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Sheela Group
ISO 9001 : 2000

THE MOBILE ENTERPRISE

Monthly Newsletter

June 2009

V - Speak of the month

For businesses in India, SMS is now an integral part of the communication strategy

Short Message Service or SMS as we all know it, is a messaging standard specified by ETSI (European Telecommunication Standards Institute). The first SMS was sent over the Vodafone GSM network in Dec 1992 in

United Kingdom. The earliest use case for SMS as a key communications channel was as an alert application by operators wherein they started sending SMS messages to subscribers to notify them that they had voicemail. However the turning point was when the operators launched the service, which enabled the subscribers to send messages from the phone to other phones (called P2P messaging). The operators started charging the subscriber and the SMS industry was born. According to Wikipedia, SMS text messaging is the most widely used data application on the planet, with 2.4 billion active users, or 74 percent of all mobile phone subscribers sending and receiving text messages on their phones.



Vishwadeep Bajaj
CEO & Co-Founder

According to Portio Research, mobile messaging is a fast growing and exciting industry, generating revenues of 130 billion USD worldwide in 2008, and this figure is set to rise to a market value of 224 billion USD by full year 2013. As per their recent report, SMS still accounts for the majority of that revenue and SMS will remain the most dominant mobile messaging format for most of the next decade. SMS has generated revenues of 89 billion USD in 2008, and the world has seen traffic of almost 3.5 trillion SMS messages in 2008. The report forecasts that SMS will become a 100 billion USD business by 2010 and worldwide total traffic will reach almost 5 trillion messages in FY 2011, and growth will continue from there.

[Read full Article...](#)

ValueFirst Messaging Pvt. Ltd.

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Call: +91-124-463 2000 | Mail: newsletter@vfirst.com | SMS: Send 'ValueFirst' to 56070

www.vfirst.com

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V - Study of the month

M - Powering Sheela Foam

Introduction:

Sheela Foam Pvt. Ltd, an ISO 9001:2000 company. The Company is pioneer in the manufacturing of P.U. Foam in India and ranked amongst the top 5 manufacturers of Slab stock P.U. Foam in South East Asia with a footprint in India and Australia.

The company's relentless focus on quality, innovation and continual improvement over last 30 years have made giant strides not Only in manufacturing capabilities but also in the methods of testing & ensuring quality.

Sheela Foam's Sleepwell and Feather Foam brands are leading and most trusted names in home comfort products and industrial foam respectively in India. In addition to standard P.U. Foam, the company manufactures a wide variety of Technical Foams i.e. Memory, Flame Retardant, High Resilience, Reticulated, etc. Rubberised coir pads manufactured are also exported to various countries.

[Read Full Case Study...](#)

V - Facts

ValueFirst announces the **LAUNCH of 'VALUECALLZ'**

"VALUECALLZ" – THE CHANGING FACE OF MOBILITY COMMUNICATIONS!

"VALUECALLZ" – A platform where redefined communications assist you in powerful connectivity!

ValueCallz is an enterprise-class Voice suite to process and Broadcast Voice Messages in a complex database environment to fulfill any customer's need related to voice communications in an automated or a manual mode. ValueCallz provides a highly reliable Voice broadcasting platform to the enterprise segment. It is a unique branding tool with low network costs and competitive differentiation.

- A milestone that has **empowered enterprises** to facilitate in achieving their objective and results.
- A platform where **personalized communication** has been regarded as the **key factor** for success.
- The success turnover has proven this mode of communication to be adjudged as the **fastest networking channel**.

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V - Facts

VALUECALLZ - Bouquet of services:

- Simple Voice Broadcast
- IVR Based Voice Broadcast
- SMS based Voice Broadcast
- SMS based IVR Voice Broadcast
- SMS based Call Latching
- Click to Call
- ValueCallz Managed Service

Key Features:

- **Complete control to schedule and manage broadcasts**
With our self-service voice broadcasting system, you get complete control over when to schedule calls, how quickly to send out messages and when to pause your voice broadcast campaigns.
- **Outbound IVR (Interactive Voice Response) functionality**
Automated voice calls don't need to be just prerecorded voice message. Use outbound IVR to add interactive functionality to your lead generation calls, appointment confirmations and political polls.
- **Connect to live operator**
Allows those who receive your voice message the ability to connect to a live operator where the end user sends message – Eg: 'Value' at '56070' and the calls are latched between the end user and the call center number.
- **Key press verification and data capturing**
When a call recipient presses one or more keys in response to a voice prompt, you can optionally have the key presses spoken back to the call recipient, with the option for the call recipient to re-enter or accept, thus enabling the feature of instant data capturing.
- **Redialing facility for unsuccessful calls**
The enterprise has the option to set the retry for the calls that were not answered/unsuccessful.
- **Managed service**
ValueCallz provides the facility for enterprises to route the entire management for their voice broadcast campaigns, where an account representative will manage and support the process for the enterprise.
- **Dedicated MIS**
ValueCallz provides a detailed MIS of the voice broadcast campaign, detailing out the successful calls, failure calls and also the reason for their failure.
- **Dedicated Support**
Assistance and technical support available via email and telephone and also through a dedicated support team, with quick response time.

So Let your voice create a unique brand for you.....

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sms
56070

Industry News

11.59 million Wireless Subscribers added in May 2009.

Total 11.44 million telephone connections (Wireline and Wireless) have been added during May 2009 as compared to 11.75 million connections added in April 2009. The total number of telephone connections reaches 452.91 million at the end of May 2009 as compared to 441.47 million in April 2009. With this growth, the overall teledensity has reached 38.88 at the end of May 2009 as against 37.94 in April 2009.

[Read full news....](#)

Valuefirst in the news



Share trading on mobile phones to be allowed

Gagan Chadha, CFO of ValueFirst Messaging, welcoming the SEBI step, said, "M-commerce is a great tool. We are already talking to mutual funds and brokerages to facilitate payments through handsets.

[Read full news....](#)

rediff NEWS

ValueFirst pushes marketing via Bluetooth

In an effort to take the concept of bluetooth marketing to a larger platform, Bangalore-based ValueFirst, a bluetooth broadcast company, is mulling the possibility of a tie-up with Reliance [Get Quote] Anil Dhirubai Ambani Group's Big Street and Delhi-based Lakshya Digital to offer the services of proximity marketing through their product, VFConnect.

[Read full news....](#)

The Mobile Enterprise

A Comprehensive Resource on Enterprise mobility solutions

The Mobile Enterprise, a monthly newsletter from ValueFirst, is aimed at providing information that businesses need, to keep themselves up-to-date with trends and developments in technology around the enterprise mobile messaging and mobile marketing spheres.

Readers can download case studies and whitepapers from www.vfirst.com/sms-case-study.php

To subscribe, send an e-mail to newsletter@vfirst.com or SMS "newsletter" to 56070.

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