

Orga Systems.

#1 choice for real-time charging and billing



Direct SMS

Take the Shortcut

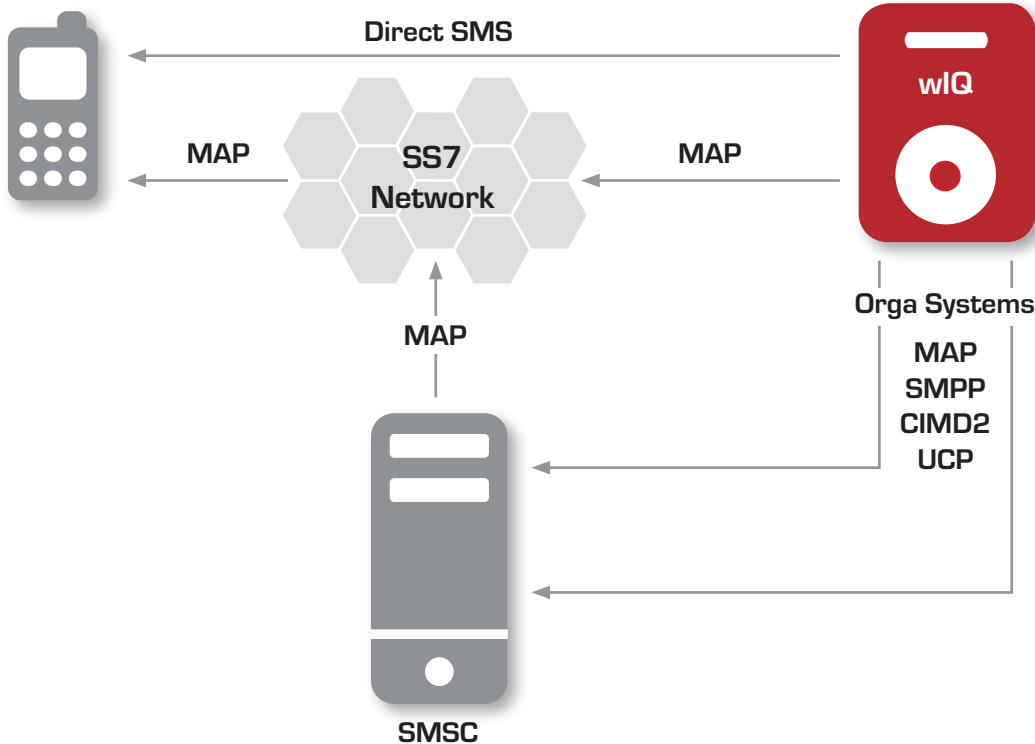
Orga Systems' Direct SMS enables operators to increase SMS throughput and reduces SMSC ownership costs. The solution allows SMS delivery bypassing the SMSC.

Direct SMS triggers campaigns supported by an easy-to-handle GUI for system management and provides an interface to prepaid billing systems for real-time charging.

The Challenge

SMSC ownership costs need to be reduced while you still want to increase SMS throughput. SMSC throughput limitations delay the delivery

of SMS. Real-time charging becomes more and more important and SMS campaigns are very popular.



___ The Solution

Direct SMS bypasses the SMSC and thus gives you a much higher service quality as the delivery of application-to-person SMS is no longer delayed. The application provides you with an easy-to-use GUI for system management. In case of a non-delivery of an SMS you choose whether the system follows “Fire and Forget” or “Fire and Divert”.

“Fire and Divert” triggers a feedback to the system in case the SMS has not been delivered. The SMS is then forwarded to the SMSC where it is processed as usual. The interface to prepaid billing systems enables you to charge the sent SMS in real-time.

Your Benefits

- Cost savings as less SMSC licences are needed
- Increase of turnover due to higher SMS throughput
- Fraud reduction thanks to interface to prepaid billing systems for real-time-charging
- Campaign optimization: depending on the kind of SMS content the most cost-effective processing mode can be chosen; e.g. “Fire and Forget method” for bulk messages



