

## Highlights



- **Any message** - delivering text (SMS), voice, email, IM, fax, and pager messages
- **Anywhere** - more than 580 mobile networks worldwide, landlines, and IP connected devices
- **Any device** - reaching mobile phones, PDAs, PCs, IM clients, landline phones, and fax
- **Maximum reach** - advanced message routing and channel failover management
- **Real time** - accepts notifications and actionable alerts from a wide range of enterprise applications
- **2-way** - reply acknowledgement, confirmation receipt, short/long code management
- **Proven** - enterprise, financial, and mission critical government deployments
- **Scalable** - robust and flexible architecture allowing massive traffic volumes
- **Rapid integration** - web services (SOAP/XML, SMPP, https, ftp) and object oriented libraries (Java, .net, C++)
- **End-to-end** - Fully managed ASP, hosted or deployed solution
- **Web access** - online reporting, account management and billing tools
- **Strict SLAs** - 24/7 customer support, continuous systems and network monitoring

Clickatell, the world's premier messaging operator is redefining the way the enterprise can communicate with employees, customers and partners by providing a suite of robust, cost-effective, secure, and scalable enterprise messaging solutions.

## Enterprise Messaging

Increased mobility, proliferation of new devices, and mobile connectivity options present new opportunities as well as challenges for the enterprise. Messaging integration with enterprise critical applications such as SFA, CRM, SAP, etc. extends reach to mobile individuals and dramatically increases business productivity. In particular, text messaging or SMS is increasingly enabling business communications around the world to more effectively reach customers, employees and partners. However, managing the infrastructure and cost associated with robust and scalable messaging such mobile gateways, telco connectivity, and contingency planning poses a real challenge to enterprise IT organizations.

Clickatell's carrier-hardened solution allows for the delivery of enterprise class messages across multiple communication channels - including SMS - and ensures accurate delivery of millions of messages to all audiences.

## Assured Message Delivery

Inherent in Clickatell's solution design is its multimodal capability which allows transparent, real time message delivery to targeted global audiences across multiple communication channels including mobile (SMS), email, voice, IM, pager and fax. For example, an emergency alert or a workflow triggered notification may go out to the recipient on an email or voice channel. If the message is not received it will immediately move to a SMS channel, and, if the recipient doesn't answer the text alert, the same message will immediately 'escalate' to the next nominated channel which could be the same person's fax, or landline, or a different person's device. It will continue to 'escalate' in real time until its receipt is acknowledged and delivery is 'assured'.

## Business Verticals



Clickatell's Enterprise Solutions have been adopted by major corporations and organizations:

- **Financial services** - banking, insurance, brokers, lenders (e.g. transaction alerts, account status, etc.)
- **Government** - emergency alerts, natural disasters, first responders, public safety
- **Retail & consumer goods** - mobile marketing, campaigns, order & account status, customer service, coupons, etc.
- **Travel & Hospitality** - flight updates, hotel reservations, booking confirmations
- **Transport & logistics** - order, shipping, delivery status, RFID applications
- **Utilities** - field service, customer notifications, etc.
- **Healthcare** - appointment notifications/confirmations
- **Media & entertainment** - mobile marketing/media, voting, quizzing, content, etc.
- **And more** - business continuity, operations, trouble tickets, etc.

## Solution Overview

Clickatell's Enterprise Solutions consists of the following components:

Clickatell operates multiple carrier-grade, global messaging gateways, which manage reliable, scalable and secure delivery of messages to mobile phones, landline, fax, pager, or any IP-connected device. Redundant connections with carriers and IP service providers allow channel failover and prevent telecom gridlock. **Clickatell's Mobile Messaging Gateway** connects directly with the SMS infrastructure of more than 600 mobile operators in 200 countries and dynamically routes SMS messages over multiple networks based on cost, features, destination and gateway load. Advanced queuing and load management technology enables Clickatell to guarantee delivery and receipt of massive quantities of in- and outbound text messages in real-time. **Clickatell Mobile Messaging Server**, a managed version of its mobile gateway, is suited for applications that require direct carrier connectivity or deeper integration with enterprise systems.

**Clickatell's Multimode Messaging Manager** - a highly scalable, enterprise-grade messaging application that manages mission critical communication and real-time collaboration to employees, consumers and first responders across multiple communication channels. The platform performs routing, message switching between channels, message escalation procedures, channel failover, transcoding and acknowledgements.

**Clickatell Enterprise Applications** - Clickatell provides a set of enterprise applications utilizing its messaging infrastructure. It includes **Clickatell Communicator & Messenger-PRO**, SMS-based messaging tools (web or desktop), **Clickatell Interactive Campaign Manager**, a 2-way mobile campaign management application and **Clickatell Alerts**, a multimodal disaster alerts and business continuity application.

**Clickatell Applications Showcase** - In addition to its enterprise applications Clickatell continuously works with third party software vendors to bring best of breed enterprise applications to its customers. Examples include mobile plug-ins to corporate mail servers, mobile marketing applications and more.

# Enterprise Applications



- **CRM and Contact center** - applications for enterprise, retailers, marketers, transport and utilities
- **Financial systems** - invoicing, billing, collections
- **Sales force automation (SFA)** - for mobile employees
- **Field service** - remote employee communication
- **Business systems** - trouble tickets, system upgrades, outages
- **Network security** - security virus alerts, network issue
- **Enterprise collaboration and messaging**

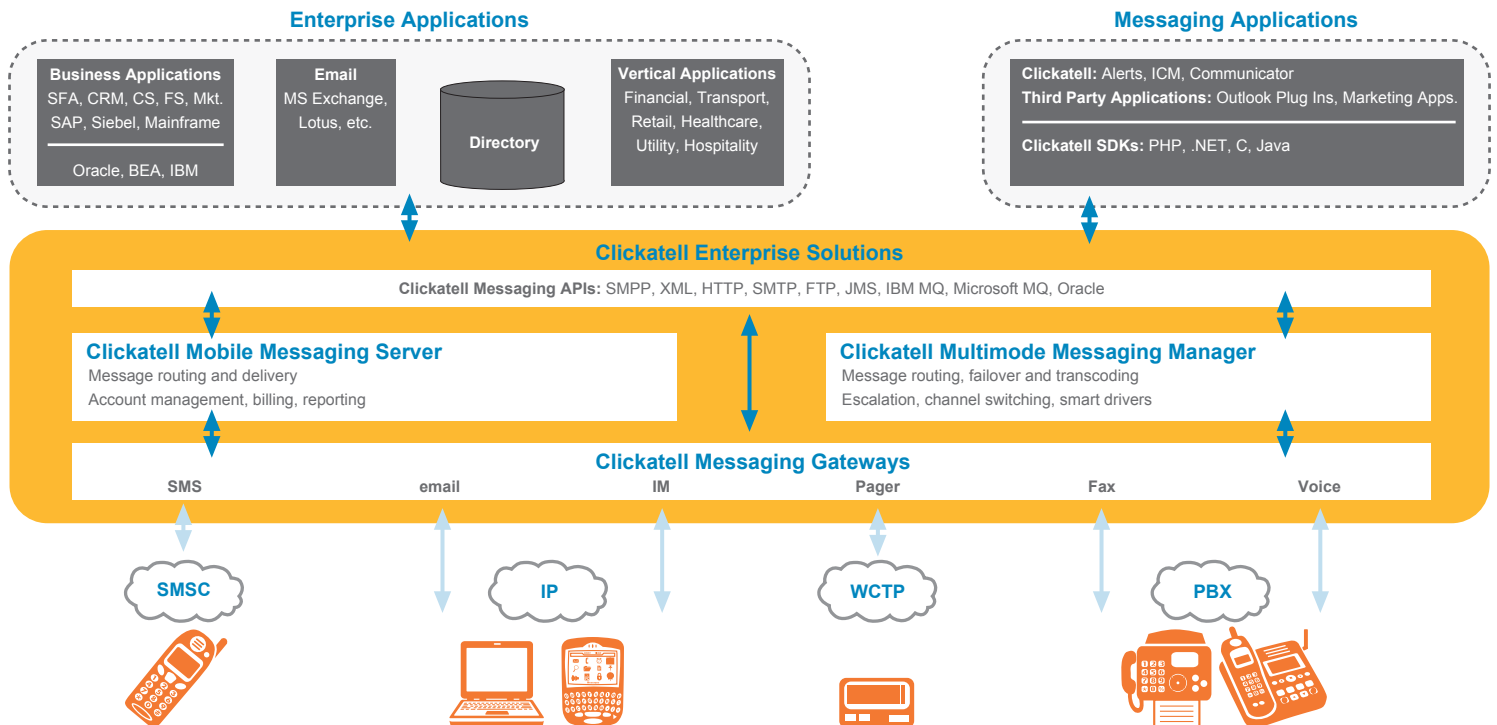
## Solution Architecture

Clickatell's solution is built on an open, flexible architecture allowing new communication channels to be added and new devices to be plugged into the network (e.g. a new mobile IM standard) as they become available. The solution design meets rapid expansion and peak over-flow requirements, utilizing robust routing engine and load management technology, providing superior performance. Smart drivers constantly monitor downstream gateways and networks to evaluate network performance. Traffic is automatically rerouted based on channel availability and delivery volumes.

## Application Integration

Clickatell's solution allows organizations to integrate with a wide range of enterprise applications in a quick and cost effective manner. Examples include workflow based applications that generate triggered transaction events (e.g. SAP, Oracle, IBM, etc.), messaging applications that tie into existing enterprise LDAP directories (e.g. Active Directory) or specialized alerts notification and business continuity applications.

A set of open APIs allows businesses to build applications, plugins, adapters and libraries in any programming language. Secure connections are provided via https using SSL encryption.



## Business Benefits



- **Reduced cost of ownership** - cost effective OpEx solution with predictable communication costs
- **Reduced complexity** - no need to invest in telco contracts, gateways, network operation, and contingency planning
- **Enhanced productivity** - reaching mobile work force, customers and partners with critical information in time
- **Improved customer satisfaction** - workflow triggered alerts provide customers with real time, actionable updates
- **Business continuity** - real time, actionable alerts allowing business to sustain operation under extreme circumstances
- **End-to-end solution** - enables businesses to focus on messaging workflows rather than managing networks
- **Time to market** - ASP model and plug-and-play integration via web services interface allow rapid service launch
- **Single messaging strategy across organization** - irrespective of end-user device or application

## Deployment Options

Clickatell's **Enterprise Solutions** are offered based upon product type and class of service required by the customer:

### Service Edition

- Offered on an Application Service Provider (ASP) basis
- Prepaid message packages, online purchasing and account management

### Managed Edition

- Customer dedicated instance hosted in regional Clickatell data-centers
- Fully managed/hosted service

### Enterprise Edition

- Hosted and operated in the customer's data center
- Peak load requirements and massive message volumes

## Operations

Clickatell's solutions are hosted in geographically dispersed tier 1 data centers with multiple ISP and carrier connections, enterprise level SLAs, 24/7 support, network monitoring, guaranteed power, locked cabinets and multi-level access controls.

## Professional Services

In addition to its managed (hosting) services Clickatell offers software deployment services, integration support, and custom software development of application interfaces, drivers, and adapters. A trial or proof of concept (POC) can be set up to demonstrate how its solution can be integrated with existing IT environments.

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