

Mobile Messaging – The Lifeline of the Industry Growth



AcquireLogix

AcquireLogix is a mobile messaging service provider, offering powerful SMS functionality to operators, enterprises, aggregators, ISPs, and message resellers. Through partnerships with mobile operators the company has unique, multiple points of access with mobile telecoms network, enabling it to offer a new level of quality in messaging services.

Differentiator

- ❖ Robust Technology: Fast, flexible, simple and reliable.
 - 24x7 Technical Support to our valuable customers
 - ◆ Request Generation to deployment of services time is minimal
 - 99.9% server up quality – uninterrupted services
 - ◆ Proactive Thought leading to high quality architecture of products and solutions
 - ◆ Global telecommunications technology leader
 - Strong, efficient and experienced team
- ❖ Cost Efficient Solutions

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1. Message

1.1 Definition

Let's see how we perceive message in our day to day life. Message is data or information which is transmitted by a medium from source to the receiver.

1.2 Message Actors

Message is initiated and terminated by the source and receiver respectively. The following actors act as source and receiver in different situations.

- Layman user (student, teacher, doctor, farmer, patient, citizen any professional) which can be
- Private Enterprises
- Government Enterprises

1.3 Message Type

A message is the data and information such as

- Result or marks for students
- Feedback of their child from school
- Healthcare institute's doctors schedule for patients
- New medicine for a disease for doctor
- Information about their political leaders for a citizen
- The shopping price of various commodities for a consumer
- The property rate for landowner
- The salary credit for serviceman
- The training schedule for the trainee
- The participants details in the conference for the Trainer
- The sensex details for the investors
- The flight schedule for the passengers

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- The product information for the customer
- The music tones for the music lover
- The jokes for spreading happiness by a common man

The list is infinite. The message plays vital role in everybody's life from the early days. There is lot of evolution and innovation in the field of sending the messages.

The medium of sending the message is also changing as per the changing human lifestyle. The early days were marked with exchanging the message by the medium of letters and telegrams. The letters changed to e-mails and now the faster medium is "**Mobile Messaging**".

1.4 Message Expression

Message is an expression coded by the source and decoded by the receiver. The message lasts following expressions on the source and receiver's face:

- Happy
- Sad
- Alert
- Aware
- Sensuous
- Well Informed – Confident
- Smile in stressful lifestyle

1.5 Message Medium

Following medium is used in transferring the message from source to receiver:

1. Letters
2. Fax
3. E-Mails
4. *Mobile Messaging*
 - *Text Messaging (SMS – Short Messaging Service)*
 - *Voice Messaging*

2. Introduction to Mobile Messaging

The various messaging mediums evolved as per the need of an era. Today's fast moving world thrives on simple, fast, reliable communication with complete security systems to be received by large set of users with cost efficiency.

The consumer demands brought forward the newly innovated medium of text messaging called as push and pull *technology* by short code or long code number locally or globally.

3. Why Text (Mobile) Messaging

We need to send our messages in text form via mobile handset (supports GSM and CDMA both) globally in simple, fast and reliable form to reach each consumer in secured way.

1. The working lifestyle demands more information at a click.
2. The aggressive competition demands the transferring of message to each user with speed.
3. The user wants to receive the hassle free message. The user does not want to use heavy equipments and costly software's to read critical messages.
4. The user want messages in scheduled form multiple times to stay active and connected to the world.
5. The user wants to remain connected with closed ones while texting and spreading happiness.
6. The enterprises need to compete and lead by communicating the right message at the right time with right speed.

The above reasons led the discovery of following enterprise solutions and made the life simple and fast for both users and enterprises.

1. M - Commerce
2. M - Banking
3. M - Advertising
4. M - Marketing and Sales
5. M - Educare
6. M - Healthcare
7. M - Customer Care
8. M - TV
9. M - Jolly
10. M - Workforce Connect

11. M – Process Management

3.1 Types of Mobile Messages: Technology based segregation

Based on the type of technology used in delivering the information, messages are defined as follows:

1. **Push Messages:** The messages are sent in bulk via shortcode and longcode with the robust, scalable, flexible, reliable and secured technology to the users. The push technology is mostly used by enterprises of all industry verticals to increase the growth margins by reaching to each user at a fast pace.
2. **Pull Messages:** The messages are pulled from the database by the pull technology by texting on shortcode number. The information on demand is sent to the user at a fast speed. One can pull the message from anywhere and anytime.
3. **Push – Pull Messages:** The enterprises push the information and at the same time the users/customers pull the information needed by replying at the same time on the short code number published.
4. **Pull – Push Messages:** The customers/ users may first pull the information needed of any concern from the enterprises which in turn is immediately answered by the enterprises by push technology.

4. Messaging as Nervous System (Lifeline) of Industry

Human body is well co-ordinated with the nerves to function in a refined manner. All body systems are well connected informed and controlled by our central nervous systems. The Nervous System is a lifeline to our body. Similar is the case with mobile messaging in the global ecosystem. The data provides information that we have billions and billions mobile users all over the world and more than 400 million users In India. The connection rate of users is increasing every month at a fast pace. The mobile handset has become the need of an hour in today's aggressive lifestyle. Urban, semi – urban and even the rural areas in India are getting well educated about the mobile usage.

The important role is played by the VAS players in mobile communication technology. Large set of VAS players are coming with fast simple to use solutions for users and enterprises. The VAS players with innovative and proactive approach who are experienced in telecom domain technology

and have fire in them to provide quality services, distinct themselves by picking and fixing the weakest nerve of users and enterprises and convert it to the strength. **AcquireLogix** is such a *distinct player* who understands the customers need and provide them a solution with quality.

4.1 Messaging for Enterprises – Usage and Advantages

1. Business Promoter

The mobile SMS act as business promoter. The enterprises advertise their brand, new product to the customers by sending bulk messages. The messages are sent in creative manner. They can send the business logo, product pics with background music.

2. Business Marketer

The Mobile SMS markets the business very fast. The polling, contest, quiz and other interactive text messaging collects the instant feedback on the Market survey of new product. The instant feedback always gives better output by improving the product proactively and creating the sensation of the product launch in the minds of the customers. The brand recall, recognition, activation are also some features which are activated by mobile SMS.

3. Lead Generator

The enterprises promote the shortcode number vastly. The customer's response on the shortcode creates the leads. These leads are created sitting in office with less effort and cost.

4. Business Communicator

The mobile SMS proved magician in inter and intra business communications. One connects with workforce, customers, stakeholders, vendors, dealers, distributors instantly to give and take the information of any type anytime and anywhere.

5. Customer Relationship Manager

The mobile SMS proved boon to the CRM industry. The customers are reactivated, retained and made loyal by giving them timely information with fast speed anytime and anywhere.

6. Personal Touch Pointer

Mobile SMS communication technology has spread the happiness in the stressful environment by making people come closer to each other by sending instant messages anytime and from anywhere. The celebration wishes, jokes, social networking has paved the way to remain close to each other.

4.2 Messaging for Enterprises: Usage Areas

There is no such area which is untouched by Mobile SMS communication technology so far.

1. M - Commerce

The enterprises are doing business on mobile. Customers are facilitated to book the train/air ticket on mobile. They are enabled to do shopping. The payment of bills by mobile SMS has made the life too simple.

2. M – Banking

The banking services are in your hand. The jargon has proved truth since checking your account balance, transferring your payments, getting credit and debit information after any purchase, EMI cut scheduled information, salary credit, cheque bounce information – all is received on your mobile handset.

3. M – Advertising

The m- campaigns on mobile has proved very successful for all industry verticals as an advertising option. Creating brand recognition, activation, new product launch to the customers has become easy by mobile SMS communication technology.

4. M – Marketing and Sales

The organization of polling, voting, contests and quizzes in an interactive way proved successful to enterprises for new product launch, customer activation and retention. It also helped sales team in lead generation.

5. M – Educare

The students get the information by pull technology on the marks, overall result, syllabus details, holiday list, event list, faculty schedule, timetable etc. from the Institute administration staff. The parents are also facilitated to fetch the timely feedback of their child's progress reports in various areas. The educational institutes also advertise about the new programs, admission procedure, upcoming tests etc.

6. M – Healthcare

The mobile SMS communication technology has brought the patient and the doctor along with the healthcare institute very close to each other. The patients are facilitated to fetch the doctor's availability, OPD timings etc. The doctors are informed about the new medicines by the pharmacy industry.

7. M – Customer Care

Instant information on demand is possible for the customers at any place and at any time. The customers are relishing the services. Automated, scheduled information on salary credit, online bill payment, courier delivery, completion of automobile service from the dealer etc. are some outcomes.

8. M – TV

The TV, radio, print media are very close to us. Much closer is mobile SMS communication technology which helped the users to interact with TV and radio faster. The voting system in Indian Idol, Dance India Dance, Big Boss etc. the reality TV shows brought the viewer very closer and helped in both way interactions with the media and entertainment world. The media collects critical information during elections by polling system.

9. M – Jolly

The mobile SMS technology has made our environment happy and soothing. Getting jokes from our closed ones instantly relieves us from our daily routine stress and make us feel closer to them.

10. M – Workforce Connect

The mobile SMS communication technology is not only a success for business communication with an outer world but it is a successful venture to communicate with our own workforce, vendors, stakeholders, partners, resellers, distributors etc. The critical information is given and taken anytime and anywhere and keep ourselves always alert and informed.

11. M – Process Management

The mobile SMS communication technology eases and fastens the speed of the process management.

5. Future Growth Forecast

There are many consultancies which gather and report the data on the growth of mobile SMS communication technology growth. The latest report from TomiAhonen Consulting says SMS is a giant industry worldwide. There are 3 billion active users globally more than the PC/email users. The SMS and MMS users are increasing at a fast pace.

The Cellular Operator's Association of India (COAI) announced in December, 2009 the total count of GSM mobile subscribers is increased to 366.7 million. The rural India is yet to be explored much and widened with mobile SMS communication technology.

6. Conclusion

The mobile SMS communication technology with VAS players has come out as winner and capturing the consumer and enterprise market to grow it exponentially. The forecast predicts the scope as wide and open. This is truly the lifeline of Industry Growth.

7. AcquireLogix – An Introduction

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