

VirtualSMS

Enterprise Text Messaging Solutions

Many businesses and organizations have a need to send and receive text messages (or SMS) from their customers, employees, partners or stakeholders.

Short Codes, while still widely used, were once the only way to take advantage of text messaging technology for business communications and came with an assortment of issues such as:

- **Expensive Setup** - Fixed costs alone for a short code can often be in excess of \$15,000 per year.
- **Long Approval Period** – Short codes can take months to be approved and setup.
- **Complex Network Setup** – The network needed to direct the messages would take months to set up and had to be integrated into complex telecom technologies.
- **Limited Geographic Reach** – Short codes are country-specific, so only phones from that country can send messages to that short code.

To address these issues Upside Wireless has developed a unique solution called VirtualSMS. This solution provides a dedicated SMS number which accepts all incoming text messages sent to it and directs them to one or more mobile users in a format that are suitable for the business. The VirtualSMS system can relay text messages to the recipients as an email, or as any corporate application that your business uses.



Benefits of VirtualSMS

We designed VirtualSMS as a zero maintenance service that is designed for economy, simplicity, flexibility and versatility.

- **Economy** - It is a fraction of the cost to use versus obtaining and implementing a short code, and it can be setup in about a day.
- **Simplicity** – There are no special software or hardware requirements, so sending and receiving text messages is not a complex process for its users. VirtualSMS can receive messages from any mobile phone in the world and can even be used to send outbound text messages to mobile phones. In most cases, no programming is required as incoming text messages are converted into standard email format, and for more specialized requirements, incoming SMS messages can be relayed to your business applications using HTTP-POST.
- **Flexibility** - The service offers web administration as well as application integration using simple SOAP and HTTP protocols.
- **Versatility** – it can be used for a variety of business applications, and can be integrated with any mail client to deliver incoming text messages to one of more email addresses simultaneously.

Upside Wireless has worked with many companies in implementing VirtualSMS into their business systems to streamline their communications, including:

- **Orange County Library, FL, UCLA, CA** - use VirtualSMS to receive book reservation requests and to send book return reminders to the library patrons.
- **Allegheny County, PA** - used a VirtualSMS to allow voting officials to send voting results from the ballot stations to the central commission using their mobile phones.
- **Premier Retail Networks, CA** - uses a VirtualSMS to collect feedback from shoppers in retail stores across USA.
- **Startups across USA, Canada and Europe** - are utilizing our VirtualSMS during the development and testing process of their applications.

The applications of VirtualSMS are limitless! Call us today to find out more: **1-877-684-7474**

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About Upside

Upside Wireless Inc. is a leading technology company that specializes in providing global mobile messaging solutions for consumer and enterprise markets. Founded over 8 years ago, Upside Wireless identified a gap in the marketplace for solutions that facilitated the transfer of information between various business information systems and their employees, customers and partners using mobile phones. Today, Upside is the telecommunications provider with the widest network coverage and the ability to deliver text messages to and from almost any mobile phone on the Planet. Upside serves over 20,000 individual customers' messaging needs and also provides mobile messaging and integration services to organizations such as Microsoft, Apple, New York Times, MessageLabs and Coca Cola.