

sendQuick® Entera SMS Gateway on Sun



SMS Solutions for Messaging Needs Across All Industries



Companies

- Sun Microsystems
- TalariaX

Market

- Enterprises requiring spontaneous and up-to-the-minute information deployment via SMS

Solution

- sendQuick Entera SMS Gateway

Business Challenges

- Maintaining high levels of responsiveness to customers, particularly in call centers, maintenance and technical support services
- The need for up-to-the minute spontaneous alerts with low failure rates
- Keeping staff mobile and effective with easily accessible real-time information
- Deploying SMS capability as a peripheral aid in marketing campaigns

Business Solutions

- A non-intrusive and effective communication method (SMS) that can reach anyone, anytime, anywhere
- 2-way SMS suitable for communications management
- Fast and hassle-free deployment
- Maximizing ROI with low cost, low maintenance SMS servers

Sun Technologies

- Sun Fire™ V20z

Solution Offering

A solution offering starting from SGD5,999 includes:

- sendQuick Entera SMS Gateway
- Sun Fire V20z
- Implementation
- User Manual
- Application & Hardware Support for 1 year

Is your business losing customers because you are not responsive enough? What happens when there is an intrusion in your network infrastructure? Can your sales team retrieve real-time information to help close sales when on the move?

Your business has a variety of communications needs. Traditional methods of email, voice call, paging and faxes are often costly and may not be as quick in reaching the relevant persons or getting the right information.

Short Messaging Service (SMS) is a very useful and non-intrusive communication method that is ideal for getting your messages across fast. You can deploy SMS in a huge number of ways in your business processes so that you remain responsive to your customers and become more efficient and competitive. Sun Microsystems and TalariaX hold the solution to your messaging needs.

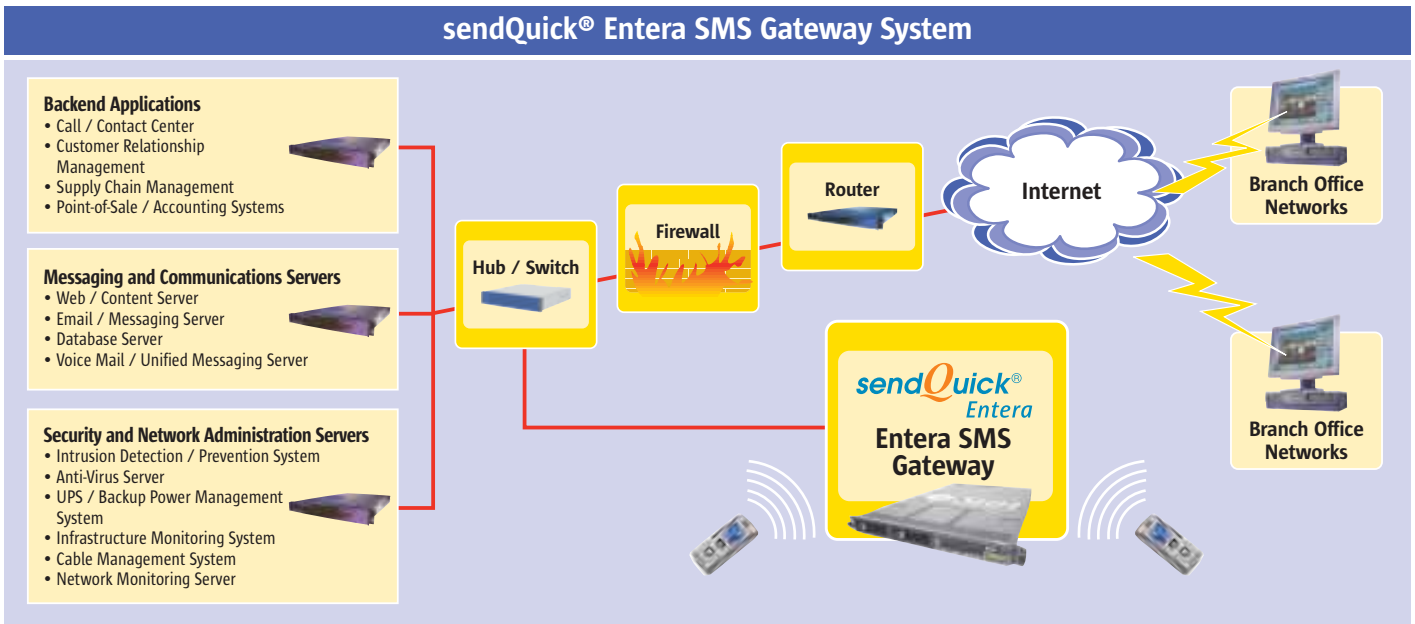
An Out-of-the-Box Solution

Sun Microsystems and TalariaX now offer sendQuick® Entera, an out-of-the-box SMS gateway which can be configured and installed for your business in just minutes, allowing you to save precious time and money.

Designed to fit in your LAN network, sendQuick Entera will convert email messages received from your other backend applications and send them as SMS to your designated recipients. In addition, it has the ability to convert alert messages from your monitoring and security infrastructure to SMS, providing instant and concise information on the events happening in your office and data centers.

Other key features include:

- Web-based user interface with address book and canned messages to send SMS
- Automatic SMS message routing (using SMS keyword) for interactive information on-demand
- Email filter system to send only important alerts to single or multiple users
- Hassle-free integration to an unlimited number of backend applications
- Dual integration via email or HTTP Post for sending and receiving SMS
- All messages are date/time stamped for monitoring and tracking purposes
- Supports unlimited numbers of network and security devices
- 2-way SMS communication
- Highly scalable, supporting up to 32 modems



Real Business Messaging Applications

sendQuick Entera is suitable for all industries with real business messaging applications. Below are a few examples from some sample industries.

Industry	Typical Scenario
Pharmaceutical	<ul style="list-style-type: none"> • SMS to sales team when order comes in from clinics or hospitals • Check information real-time via SMS for field staff
Hospitals & Clinics	<ul style="list-style-type: none"> • SMS to patients on appointment reminders • SMS to doctors and nurses on important messages
Building Maintenance & Technical Support	<ul style="list-style-type: none"> • 2-way SMS to technicians for job dispatch and tracking • SMS reminder to clients in servicing dates and data capturing (eg. meter reading)
Education	<ul style="list-style-type: none"> • SMS to students on class schedules, exam dates, results and reminders to pay fees etc. • SMS to parents if students fail to attend classes
Data Centers & IT Support Services	<ul style="list-style-type: none"> • Use SMS for system alerts to IT support staff • SMS can provide data tracking (incidence reporting) for each support call/work done
Retail, Hotel, Travel & Consumer Services	<ul style="list-style-type: none"> • Use SMS for reservations of restaurants, services, facilities etc. • Use SMS for marketing & promotions such as discounts, contests, games, etc.

sendQuick Entera is optimized on Sun

sendQuick Entera is designed for optimal performance on Sun platforms. Together, Sun and TalariaX sendQuick Entera bring you a cost-effective, scalable and easily implemented high performance SMS gateway to solve your communication needs. What this means is you get higher returns on investment (ROI) more quickly than with other similar solutions. Sun and TalariaX will continue to work closely together to develop even better solutions that will enable businesses to get the most out of their investments in technology.



Complete Solutions from Sun

Different Sun configurations designed for various numbers of concurrent users can help you to improve costs and manage your IT infrastructure. Leveraging sendQuick Entera on Sun gives you access to :

- **Sun's general purpose, entry-level Sun Fire Servers** — low cost, secure, widely scalable, and extremely reliable. Sun products deliver a variety of options to meet specific business needs and help enable customers to leverage existing technology investments with Sun's open systems architecture.
- **The Solaris™ Operating System** — this rock-solid platform combines traditional Operating System functionality, application services and bidentity management; increasing service levels and security, while decreasing costs and risks.

For more information on Sun and TalariaX solutions, call 1800-366-3786.

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