

## **SMS Enable Your Business**

ValueFirst Velocity is an enterprise-class SMS suite to process and send SMS in a complex database environment to fulfil any customer need related to SMS transactions in an automated or a manual mode. Enterprise Edition offers enterprise wide user licenses with ability to manage users and SMS credit. Professional Edition is a single user license product.

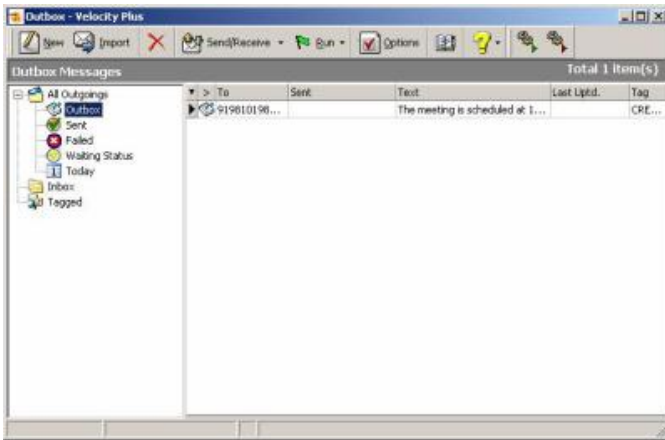
ValueFirst Velocity provides a highly reliable messaging platform to the enterprise segment.

# Features

## Ease of Use

### Familiar Environment

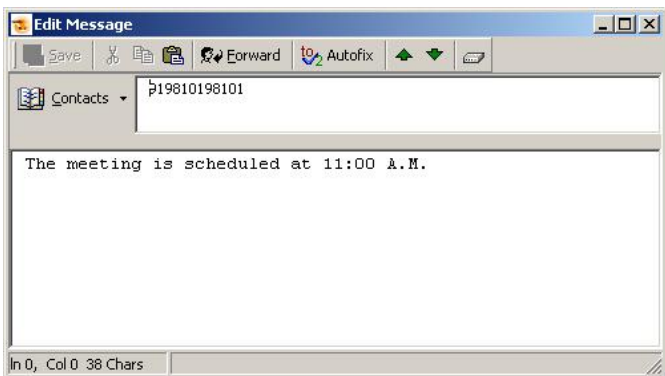
Reduce learning curve by using its familiar email client type look and feel



Easy to Use Interface

### Easy Functionality

Create, edit, send, forward, export or delete SMS messages



Intuitive Message Composer

### Help Support

Comprehensive documentation and technical support. Explore context-sensitive help for assistance

### Branding

Use "Sender Branding" to display sender of message as any alphanumeric brand or number of choice



Sender Branding: Any Alphanumeric Name

### Message store of Choice

User can select/create/update data store of choice for storing incoming/outgoing messages



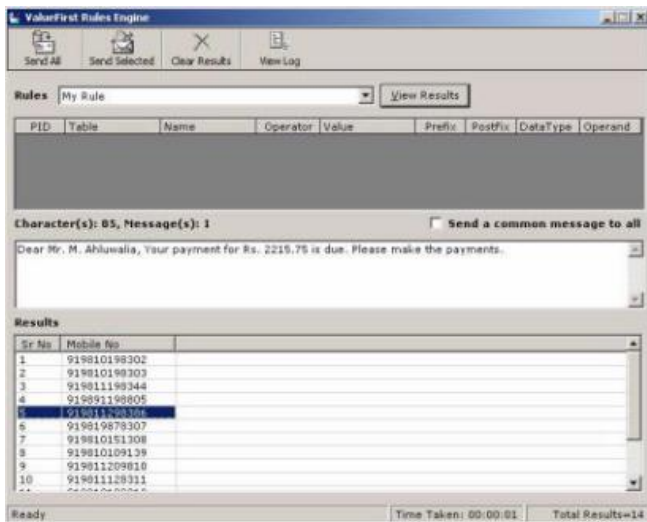
Database Wizard

# Features

## Flexible

### Business Rules Engine

Business Rules Engine is a plug-in utility for automating ValueFirst Velocity. It offers a fully customisable interface where you can define application logic and database structures. Rules engine seamlessly integrates Velocity with existing back office applications and databases to effectively automate existing business process



**Intelligent Rules Engine**

### API Support

Use APIs to rapidly develop & deploy customized applications

### Server Access

Comprehensive MIS, Administrative Console (Manage multiple users and credits allocation)

### Dictionary

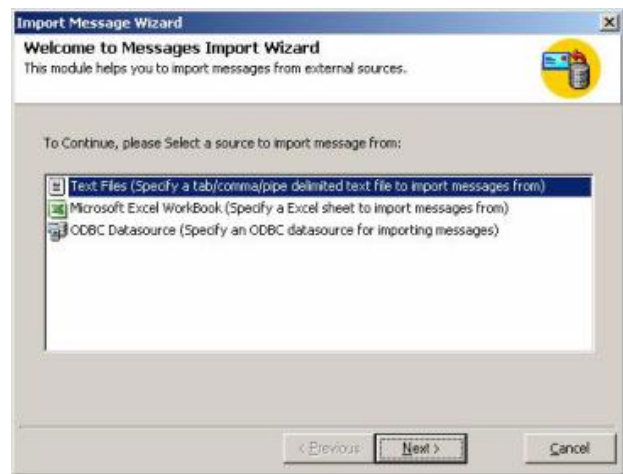
Translate from and to "Short Word" format – using in-built customisable dictionary

### Scheduler

Offers fully automated scheduling of multiple messaging tasks

### Importing/Exporting Messages

Messages can be imported from a number of data sources and vice-versa. Benefits are easy integration and maximum utilization of existing data sources



**Import Data from Multiple Data Source**

### Connectivity

Connect via HTTP/HTTPS and SOCKS proxy

### Multiple Data Source Support

Utilise existing contact stores or any ODBC data source

### Plugins

Fully customisable plug-in utility that can integrate and implement any business logic

# Features

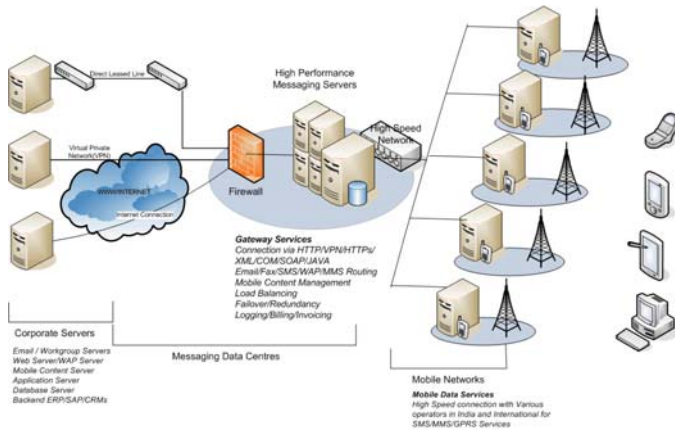
## Efficient

### Cost Effective

ValueFirst Velocity uses IP connectivity to reduce costs and dependence on any specific mobile network

### Framework

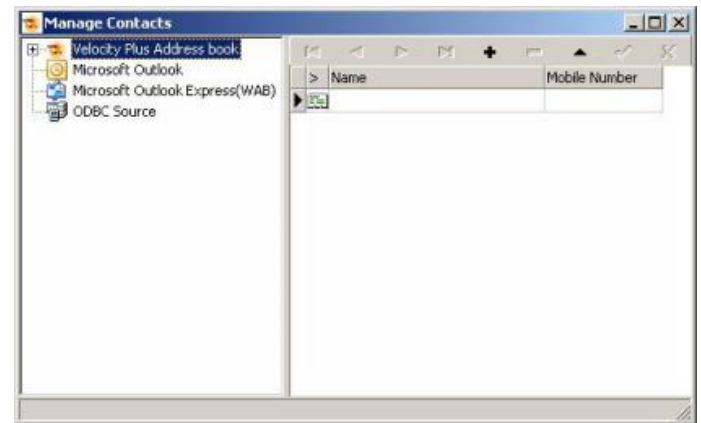
High bandwidth connectivity with leading mobile operators' SMS gateway ensures instant and reliable delivery



**ValueFirst Network Architecture**

### Manage High Volumes

Effectively manages SMS transmission in large volume using Phonebook group entries feature



**Velocity Address Book**

### Minimal Operating Requirements

ValueFirst Velocity utilises proprietary multithreading technology to provide efficient transmission of large volume of data, even on low-end desktop terminals with slow internet connectivity

Technical Specifications	
XML/HTTP based API	Fully multithreaded architecture
UCP, XML and PHP support	TCP/IP based transmission
Message Scheduling	Fully customizable plugins
Business Rules Engine	Minimum system requirements
Full ODBC support	SSL
Microsoft® Outlook®, Outlook® Express®, Netscape® Communicator, and Lotus Notes® integration	Message import and export
Built-in address book for easy contact management	HTTP and SOCKS proxy

# Contact Us

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