

MEDIA RELEASE

BULKSMS.COM

June 25, 2007

Managing SMS contact lists just got easier

Companies with large centralised databases face a dilemma when seeking a solution to send bulks SMS messages.

Do they opt for a solution which requires a separate data management process to import a contact list of cell phone numbers? Or should they look to a solution that seamlessly and dynamically links to their datasets?

Larger or more sophisticated enterprises, such as financial service providers, banks and retailers, typically have centralised contact management systems (CMS) and require the latter option. Any decentralisation of data would reduce the integrity of their CMS.

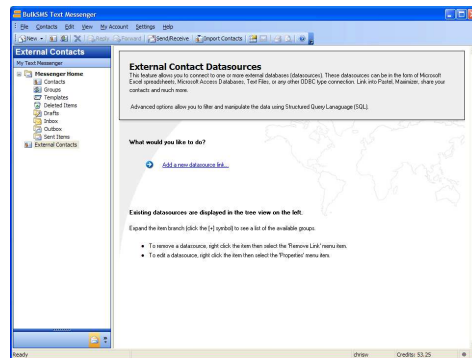
Even smaller enterprises with a growing customer base would feel more comfortable dynamically linking to contact details from a single database rather than spending additional time in creating and importing lists of cell phone numbers and personalised messages into a communications solution.

“The efficient management of customer data is a key challenge for businesses. Introducing another management system does not make business sense,” said Dr Pieter E. Streicher, managing director of BulkSMS.com, a leading wireless application service provider.

“The BulkSMS Text Messenger is designed to support external databases. There is no need to create a new content list. Our bulk messaging software aims to improve business workflow efficiency and staff productivity by linking directly to an enterprise’s centralised database.”

The BulkSMS Text Messenger is a desktop application that makes using SMS communications as easy as sending and receiving email.

The application seamlessly integrates data and communications using the External Contact Datasources feature. Up to date customer data can be selected, SMS messages personalised, and customers segmented into separate groups. This is done using Open Database Connectivity (ODBC) to reference database management systems such as SQL, MySQL, Oracle, Pastel Accounting, ACCPAC, and Goldmine.

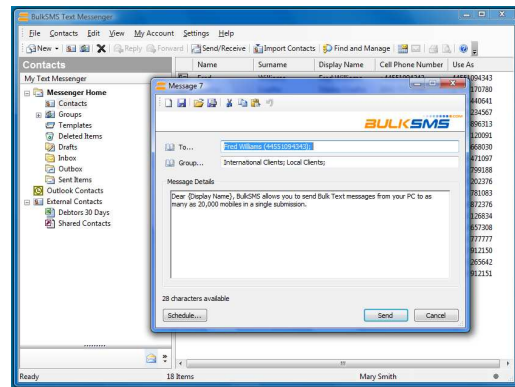


The BulkSMS Text Messenger is able to access data in real-time, taking into account any recent changes or updates to a database. For example, sending birthday greetings to a staff list requires a system that can identify and send SMS’s to different recipients with a personalised message on a daily basis. The solution also supports the sending of account balances or client care SMS notifications from a centralised database to relevant customers.

“The BulkSMS Text Messenger improves productivity by linking dynamically to an external list of cell phone contacts. It is able to handle a list of, for instance, half a million contacts and message. There is no need to manually sort through data, create a new contact list, and then import to a communications tool before sending a SMS to a customer,” said Dr Streicher.

The BulkSMS Text Messenger also filters and cleans cell phone data in preparation for messaging. This is a significant time saving as the application automatically adds country codes prefixes (for example, +27 for South Africa or +44 for the United Kingdom) and eliminates spaces or dashes in the column containing cell phone numbers.

“We developed this desktop software in-house and are constantly refining it to deliver additional value to our clients. The external database link and advanced data management features go a long way in meeting a large company’s requirements for an enterprise SMS solution,” said Dr Streicher.



BulkSMS.com is planning to hold an advanced workshop on how to make the most out of the BulkSMS Text Messenger’s features, including how to use the external database feature. The workshop will be held later in the year. Any interested parties should contact BulkSMS.com for further details on email: info@bulksms.com.

ENDS

[566 words]

About BulkSMS.com

BulkSMS.com is a leading wireless application service provider offering bulk SMS solutions to businesses, organisations, and individuals in Europe, South Africa, the United Kingdom, and the United States of America. BulkSMS.com, based in Cape Town (South Africa), has been in operation since 2000.

BulkSMS.com offers bulk SMS messaging, subscription and premium rate solutions to meet the needs of business, public benefit organisations and individuals.

BulkSMS.com provides the following messaging solutions: BulkSMS Text Messenger (desktop SMS application), Web 2 SMS, Email 2 SMS, Mobile 2 Group, white label messaging solutions, and the integration of SMS with a client’s applications using an e-API. BulkSMS.com also offers the WAP Content Platform to host and access mobile content.

BulkSMS.com is a member of the:

- Wireless Application Service Provider Association (WASPA)
- Wireless World Forum (W2F)
- 160 Characters



Dr Pieter E. Streicher, the managing director of BulkSMS.com, also sits on the management committee of the Wireless Application Service Provider Association (WASPA).

For more information about BulkSMS.com’s services visit www.bulksms.com, email: service@bulksms.com or contact the company on tel: 021-409 7815.

Editorial Details

BulkSMS.com Dr Pieter Streicher Tel: 021-409 7815 Cell: 082 887 2376 Email: piet@bulksms.com	Public Relations Red Ribbon Communications Deirdré van Zyl Smit Tel: 022-433 4700 Cell: 082 324 4639 Email: deirdre@redribbon.za.com
---	--