



MAPTECH INFOSOFT PRIVATE LIMITED

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bkSMS

A SMS PC Software to Stay on Top of Email.

bkSMS assists you to rapidly connect with your customers and staff, communicate with them easily and cheaply no matter their location, using a technology that has become common place, SMS. Short Messaging Service (SMS) has gained tremendous popularity in many countries and today, there are many corporations who are using SMS for simple messaging, communication, CRM and even e-commerce and transactional based applications.

bkSMS Software is designed for all companies, regardless of size. bkSMS is built with the intention to lower your Total Cost of Ownership (TCO) and can be used for multiple applications. bkSMS is designed as an Out-of-The-Box SMS product. This means the fastest and most economical way for you to get your SMS system up and running in just minutes! The messages are being sent through SIM (your service provider) and not through Internet.

bkSMS is a fast and cost effective way of communicating with geographically dispersed customers or employees.

Why bkSMS?

- ❖ Target your audiences direct from your PC
- ❖ Text messaging has already changed the way we communicate. bkSMS can revolutionize your marketing and the way you connect with staff, customers and trading partners.
- ❖ bkSMS can give you fast access to the local mobile market and a global market of millions.
- ❖ The power to get instant information direct to individually targeted customers, suppliers and employees via their mobile devices direct from your PC.
- ❖ Whether you're a small business or a major corporate, bkSMS can enhance your customer relationship management, operational and promotional effectiveness.
- ❖ Fast, seamless, real-time communications, anytime. Effective and efficient way to communicate within your organization, particularly if you have employees out on the road.

bkSMS has different versions

[bkSMS Professional – Modem Version](#)

[bkSMS Professional – Internet Version](#)

[bkSMS Lite \(multi user\) – Outlook Plugin / System Tray](#)

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Applications

- Keep your sales force informed of appointments/enquiries
- Keep your clients informed of new products or services, promotions and news.
- Confirm received orders/payment.
- Ideal for businesses with networks of employees based in different geographical areas i.e. deliver information to area/store managers on a daily/weekly basis.
- Send alerts and reminders to employees, clients, family and friends
- Communicate instantly with individuals and groups via bulk text messaging

The Partial List of Beneficiaries

Companies can send SMS from their Desktop

- to Customers, Vendors, Executives, Branch offices etc
- be in touch with buyers and sellers

Banks can inform, remind, alert by SMS from a Computer to their;

- Account Holders, Borrowers, defaulters and to their staff and branch officers

Schools and Educational Institutions can send SMS from PC

- to parents about student performance,
- inform parents and teachers about meetings, holidays, events

Associations can send SMS to their Members - announcements, reminders, alerts etc.,

Benefits

Reduce your phone bill

Sending a text is cheaper than the cost of a phone call.

Convenient communication

It's much easier to send a message using your standard keyboard instantly than using a mobile phone keypad. No need to use your mobile phone or carry mobile to pc cable every where.

Timely reminders

Ensure that clients don't miss their appointments. If a missed appointment would cost you time and money then SMS is a cheaper way of sending reminders than any other media.

Secure Messaging

Messages received are stored on your local system. You can be sure your information is confidential at all times.

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Key Features at A Glance

- ❖ **SMS messaging** – Send and receive reply from the recipient to your PC
- ❖ **No Hardware Upgrade** – Your existing computer is more than adequate
- ❖ **No more Sore Thumbs** – Compose and Send SMS from your computer
- ❖ **Easy to manage Phonebook** – Create and maintain your own groups of mobile numbers giving complete flexibility with search facility.
- ❖ **Message Log** – Keep a log of messages sent, received, failed.
- ❖ **Scheduled Messaging** – type your SMS and send later – set your preferred date and time for sending.
- ❖ **Autoreply** – Auto-respond to SMS based on keywords in incoming SMS messages
- ❖ **SMS MERGE** – Personalize each copy of SMS message. There are two types of merging possible
 - Merge data from Phone Book
 - Merge data from external sources - xls or mdb or even remote SQL server. (Advanced version)
 - SMS can be sent using external data file even without merging.
- ❖ **Outbox** – Allow you to have a final check on the outgoing SMS before you press the Send button.
- ❖ **Sent** – Stores all sent SMS for your reference.
- ❖ **Reports** – Phonebook reports, Inbox, Sent, Failed messages reports for any date. Print reports or save to html, text files.
 - Daily Reports
 - Reports between dates
 - Reports based on Search criteria

Commercial Details :

- **Price for SMS : 0.60p per SMS** (*applicable for internet Version and Lite version*)
- **Minimum 1000 SMS credits to be ordered.** (*applicable for internet Version and Lite version*)
- **VAT : 4%** extra for the software and GSM Modem
- **Service Tax: 12.36%** for SMS. (*applicable for internet Version and Lite version*)
- **Validity:** SMS Credit is valid for 6 months only.
- **Delivery:** 3-4 Days from the date of purchase order & payment.
- **Order :** In favour of **M/s.Maptech Infosoft Pvt. Ltd**
- **Payment:** 100% along with the purchase order

Note:

- **Must have an internet connection for Internet and Lite Version**
- **Ordered SMS is valid for 6 months only**
- **Sender id to be specified by the organization for Internet & Lite Version only**
- **For modem Versions your GSM mobile number will be your sender id**
- **Supports delivery to all GSM,BSNL & CDMA in India**
- **Delivery of messages subject to network traffic**

Normally ONE credit = ONE SMS, If the message exceeds 160 characters and in case of picture messages and between networks, ONE SMS may be equal to Two.

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Features	bkSMS Lite		bkSMS Professional	
	Internet	Modem	Internet	Modem
Messaging Thru Pc	Only sending	Only Sending	Only sending	Send & Receive
Internet Connection	Needed	Not needed	Needed	Not needed
Modem Hardware	Not Required	Required	Not Required	Required
Phonebook	No	No	Yes	Yes
Message Log	No	No	Yes	Yes
Scheduled Messaging	No	No	Yes	Yes
Autoreply based on Keyword	No	No	No	Yes
Copy of sms by email	No	No	Yes	Yes
SMS Merge	No	No	Yes	Yes
Outbox	No	No	Yes	Yes
Phonebook Reports	No	No	Yes	Yes
Sent Message Reports	No	No	Yes	Yes
Received Message reports	No	No	No	Yes
Failed Message reports	No	No	Yes	Yes
Daily / weekly Reports	No	No	Yes	Yes
Reports based on Search Criteria	No	No	Yes	Yes
SMS Credits	Yes	No	Yes	No
Flash SMS	No	No	Yes	Yes
Sender Identification	Custom Sender ID	GSM mobile Number	Custom Sender ID	GSM mobile Number

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