



Overview

VoxSMS enables inbound and outbound SMS or Text messaging on mobile VoxDID numbers. As such, VoxSMS allows mobile OTT, unified communications (UC) and cloud PBX providers to connect their cloud communications service to local mobile telephone networks through the use of mobile telephone numbers or DIDs. For application developers, VoxSMS provides the ability to integrate a reliable SMS notification service with a return path for interaction into their applications.

How it Works

Mobile VoxDID numbers are regular long-code mobile telephone numbers, part of national mobile numbering plans, and considered "in bundle" with mobile national operators. These numbers support inbound voice and text communications. Voxbone holds a large stock of these mobile numbers, which can be ordered and activated in real-time via a Web portal or API (REST/SOAP).

Voxbone collects voice calls and SMS messages on its interconnection with the local mobile telephone network. Calls and text messages are transported over Voxbone's global VoIP backbone and delivered to your service platform from our POP closest to your datacenter. Inbound voice calls are delivered on an SIP interconnection; text messages are delivered using SMPP, HTTP/REST API, SIP or SMTP.

Our optional SMS termination service provides a high-quality local and international SMS termination service over an SMPP or HTTP/REST API interconnection. For national SMS delivery, Voxbone delivers SMS messages to all local mobile networks, either through a direct interconnection with these providers, or through a tier 1 provider. For international termination, we only work with reputable SMS termination providers to ensure the highest possible delivery rate. Voxbone provides delivery reports, and charges its customer only for SMS messages that are successfully delivered to the terminating network.

Highlights

- **Inbound and outbound SMS on VoxDID mobile numbers**
- **Two-way SMS service to and from all national mobile networks**
- **High-quality international termination**
- **Competitive rates**
- **SMPP interconnection**
- **HTTP/REST API**
- **Delivery reports**

Use Cases

Interactive Workflow Applications

For processes that require interaction with users, our SMS solutions can be integrated into residential or enterprise applications. Examples include:

- Appointment scheduling services (e.g. confirmation, cancellation, postponement, reminders)
- Supply chain management processes, to improve efficiency: for example, personnel can receive alerts when product stock falls and use SMS to instruct the supply chain applications on actions to take (e.g. reorder)

SMS Authentication/Authorization

Over the last several years many services have increased security measures to protect against Internet crime. To enforce authentication or to confirm authorization, e-commerce sites and financial applications have introduced SMS "challenges," which Voxbone's service enables. For example, to confirm a purchase exceeding a certain amount using a credit card, an SMS challenge is sent to the credit card owner. The owner confirms the transaction replying to the challenge with a simple "Y" or "Yes."

One-to-one SMS Marketing

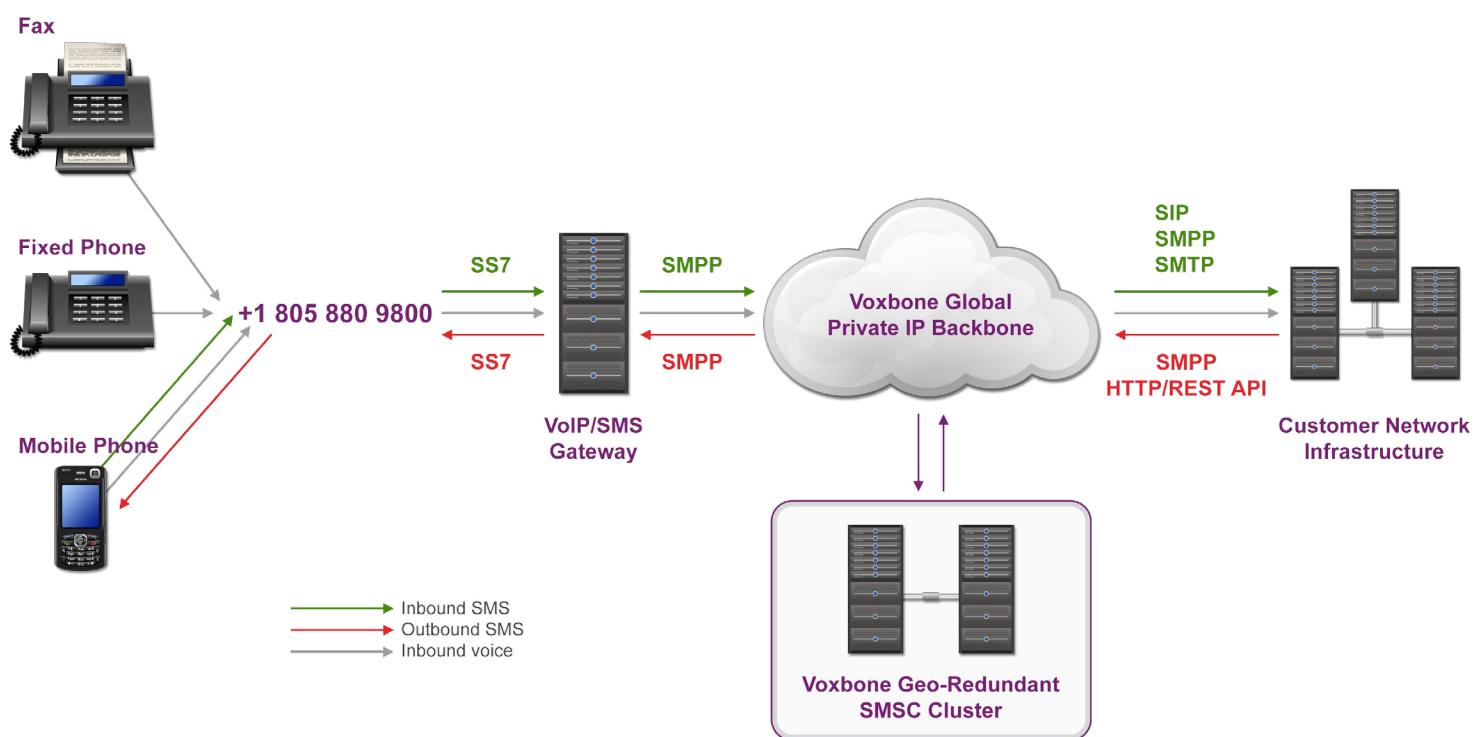
Despite its rich media limitations, SMS marketing is ubiquitous and more effective at catching the eye than emails, which are mostly deleted without being viewed if they're from an unknown sender. SMS messages, on the other hand, are usually opened and read. The benefit of two-way SMS using long-code numbers is that it allows feedback from, and interaction with, the target audience. Voxbone numbers offer the possibility to not only interact using SMS, but also by making a phone call. Another benefit of long-code numbers is the fact that the cost of interacting with these numbers is extremely low to zero, while the cost of sending a message to a short-code number is prohibitive.

SMS Voting

Voting using SMS has become an increasingly popular means of interacting with media content, most notably for television. Media companies have found a way to increase revenues from voting capabilities by using expensive short-code numbers. However, not all voting applications are designed to make money. Some applications simply intend to get as many votes/answers as possible, in which case a low cost to vote is mandatory.



VoxSMS Call Flow



Business Enabled by Voxbone

 aculabcloud
true cloud-based communication

 8x8, Inc.

 liveops

 developer
garden

 Telefonica