco

<b>TELCO COMPANY</b>	<b>PERCENTAGE (%)</b>
Celcom / TMTouch	Every (zero charged-MT) will cost RM0.05 each
Maxis / TimeCel	MO (Mobile Originating) comes with one (zero charged-MT) free. Every subsequent (zero charged-MT) will cost RM0.095 each.
DiGi	Every (charged-MT) will cost RM0.07 each Every (zero charged-MT) will cost RM0.11 each

### **DEDICATED SHORTCODE**

Clients who wish to have and own their own shortcode will require a dedicated shortcode. With a dedicated shortcode, no keywords are required in the mobile message when sending in from a mobile phone. All messages sent to your shortcode will automatically be forwarded over to you.

	<b>Charges / Fees</b>
<b>Celcom / TMTouch</b>	RM12,500 up front
<b>Maxis</b>	RM3,500 up front
<b>DiGi</b>	RM3,500 up front
<b>Umobile</b>	RM3,500 up front
<b>Operational Cost</b>	Cost: RM4000 Monthly Fees Minimum 6 months.

Note:

- Information & Pricing details provided here within are subjected to changes and fluctuation.