# CLOUD TEXT Intelligent Business Messaging

## Next generation cloud based messaging system

Cloud Text is a next generation cloud based messaging system, replacing traditional bulk SMS text messaging platforms. As a result, we can provide you instant and unlimited access to a true global 2-way communications service.

## How will Cloud Text benefit your Business ?

### Power
- Most powerful SMS marketing tools in the industry.
- Send rate at over 10,000 messages per second.
- API ingestion rate at 20,000 per minute.

### Flexibility
- Enable SMS campaigns through email.
- Collaborate data using your own client references.
- Flexible architecture to accommodate growth.

### Quality
- Industry leading service level agreement.
- Tier 1 direct connections to local mobile operators.
- Digital communication compliance.

### Portal
- Detailed reporting.
- Manage campaigns anywhere, anytime.
- Developers tools.
- Support.

### Ideal For
- Businesses who employ pro active marketing.
- Companies who require instant communication with clients.
- Data collection.
- Generating additional web traffic.
- Pay as you go.

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## Messaging Cloud

The Messaging Cloud is our next generation cloud based messaging architecture. We have developed this in place of the traditional bulk SMS text messaging platform.

As a result, we can orovide our customers with instant and unlimited access to a true global 2-way communications service. The Messaging Cloud forms the backbone of our entire cloud infrastucture giving us the ability to increase our portfolio with new and innovative services.

### Global 2-way
With connections to all major operators across the globe you can use our Messaging Cloud to send and receive SMS/text messages in seconds providing both outbound and inbound routes across the globe.

– Shortcodes - engage with your customers via inbound messaging.
– Keywords - perfect for data capture.
– Long numbers - customers text you paying standard rate, encouraging 2-way messaging.

### Message Archiving
A complete record of all inbound and outbound messaging communications sent over the last 13 months. All data can be downloaded directly from the Cloud Portal free of charge.

– Indestructible - messages store in the Cloud which can be accessed anywhere.
– Indefinite storage.
– Configurable access permissions - secure your marketing data.

### Why us?

● Our mission is to deliver reliable and innovative solutions that meet your needs.

● Our pedigree assures that we will consistently go above & beyond to meet these needs. It's in our culture & our people are totally committed to it.

● We are a performance benchmark and a trusted brand in the business community.

● Our people are inspired to continuously improve their knowledge, skills and performance to deliver great service.

● We will deliver this service by behaving and operating with integrity in our customer relationships, in a warm professional manner.

## Intelligent Cloud

Ground breaking intelligence services that will change the way you communicate through mobile.

### Intelligent Tracking

We have created Intelligent Tracking to enable businesses to include unique links within messages, which in turn allows for customer interactions to be tracked through the Cloud Portal.

- Create unique URLs automatically.
- Track click through and time to click.
- Access detailed reporting immediately.

### Intelligent Filtering

Understanding your customer base is an integral part of any communications strategy. By uploading a data file you can increase data on your customers, based around information we have collected from millions of messages sentds every day.

- Filter on facts.
- Filter on behaviour.
- Stop SPAM.

### Intelligent Query

Intelligent Filtering allows you to filter out the less effective messages based around the data that we hold about the recipients' mobile number. This enables businesses to send fewer messages for an increased return on investment and a better engagement with customers.

- Intelligence on over 90% of mobile population (UK)
- Queries delivered in milliseconds.
- Add huge value to your marketing data.

## Campaign Cloud

Our Campaign Cloud serves up all our purpose built messaging applications. Designed to support the communication needs of every business, they cover everything from individual messaging to large scale targeted campaign deployments.

### Campaign Manager

- Most powerful SMS marketing tool in the industry.
- Send rate: over 10,000 messages per second.
- Multi-rule, multi-filter, data manipulation.
- Full import/export FTP automation, scheduling and reporting.

### Message Manager

- Entry level.
- Simple interface.

### Text Chat

- Unique SaaS call centre solution.
- Complete conversations.
- Call centre based, online interface.

## Developers

### Power API

- API ingestion rate at 20,000 per minute.
- Send single or batch SMS messages across multiple asynchronous threads.
- Receive SMS messages with full delivery receipting.
- Easily configure message and receipt forwarding and other API options via the Cloud Portal.
- Reporting and Message Archive search facilities accessed through the Cloud Portal.

### Simple HTTP/S send

Using a URL you can send a message to multiple recipients, so if you have an app that is capable of using URLs you can easily automate messages with little development time. Phone Number Validation API Use our phone number validation API to check in real time whether phone is on/off/dead, its network, last ported and roaming, We have global coverage and multi-threaded support.

### Inbound forwarding

- Forward inbound messages.
- Forward delivery receipts.
- Simple implementation.
- Supports retries for up to 24hrs.
- Correlate data using your own client references.
- Full 128 bit encryption support.

### SMPP Connections

This is the mobile network operator's interface of choice, meaning that if you have already invested in an SMPP connection to another operator or aggregator, it will work perfectly with us too.

### Email to SMS

Plug-in to this service to enable bulk and single SMS sends through email.

## Cloudtext Cloud Portal

Within our portal you can view and access all of our 3 cloud, view your dashboard, generate reports, configure our services, access your archive, open our applications, get developer resources and buy services.

- Dashboard.
- Reports.
- Cloud services.
- Developers.
- Account settings.
- Shop.
- Support.

**HEAD OFFICE**
9 - 12 Springvale Business Park,
Cwmbran, Torfaen. NP44 5AZ

Call Us: 0333 200 4330
Support Desk: 0333 200 4332
Email: info@sitgroup.co.uk

**SWANSEA OFFICE**
Henley House, Queensway,
Swansea West Bus. Park, Swansea. SA5 4DJ

Call Us: 01792 446 005
Support Desk: 0333 200 4332
Email: info@sitgroup.co.uk