



# Product Benefits.

## BNS ENTERPRISE SMS SERVER.

COMPLIANCE AND CORPORATE GOVERNANCE OF ALL SMS COMMUNICATIONS FROM YOUR ORGANISATION

DATA ANALYTICS PROVIDES VALUABLE INSIGHTS INTO CUSTOMER ENGAGEMENT VIA SMS

EASILY ON-BOARD BUSINESS APPLICATIONS WITH MINIMAL CODING

AVOIDS ANY FUTURE RE-PROGRAMMING SHOULD THE UNDERLYING SMS PROVIDER CHANGE

AVOIDS USING PROPRIETARY REST APIS UNIQUE TO A SINGLE SMS PROVIDER

SUPPORTS MULTIPLE SMS SERVICE PROVIDERS OFFERING HIGH AVAILABILITY SMS TO YOUR CUSTOMERS

ALLOWS HIGH AVAILABILITY MESSAGE ROUTING WITHIN THE ENTERPRISE MESSAGING BACKBONE (EG: MULTIPLE EXCHANGE TRANSPORT SERVERS)

ALLOWS PRODUCTION TO DR FAILOVER OF SMS TRAFFIC

ALLOWS MULTIPLE SMS PROVIDERS TO BE SUPPORTED FOR HIGH AVAILABILITY AT THE SMS PROVIDER LEVEL

PRIMARY AND BACKUP SMS PROVIDERS ARE SWITCHED AUTOMATICALLY WITHOUT ANY APPLICATION CHANGES

INDUSTRY STANDARD SMPP IMPLEMENTATION AT THE SMS SERVER SUPPORTS MANY SMS SERVICE PROVIDERS ALLOWING BEST POSSIBLE CONTRACT RATES TO BE NEGOTIATED

ALLOW DISTRIBUTED APPLICATIONS TO USE INTERNAL EMAIL AS A STORE AND FORWARD SYSTEM

SMS SERVER PROVIDES BUILT-IN SAFETY GUARDS. FOR EXAMPLE IT WILL CHECK FOR DUPLICATE MESSAGES TO THE SAME MOBILE OVER A 24 HOUR PERIOD. THIS IS CONFIGURABLE.

IDEAL FOR GOVERNMENT AS THE PLATFORM SUPPORTS THE AUSTRALIAN EMAIL PROTECTIVE MARKING STANDARDS 2018.3