




2sms Media

About 2sms

2sms allows business customers to send text messages from your computer to cell phones anywhere in the world. We help customers improve operations, demonstrate duty of care, and react more responsively to customers.

Text messaging reaches more people than email and faster than calling.

- ✓ To learn more - www.2sms.com
- ✓ Want a No cost No obligation trial account? – www.2sms.com/register.aspx
- ✓ For technical information - www.2sms.com/software.aspx



For Help, call 2sms on 877-276-7266 (USA), 0800 65 222 77 (UK) or +44 1234 757 800 (Rest of World) or email support@2sms.com. Support is available 24/7.

Overview

2sms enjoys the business of the Media industry customers who rely on 2sms to provide a highly available SMS service. Text messaging can be used to reach 1.7 billion cell phones worldwide. Where you need to communicate quickly to a group of employees, suppliers or customers, text messaging delivers benefits over email and voice calls.

Customers benefit from:

- Fast message delivery to cell phones worldwide
- ISO17799 certified supplier (Information security)
- Redundancy and resilience of platform
- Fast deployment
- Instant ROI
- 24x7 customer service toll free phone/email



Certifications

Owing to the sensitive nature of the information transmitted, Media industry customers value the ISO 17799 certification (Information Security), registration with the Data Protection Registrar and the Investors in People Award. 2sms's commitment to privacy is demonstrated by its TRUSTe licensed privacy statement, which includes EU Safe Harbor compliance and license.



Customer Doc #	SAL-411
Issue No./Date	1.0 09-Feb-07
Classification	N/A

Solutions used:

2sms offers a range of 25 software solutions and offers support with enabling these to work with customers existing systems. These solutions include:

- 2sms website
- Excel / Outlook add-ins
- XML for back end integration with existing IT systems
- Portal add-ins for Oracle, IBM Websphere and BEA WebLogic
- A pager replacement service written to be used on Companies existing SNPP software

Media Industry

Customers

ABC News Intercontinental, BBC, Financial Times, ITN and IRN

Typical uses:

Relaying breaking news to Radio & Television stations
Internal communications

Case Study

An international news corporation needed a fast, reliable way of communicating breaking news to television and radio stations.



An International news corporation wanted to add a text messaging feature to improve the performance and efficiency of their communications. Their objective was to speed up communications when breaking news stories were realised so that they could quickly and efficiently relay these to Television and Radio stations.

2sms provided the News Company with the 2sms website solution. This enabled them to create an address book and distribution lists to send breaking new stories to.

This resulted in more effective communications along with time and cost savings. When a story is released, they can now tell all television and radio staff members all at one time, within minutes of the story breaking.

Further Information

Further information can be found at www.2sms.com/documents
Or, contact support on 877-276-7266

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