OUTBOXSMS LAUNCHED TO HELP BUSINESSES UTILISE SMS FOR COMMUNICATIONS WITH CUSTOMERS AND STAFF

Submitted by: Ascendant Communications

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...Felltech OutboxSMS utilises email within the firewall to provide SMS messages for business and marketing communication with greater control and security...

London – UK 1st July 2009 – Felltech, an innovator in telecommunications software, has today announced the launch of its 'OutboxSMS' SMS Gateway server. A rack mounted appliance that sits inside the firewall, OutboxSMS allows organisations and businesses to fully utilise SMS as a means to communicate with customers, employees and partners, by integrating SMS with existing email communications.

By connecting to a LAN, OutboxSMS enables individuals inside businesses to send SMS messages by email so that time sensitive, urgent, confidential or other types of alerts and messages can be sent to customers, key workers or wider distribution lists. The appliance also allows replies to SMS messages it sends to be routed back to the sender's email, so that these can be noted and correspondence continued by SMS or phone. Because OutboxSMS operates from inside the firewall, it provides better security and control, as well as reduced running costs, than using an SMS service provider.

Ian McLauchlan, Managing Director of Felltech, said: "SMS text has been largely overlooked as a communications mechanism, which is strange considering the ubiquitous nature of SMS services for cell phone users. This has been mainly due to the inaccessibility of the SMS communications channel from the corporate network, and the relatively incompatible format between company email and the 160 character text message.

"OutboxSMS is unique because it is the only completely self contained wireless SMS gateway and message router on the market. It incorporates a quad band GSM modem, which works with any GSM network anywhere in the world," he concluded.

OutboxSMS has a point and click administration screen, which allows easy configuration of the message routing tables. Messages are routed according to the rules in the routing tables, the rules control how incoming messages are matched, and what is sent out in the outgoing message.   With a powerful message routing system, incoming messages are matched by mobile number, email, or matching text in the subject or body of a SMS or email message. Once a message has been matched, either the original message can be sent out, or a template message can be sent. When email to SMS messages are sent, a record of the message is stored in OutboxSMS so that when the SMS recipient replies, the reply message is sent back to the sender's email address.

About Felltech

Founded in 2003, Felltech Limited is a privately held UK-based company that designs and develops innovative communications solutions. The company has developed several products including Teamtalk, a telephone conference system for large enterprises, QBypass, a virtual hold system for call centres, SoftTurret a VoIP trading turret system, and OutboxSMS, an email to SMS gateway appliance. For more information, visit the company's website at www.felltech.com

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