



UK TEXT MESSAGING COMPANY TAKES ON THE US GIANTS

UK based business text messaging service 2sms.com is taking on the giants in the powerful American market with an expansion into the US East Coast.

The Cranfield, Bedfordshire company, predominantly owned by its management and employees, recently opened offices in Reston in Fairfax County near Washington DC, already home to 28 UK companies.

"Simply driving down route 267 from Dulles Airport to Washington DC you see the worlds largest technology companies are all based there," says Courtenay Heading, 2sms.com Business Development Director. "They are one of our main markets and the reason why we had to expand there."

2sms provides a business text messaging (SMS) service, allowing customers to communicate with people via their mobile phone, direct from their computer. The company also provides other mobile intranet solutions to maximise productivity and control costs.

UK customers include: BAE, Transco, Tesco, BUPA, BOC, Alstom, BP, Accenture, ITN, Standard Life, Glaxo, BAT, Houses of Parliament, Cazenove, nPower Sapon, BBC, Siemens, Heinz, Abbey National, BNFL, Centrica, DHL, Citroen, Airbus, and Carphone Warehouse.

"I am delighted that 2sms has chosen Fairfax County for its expansion into the US," said Gerald L. Gordon, Ph.D., president and CEO of the Fairfax County Economic Development Authority. "To be a world-class business location we need companies from around the world that are developing and applying new technologies, and 2sms fits in that category. It joins an international community here that is almost 300 companies strong and appreciates the quality of life here as well as our many business assets."

2sms.com was founded in 1996 by Tim King, formerly with Citibank and responsible for Financial Management Information systems across 75 countries. In little less than a decade King has taken 2sms to become a leader in enterprise sms/text messaging and mobile intranet for nearly 2,000 customers.

Says Heading: "Over the next five years we see some very positive changes, most notably the increasing mobility of the global workforce. We expect migration of sms into mms and the mobile intranet as the key driver of our business."

He adds: "The carriers are looking at ways to offset their declining voice revenues and 2sms offers revenue share on enterprise data traffic. As the sms traffic is mission critical we also feel this area will be less price sensitive than consumer market spend."



Heading says Fairfax County is a great location as a launch pad into the US market: "It's a real centre for our customers, and the Fairfax County Economic Development Authority (FCEDA) people have been friendly, courteous and above all they make things happen."

2sms is relied on by FTSE100/Fortune 500 customers delivering mission critical sms alerts 24x7 via 600 mobile networks world-wide. These alerts can concern financial, regulatory, operational, logistical or breaking news issues.

In an increasingly mobile world, says Heading, email fails because it relies on the recipient actions to access mail. Customers can track each SMS message and know to the second when it was delivered to the mobile phone.

2sms has a clear focus on the enterprise markets and provides reliable, scalable, secure messaging from the PC (desktop) to the mobile/cell phone.

2sms provides no cost software to the enterprise with: Outlook, Lotus Notes and Excel and Windows XP plug-ins. This allows both sending of messages and two way replies. Alternatively customers can access the service via the 2sms.com website and 2sms provide no cost websites with full functionality branded customer corporate identity.

2sms has solutions for large and small enterprises. Their Websphere Portlet is validated ready for IBM WebSphere Portal and their BEA WebLogic Control is also validated by BEA. 2sms offers an extensive set of XML web services and software code to assist developers integrate SMS into their applications.

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