

## Overview

Netxcell's Mobismart is a web based Bulk SMS push platform that caters to the various enterprises in sending out large volumes of messages (both SMS and voice), to their end customers. It is very easy to use in addition to being efficient, robust and highly reliable. Mobismart is an ideal platform for companies who are interested in setting up a bulk SMS distribution business for other enterprise customers. The gateway is a high performance intelligent subscriber manager and intelligent router to create multiple users and assigning each user the privilege to send out SMS using the system. One more advantage of using Bulk SMS Gateway is that it supports intelligent routing of SMS traffic among multiple traffic links. So the system can be programmed to choose a delivery link on different parameters like destination number, the account type of the sender, time of day etc.

Mobismart is a web based bulk SMS/voice push platform, with an easy user interface. It has many unique features which include the address book, campaign manager, support for various types of messages Ringtones, picture messages, multi-lingual messages, URLs, etc. It connects to Netxcell's SMS Gateway.

## Features

- White-labeling support
- Supports Unicode for multilingual messages
- Concatenated SMS strings
- Supports ringtones, picture messages, WAP push and Vcards
- Multiple SMS termination points
- Very high transaction volumes
- Third party connectivity can be provided with user access control through username/password or IP filtering.
- Supports high availability cluster deployment with a committed up-time of the gateway system of up to 99.99%
- Supports DND registry

- System supports various user logins:
- Super-Admin Login
  - a. Admin Login
  - b. User Login

## Benefits

- Can be used by marketing agencies/Enterprises/SMEs to push out SMS in bulk.
- Supports multiple connectivity options.
- Can also be bundled with Netxcell's SMSC to bypass the operator SMSC and deliver messages to end users.
- Supports creation of distributors and retailers for creation of the supply chain of bulk SMS business.
- Supports configurable CLI options to change the CLI to any text.