

bSmart Profile

bSmart has vast experience in the area of mobile messaging and has been delivering global services to millions of users. Its innovative and proven technology with a strong focus on enterprise needs is preferred by many premium businesses across various industries.

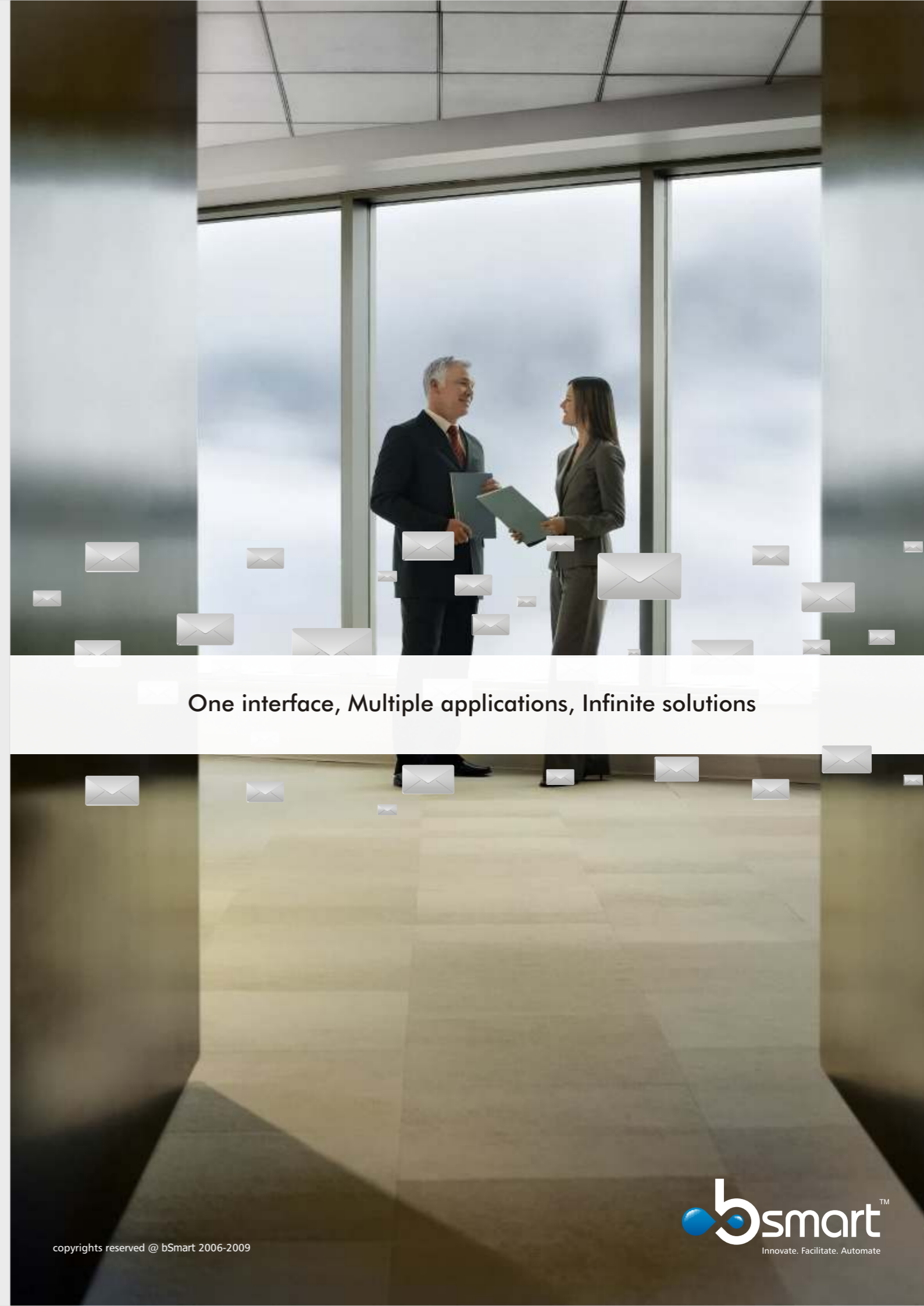
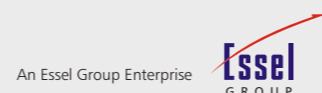
Merged in 2006 under the Essel Group banner, bSmart is a leading provider of Wireless Enterprise software solutions. The company provides wireless software technology that automates business processes in the enterprise sector, including Mobile Banking, Mobile CRM, Mobile Retail, Mobile Call-Centres, Mobile Sales and Distribution and bSmart code Interactive Platform. Its mobile messaging platform has delivered more than 300 million messages to more than 2.5m users across the globe.



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One interface, Multiple applications, Infinite solutions



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Messaging is perhaps the cheapest, fastest, reliable and unobtrusive way to reach to your target audience. Having delivered a number of applications to satisfy various business needs, bSmart has devised certain standard products considering the various areas of use.

bSmart Business SMS

A low-cost, rapid-time-to-market and feature-rich enterprise SMS solution purely for Mobile Termination (MT) needs, which can be accessed from anywhere, connecting directly to our bulk messaging platform and facilitating instant message delivery.

Features

- **Database Management** - The easy to use online interface allows you to upload and store mobile number databases from simple excel or text files, and maintain them in groups. These groups can be added, deleted or modified whenever required.
- **Bulk Messaging Platform** -bSmart Business SMS connects directly to our Numerous Global Messaging Gateways, facilitating a cost effective, reliable and quick broadcast of high volume of messages, increasing the ability to reach a wider target audience with a soaring success rate.

Benefits

- **Sending Options:** Single message, multiple messages and Customized messages.
- **Database upload:** Mobile numbers can be easily uploaded via excel sheets or text files.
- **User friendly:** Graphic user interface
- **Message Merge:** A mail merge feature, allowing you to send out personalized messages to each recipient e.g. Dear [name], your payment of [amount] is due on [date].
- **Message details:** can also be easily uploaded from an excel sheet, and can be linked to the groups.
- **Delivery reports and MIS:** can be downloaded from the web interface in excel or text format.
- **Personal and Organization Logins:** Individual web-based logins are available to persons & organizations offering different levels of access and functionality.

bSmart Short Code

In association with Cornershop Entertainment, bSmart provides easy to remember keywords on the Pan India Short Code 57575. This will allow any organization to launch multiple interactive SMS campaigns across India. By setting up keywords, the system will send customized auto responses to all the users within seconds bringing the user feedback straight to the organization.

MIS Reporting:

bSmart provides Real time reporting via a secure web based interface. This feature will allow customers to check the updated reports after every 10 seconds. The MIS also gives exact analysis of the responses during or after the campaign. Reports can be viewed and downloaded at any time based on region, cellular operator etc...



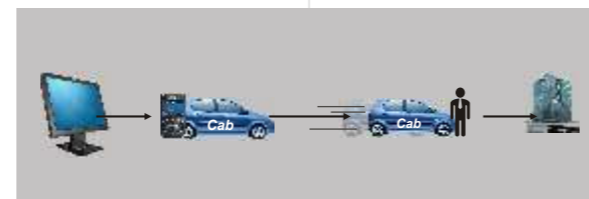
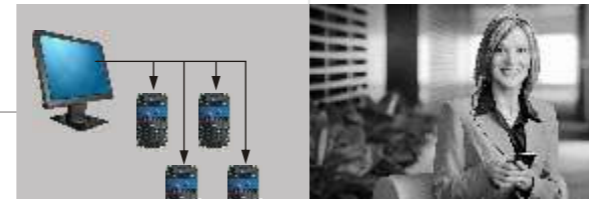
bSmart Smart Code

In our endeavor to provide a complete messaging solution, bSmart has setup a dedicated premium Interactive SMS number, connected to all Cellular Operators across India, to be used for brand building, promotional campaigns, CRM communications, inter-company communication etc...

It can handle all the SMS needs through one single interface with features such as Auto response Manager, Menu-based Competitions, a rules engine, Natural Language Processing, Mobile ID Barcodes and many more patent-pending products and services.

A typical bSmart Code will look like this: 57575-757 (57575-XXX)

The first five digits will remain 57575 followed by a 1 to 3 digit suffix. E.g. HSBC uses 575750, This is the most attractive feature of the Smart Code because the digits can be matched to the company name. e.g.: IBM can get 57575-426 (IBM)



bSmart Gateway Connect

Our Gateway solutions offer a single interface for all mobile networks (GSM and CDMA) for one-way and two-way SMS connectivity and is capable of delivering the messages to networks across India. Its robust infrastructure, reliable routes, and built in redundancy at every level can support and facilitate millions of messages per month to mobile phones across India.

Features of bSmart Gateway

- Single interface access to all networks in India for message termination (SMS- MT) and origination (SMS-MO).
- Multiple interfaces to connect to the platform (SMPP, HTTP, COM Object).
- Alphanumeric Sender ID and Delivery Reports.
- Supports multilingual, unicode and concatenated messages
- Enables 7 bit, 8 bit and 16 bit message delivery
- Comprehensive Real-time Web Reporting tool.

bSmart Data Reporter

This solution enables the companies with important information within their reach which can be easily accessible to the management and gives them a strategic advantage in the fast paced business environment. This data reporting application does not require integration with other software, and can maintain, process and generate reports autonomously. It reads from the text files, excel sheets or any other data source, formulates an SMS and sends the info to the required users through a completely automated process.

Example : MIS Data Porting & Integrated Web Management Tool.

bSmart SMS Ticket

The solution that enables people to easily book tickets through SMS and seamlessly integrate this interaction with any existing websites and ticketing software. Apart from being very easy to setup, use and maintain, this solution does not require any hardware or software installation and is completely web based.

Benefits:

- Increase interaction with patrons and prospective customers.
- Effective medium to increase visibility and communication.
- Simplification of ticket booking process

bSmart Enroute SMS

This is a complete Transport Management solution for any BPO centers / large companies to help streamline their transport management system. It is a very cost effective, optimized and automated system, which increases the accountability and security of the employees. Enroute SMS can be a hosted web-based solution or an installable solution, completely self sufficient or integrated with the existing Transport Management software.

SMS BROADCAST MODULE This module of Enroute SMS runs as a service which queries the main attendance roster for that day and sends the relevant pickup and drop information to the employee. e.g.

- EMP First Name
- Pickup/Drop Date
- Pickup/Drop Time
- Pickup/Drop (P/D)
- Vehicle number
- Driver Name

Benefits

- Fully automated solution which can be either hosted on the web or installed on site. Information Messages are sent automatically when the transport management system generates the routes.
- Application sends all details including Employee name Pick or Drop timing, Vehicle No. Driver Name, etc. instantly.
- It has a fully automated Interactive Module which can receive feedback from the employees directly into the transport management system.
- Employee can check his/her route details which are generated by transport Management system by sending SMS to the short code.
- Employee will get reply SMS with all route details depending upon keyword sent (i.e. Pick or Drop).