



HSL WebSMS Solution Brochure

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Overview of WebSMS

HSL's WebSMS solution allows the sending and receiving of SMS messages using a web browser from any PC with an internet connection anywhere in the world. SMS messages can be sent to over 600 mobile networks worldwide. Furthermore, the solution is extremely easy to use and requires no technical preparation or experience.

Within the WebSMS solution contact details can be stored in the Phonebook or within Distribution Lists created by a user. Furthermore each WebSMS account will have a designated administrator who can manage users and determine each user's level of access for the WebSMS account.

To send a message, users can then simply enter the mobile number(s) that they wish to send to or retrieve details from the Phonebook or Distribution Lists. The user would then type the message content and click 'send'. The message will then be delivered directly to the mobile phone(s) using HSL's own robust and reliable infrastructure typically, in less than 10 seconds.

Benefits of WebSMS

The increased functionality of the WebSMS solution provided by HSL therefore now offers the following benefits to users:

- Solution is extremely easy to use
- Requires no technical preparation or experience
- Clear layout
- Users can easily navigate around the site in order to send, receive and manage SMS and contacts
- Pop-up help boxes provided
- Ability to create folders for storing inbound SMS
- Ability to add users and to create Phonebook entries and Distribution Lists

Features of WebSMS

Once an application for service has been processed, clients receive a login to their WebSMS site, ensuring that the service is completely secure and available only to authorised users within the organisation. Users then simply login to the dedicated site provided by HSL using a standard web browser, in order to send or view received SMS.

Please note that all mobile numbers entered and shown within the WebSMS solution should be in international format, for example, 447890123456. Additionally, please note that currently Latin characters are supported but not Arabic characters.

Functions available within WebSMS are explained and illustrated on the following pages.

1. Sending Messages

To send a new message, users may simply type the message content and then either enter a mobile phone number, as the destination(s) for the message, or begin to type either a Phonebook entry or Distribution List and the auto complete function will then produce a drop down box matching entries in the Phonebook or the names of a Distribution List.

Users may also select which source address they wish to use when sending a message or messages if they have more than one source address applied to their WebSMS account.

Message Templates

Users can create and store message templates which can be used when sending the same / similar messages to a number of contacts at the same time. For example, when sending a notification message to a group of contacts contained within a distribution list.

To create a new template, users would click on the message templates section and select “add new template.” Users would then simply type the message content they wish to use in the template and press continue. The template will then be stored and added to their list of templates as shown in diagram 1 below. When sending a message / messages using a template, users would simply select the messages section as they would normally and then select the template they wish to use. The user can then amend the message template content if required before sending the message(s).



Diagram 1 – Message Templates

Concatenated SMS

Users may also type long messages as concatenated (long) SMS is supported. Please note that the message will normally be received to the recipient's handset as one message however clients will be billed for the number of SMS required for sending the message.

Message

Sensitive

Info: 3 SMS | 357 characters

Diagram 2 – Long SMS messages

Sent Items

Users can then easily view the current status of their sent messages and see confirmation showing when they had been successfully delivered (indicated by a green button). Users may also then click on the green or red button to view further details regarding the sent message. The Sent folder details the time and date the message was sent, who sent the message, the mobile phone number the message was sent to as well as the content of the message.

The screenshot shows the WebSMS interface with a 'Sent Items' section. The interface includes a navigation menu on the left with options like 'New Message', 'Inbox', 'trash', 'Sent', 'Messages', 'Message Templates', 'Folders', 'Phonebook', 'Distribution Lists', 'User Settings', and 'User Management'. The main area displays a table of sent items with columns for Time, Author, Recipients, Message, and Status. The status column contains icons: a clock for pending, a green tick for delivered, and a red exclamation mark for not delivered. Annotations with arrows point to these icons with the following text: 'clock icon indicates message is pending', 'green tick icon indicates message has been delivered', and 'red exclamation mark icon indicates message has not been delivered'. The interface also shows a search bar and pagination controls.

Time (UTC+01)	Author	Recipients	Message	Status
2009-06-15 11:03:03	hsl_websms	"websms" <447797 xxxxxxx>	Generic message template content. You can set up as many templates as you like and automatically populate the new message form.	
2009-06-15 11:02:50	hsl_websms	"websms" <447797 xxxxxxx>	Generic message template content. You can set up as many templates as you like and automatically populate the new message form.	
2009-06-15 11:02:43	hsl_websms	"websms" <447797 xxxxxxx>	Generic message template content. You can set up as many templates as you like and automatically populate the new message form.	
2009-06-15 10:53:48	hsl_websms	"websms" <447797 xxxxxxx>	Generic message template content. You can set up as many templates as you like and automatically populate the new message form.	
2009-06-15 10:53:28	hsl_websms	"websms" <447797 xxxxxxx>	A new message template	

Diagram 3 – Sent Items

2. Receiving Messages

Received messages will automatically be stored in the Inbox where users can then view the received messages (replies or new messages sent from a mobile phone). The WebSMS solution will show the time and date when the message was received, the sending mobile phone number and the corresponding message content, as can be seen in diagram 4 below. Please note that the message content will only be stored in WebSMS for a maximum period of 30 days, however message content can be exported and saved by the client.

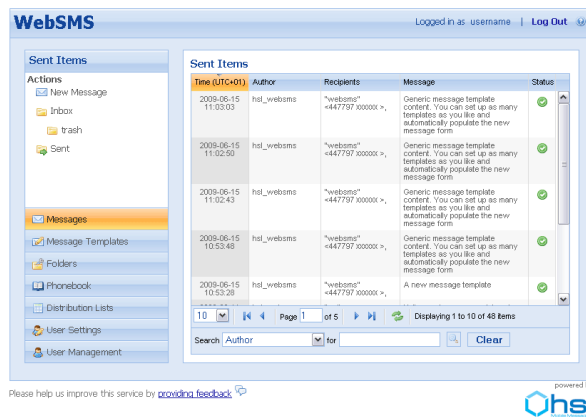


Diagram 4 - Inbox

Folders

Within the Inbox users can also create sub folders, move messages between folders as required and sort by name or number of messages contained within the folder.

3. Storing Contact Details

The WebSMS solution enables users to store contact details either within the Phonebook or as a Distribution List. Both of these options help expedite the message sending process and can be easily added, changed or deleted as required.

Phonebook

The Phonebook can be used to store individuals' contact details. Entries can additionally be sorted by either name, mobile number or "other" as required.

Distribution Lists

Distribution Lists can contain a number of entries and can therefore be used when sending the same message to a group of contacts. Furthermore, lists can also be sorted either by description, date of last update or the number of entries in the list.

Users should note that when sending messages to a chosen Distribution List, the message will be sent to all the entries in the list. Specific recipients can only be selected from the Phonebook.

Upload & Download of CSV Content

CSV content can be uploaded in order to populate either the Phonebook or the Distribution Lists previously described.

4. User Settings

Each user can amend their details within the User Settings section. Users may also select their preferred time zone (which is determined in relation to UTC), timeout period (how long the WebSMS account will remain active without being used) and the inbox refresh rate (the frequency in which the inbox will automatically update to show new received messages). A diagram showing the User Settings can be viewed below.

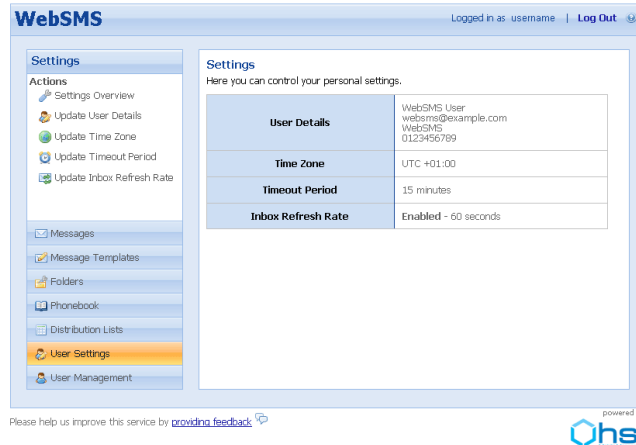


Diagram 5 – User Settings

5. User Management

Each WebSMS account has User Management capabilities whereby a designated administrator can create additional users and determine each user's level of access for the WebSMS account.

For each user, the administrator can set the required access relating to Messages, Folders, Phonebook and Distribution Lists. Access rights can be assigned as read-only (users can only read content and not make any changes), full-access (users can send, view and amend) or deny (user is not able to view or change).

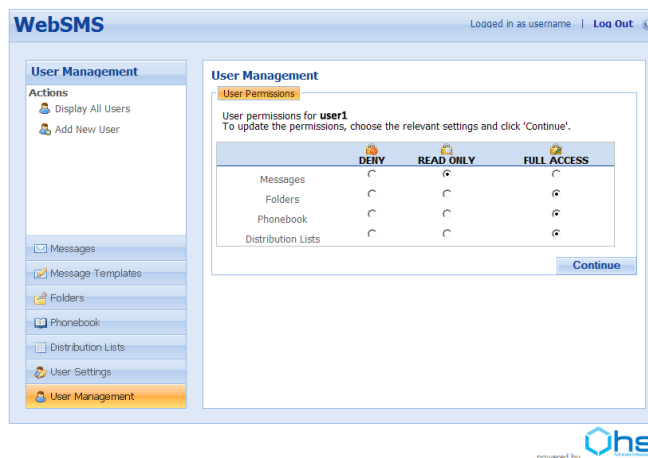


Diagram 6 – User access rights

Pricing Details

The WebSMS solution is provided through HSL's Advanced Services accounts. As an existing Advanced Services client, pricing will not change when you upgrade from the old version to the new version of the WebSMS solution.

The pricing structure of each account level will remain as follows:

Intro Level	
Capacity of up to 50 SMS messages per day. VPN not available	
Setup Charge	Nil
Service Charge (monthly)	£25

Entry Level	
Capacity of up to 250 SMS messages per day. VPN not available	
Setup Charge	Nil
Service Charge (monthly)	£30

Contact Level	
Capacity of up to 2,500 SMS messages per day. VPN not available	
Setup Charge	Nil
Service Charge (monthly)	£60

Base Level	
Capacity of up to 25,000 SMS messages per day. IPSec VPN available (3DES)	
Setup Charge	Nil
Service Charge (monthly)	£93

Corporate Level	
Capacity of up to 250,000 SMS messages per day. IPSec VPN available (3DES)	
Setup Charge	Nil
Service Charge (monthly)	£150

Sending SMS:-

All submitted messages are charged for. Current message pricing is available to view online at <http://www.hslsms.com/coverage-and-pricing/>

Receiving SMS:-

SMS can be received either through a Virtual Mobile Number provided by HSL or by using HSL's Virtual SIM Hosting or SIM Card Hosting solutions. Additional charges apply for each option selected. Further details can be viewed online at <http://www.hslsms.com/services/receive-sms/>

All prices are subject to UK VAT where applicable and are correct as of 1st July 2010.

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