

## 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-Centers, 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.



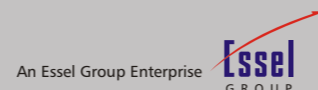
**Empowered messaging. Enabling global reach.**



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Mobile messaging solutions for businesses around the world





**bSmart** has numerous products and services that can assist you in sending bulk SMS messages throughout the world. Using these services, sending out high volumes of text messages in one go is a breeze and can be used for running competitions and marketing campaigns, sending notifications to employees, notifying customers of deals, promotions and events etc.

**bSmart** Bulk Messaging offers a single interface for all mobile networks worldwide (GSM and CDMA) for one-way and two-way SMS connectivity. In addition to this, **bSmart** offers its clients customized applications and solutions to suit their messaging needs.

### bSmart Strengths

- High quality and cost effective solutions..
- Experienced in business based mobile messaging applications for diverse fields such as Banks, Currency exchanges, Stock Broking Firms, ITES firms, Logistics, etc.
- Established development base with business automation domain expertise.
- Applications developed and successfully implemented for various business processes across several industry sectors, are
- built on the Service Oriented Architecture model or SOA.
- Alliances with major mobile operators worldwide.
- Research and Development driven.

### Bulk Messaging

**bSmart** has been providing high quality SMS enterprise solutions to its clients, effectively enhancing their access to their customers. Our strategic alliances with mobile operators and partners have enabled us to cover 220 countries and over 550 mobile networks across the globe for SMS terminations.

Our platform can effectively deliver SMS to over 550 mobile networks apart from having the ability to send out Single SMS, Bulk SMS and Customized SMS

### Compatible solutions

We can provide access to our messaging solutions by the following connectivity options

- Web based interface
- HTTP API Interface
- SMPP API Interface
- XML Interface

### Features

- Numeric & Alphanumeric Sender ID
- Delivery Reports
- 7 bit, 8 bit & 16 bit compatibility
- Long SMS
- 24 hours e-mail and online support
- Detailed Message logs and tracking

### Benefits

- Significantly reduces your CRM Costs
- Higher penetration
- Higher response rates
- Personal and discreet

### Presence and Distribution

- Asia
- Middle East
- Europe
- Africa region

## Success Story

### Minimized cost and increased efficiency for a Logistics Company

A large size Logistic company has a wide area to cover in terms of their customers and offices or points of deliveries. The entire coordination involves extensive communication amongst the office with the field agents. **bSmart** implemented a web based SMS Logistic system which automatically sends SMSs to the team in the field and gives them real time information directly on their mobile handsets. Thus it saves cost and helps streamlining the process of pickup and delivery.

The Company's earlier processes were costly, time consuming and not effective for this time critical business. They needed data to be sent in real time to its field agents doing pickup and delivery for its customers and hence, **bSmart's** developed a solution to meet this requirement.

**Result:** **bSmart** has helped in effectively reducing its operation cost and has also provided efficiency and speed to the process of pickup and delivery.

