

Mobile Messenger

The bottom line:

Below is a short introduction to Mobile Messenger. The aim of this introduction is to give you a basic understanding of how the Mobile Messenger offering works and thus allow you to evaluate it against your needs.

Mobile Messenger in short:

Mobile Messenger is SMS software that allows the sending and receiving of SMS messages from a PC / laptop, through a GSM Modem (modem with a SIM card in it, see picture below). The Modem connects to your PC / laptop via a single USB cable (no aerial or power cable etc required). For full details on all the fancy features the software offers you can browse through the manual.



Now please don't be fooled by the long manual, it is the simplest software to use and once you get more familiar with it then you can start to explore the nifty features on 90% of the other pages in the manual.

Bottom line on costs:

OK, again complicated at a glance but give it a chance, it is simple (ex vat):

1. R1300 for the GSM Modem (once off)
2. R35 per month for a Vodacom Messenger SIM (direct to Vodacom or your Service Provider)
3. R0.225 (22.5c) per SMS
(www.vodacom.co.za/packages/contract/messenger_messenger.jsp)
4. R300 monthly Mobile Messenger subscription (5 users)

That is it for the costs.

Contract period?

There is no contract period on the Mobile Messenger subscription and only a one month notice period applies.

Billing?

Vodacom (or your chosen SIM Card supplier) will bill you directly for the SMS messages (variable amount) and our channel partner will bill you directly on the Mobile Messenger software subscription (fixed amount).

Who else uses this software?

The software itself was developed about 5 years ago and has a several hundred users around the world so the software is mature and well tested. Below are a few of the current users:

	Chubb South Africa
	Boschendal Wine Estate
	Casualty 999 in the United Kingdom
	Private Property
	Buckingham Palace
	PriceWaterhouseCoopers
	FBI & Sheriff Marshals office USA
	Protea Hotels
	Scotland Yard, United Kingdom

So you will be in good company.

Obviously there are a lot of smaller Doctor / Dentist / Video Shop / Hairdresser and marketing type companies that use the software too. In fact you will be amazed the type of companies using SMS with Mobile Messenger and the reasons why they use it.

There is not a company around that could not benefit from the use of SMS.

What is the ROI (Return on Investment)?

Well this varies from company to company but in most cases the following apply:

- Most direct, personal, highest uptake and cost effective marketing tool available today.
- Save 90% of the cost compared to cell calls.
- Save time on calls.
- Low cost per SMS.
- Stay in contact with your audience (be this clients, sales force, channel partners, field staff, supply chain etc).
- Direct and instant communication (it is proven that cell users are more likely to read an SMS than answer a call).
- "Short but sweet" – very effective method of communicating a message.
- Two way SMS so allows for a feedback mechanism or "closed loop".

Support:

Mobile Messenger is fully supported by qualified and experienced support staff that are available during office hours to help you with any queries you may have. This takes the responsibility away from our Channel Partners who are there to support your account and not the technical aspect of Mobile Messenger.

Installation:

You can self install as it is a bit like a mix between installing a printer and antivirus software in that you have got to plug in some hardware and install some software. If you can do this then you can install Mobile Messenger using the "Quick Start" guide.

If you are a little "techno-phobic" then we can arrange for the software to be installed for you.

That is Mobile Messenger, in short.

Should you have any questions then please do not hesitate to contact us by following the Channel Partner Link on www.mobilemessenger.co.za .