

Multi-Company Enterprise SMS Server built for the cloud

Enterprise customers requiring a shared infrastructure multi tenant/company/brand SMS Gateway need look no further. This SMS Server is an enterprise grade SMS solution that can consolidate different messaging requirements across multiple companies and departments to a single robust, reliable and scalable messaging platform allowing better cost management, compliance and controls.

Your cloud based applications send and receive SMS messages using a Microsoft SQL Server database in your tenancy. SQL offers high availability and scalability in the cloud. The software uses industry standard SMPP for connection to mobile network **SMS Messaging Centres (SMSC)**.

BNS designed its software to meet stringent business requirements of Suncorp, one of Australia's largest insurance and banking groups. Suncorp requirements included: a scalable shared infrastructure platform,

support for 18 brands, precise messaging controls, logging of all inbound and outbound SMS messages in SQL databases, disclaimers, metadata support and extensive reporting capabilities.

Security controls such as Protective Marking standards for Government is also included in its core design.

In order to achieve scalability and aggregation of all SMS traffic within the enterprise, system architects must consider the benefits of shared infrastructure & security always.

The SMS Server uses SQL server to log all inbound and outbound SMS communications for compliance, audit and billing to costs centres.

With a massive shift to cloud infrastructure, the software has been designed and tested for deployment in cloud services such as Azure and Amazon Web Services.



msXSMS Server Benefits

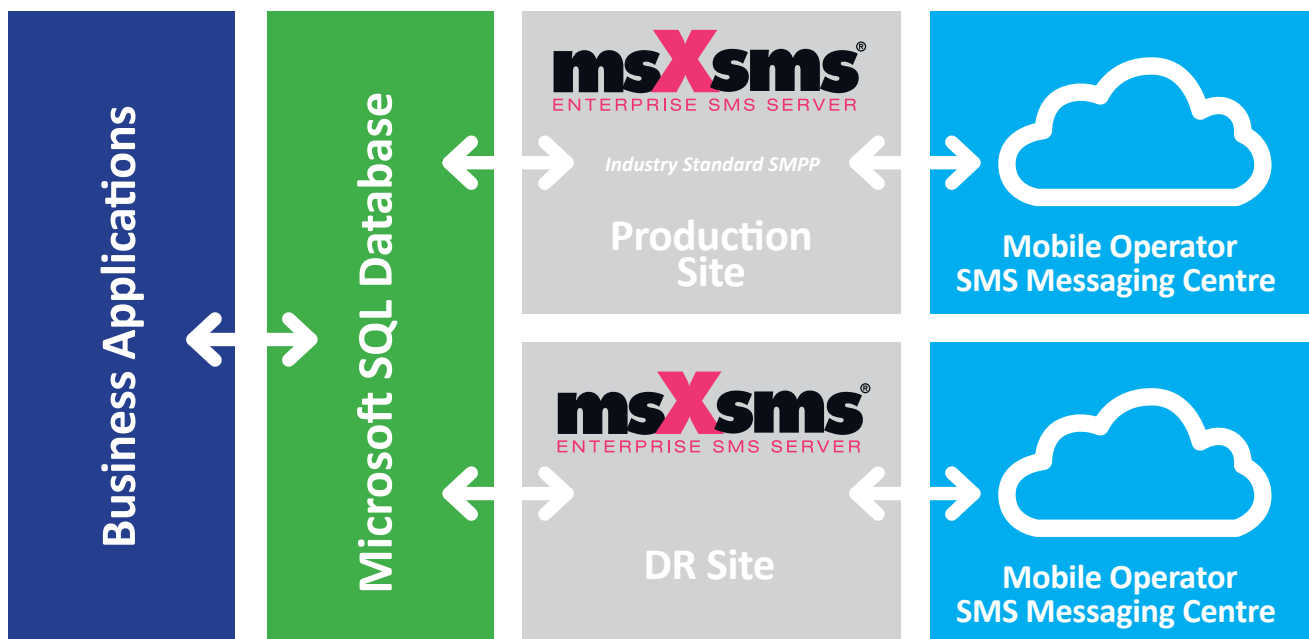
- Audit of all inbound and outbound SMS communications
- SQL based transaction logging and reporting
- Email Protective Marking compliance
- Tableau Analytics (graphs, dashboards and reports)
- Suitable for line of business applications, network management Alerting, high speed SMS broadcasts and end user applications such as Outlook
- Scalable and designed for production / DR failover



msXsms Server Highlights

Highly tuned SMPP connection parameters tested with certified SMS network providers.

- Automatic disclaimers for each complete SMS transmitted
- Acceptable transmission time controls prevent messages being sent to your customers at unacceptable times
- Dual carrier support providing alternate SMS transmission should a providers network fail
- Duplicate message controls
- Complies with Australian Government standards for Email Protective Marking (gateway compliance)
- Works with any email system including Microsoft Exchange
- Any email client can send and receive SMS messages without any additional client software installation
- Any application can send and receive SMS messages using a Microsoft SQL Server database
- SMPP compliant open standards for communication to SMS message centers supporting the open standard
- Allows any network management product to send SMS alerts to a controlled distribution list
- Works with Microsoft SQL server
- Runs on Windows Server virtual machines
- Intelligent routing and DR Failover options
- Works on Azure and AWS cloud platforms



To learn more go to: <http://www.bnsgroup.com.au>

*msXsms Enterprise SMS Server runs on Windows Server Virtual Machines.

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