



M3 Technologies Pakistan (Pvt.) Limited  
(Formerly AKN Messaging Technologies Pvt. Ltd.)



# SMS Gateway

## Processing Over 5 Million SMSes a Day

M3TECH SMS Gateway is Pakistan's largest SMS gateway providing SMSC connectivity with all mobile operators in Pakistan and 500 operators globally. SMS gateway enables businesses to interact in a more flexible, easy and cost effective manner to their customers and customers can also interact and avail business services on the fly - anywhere, anytime.

## Why M3TECH Gateway?

Pakistan's first SMS Gateway to provide connectivity with 5 mobile operators including Mobilink, Ufone, Telenor, Warid & Zong.

Serving largest and most prestigious set of corporate customers including Bank, FMCGs, Insurance, Education & retail verticals

Processed hundred of millions of messages since 2005 becoming Pakistan's largest SMS gateway

State-of-the-art, open, flexible and multiple node managed infrastructure

Backed by international SMS gateways connecting 500 international mobile operators with access to over billion subscribers

Highly secure, reliable and scalable gateway with round the clock 24x7 monitoring and technical support

Pakistan's first SMS gateway with redundant /backup mobile operator connections ensuring highly reliable & scalable SMS services.

Capable of processing more than 15 million messages in a single day

Pakistan's first & only disaster recovery compliant SMS gateway ensuring minimum or no downtime.

Currently handling over 5 million messages in a single day with separate bulk and live SMS routing channels

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<http://www.m3tech.com.pk>

## Service Delivery With Gateway

### SERVICE SUPPLIERS CONTENT PROVIDERS

- FMCG
- Airline
- Bank
- Financial Brokers
- Super Market
- Real Estate Brokers
- Leasing Companies
- Vehicle Tracking
- Insurance Companies
- Hospital
- Charitable Organization & NGOs
- ISPs
- Media Operators



### MANAGED MARKET SEGMENTS

- Travellers
- Bank Customers
- Insurance Customers
- Property Owners/ Buyers
- Vehicle Owners/ Buyers
- Stock Investors, Brokerage Houses, CDC Customers
- Patients
- Internet Users
- TV Viewers
- General Consumer

- Leverage M3TECH Advantage to penetrate local market
- Managed service delivery and international Customer Support
- Innovative services made possible through Strategic Alliances
- Synergetic Network of Service Suppliers, Content Providers and Delivery Channels
- Cost-Competitive Service Offerings
- Quick Time-To-Launch and Time-To-Remove Services
- One-stop Wireless Application Service Provider Platform

## Valued Clients



and many more clients

## M3TECH SMS GATEWAY:

- Integration to front-end and legacy systems is carried out via a range of simple, flexible Application Programming Interface (API) connections. These offer choice of connections (HTTP/S, SMTP, FTP, XML, Web Service) which are quick and easy to implement and are suited to a wide spectrum of usage.
- The user-friendly web based interface allows customers to manage all API connections, monitor your campaigns, view reports, make online payments, receive invoices, add sub-users and more.
- Choose from different message routing profiles to suit budget and redundancy requirements
- Provide additional code scripts for use with all interfaces and support integration with excellent specification documents and tutorials.
- M3TECH SMS gateway delivers to 79 countries worldwide and supports two-way SMS messaging in over 10 countries.

## Mobile Business Solutions

M3TECH SMS Gateway provides a comprehensive suite of business solutions for diversified industry verticals offering enterprise level connectivity with all major mobile network operators to over 500 global networks.

The capability of M3TECH Business solutions offers a breakthrough to develop SMS as a business solution tool with wide application. Through these business solutions, the mobile phone user is able to extract his personal, updated data directly from any business solution subscribed via a personal secured identification code. Interactive SMS can be used in various different environments including securities, insurance, freight forwarding, retail plus many other business scenarios that require one(1) and two (2) communication between corporations and their customers/subscribers.

M3TECH has developed the following business solutions which are being used for the past 2 years by some of the leading organizations in Asia

- |                         |                           |
|-------------------------|---------------------------|
| M3TECH Mobile Banking   | M3TECH Mobile Financials  |
| M3TECH Mobile Property  | M3TECH Mobile Recruitment |
| M3TECH Mobile Travel    | M3TECH Mobile ATM         |
| M3TECH Mobile Insurance | M3TECH Mobile HR          |
| M3TECH Mobile Marketing | M3TECH Mobile Health      |
| M3TECH Mobile Tourism   | M3TECH Mobile Parking     |
| M3TECH Mobile Stock     | M3TECH Mobile Education   |
| M3TECH Mobile Auction   | M3TECH Mobile Classified  |
| M3TECH Mobile Payments  | M3TECH Mobile Ticketing   |
| M3TECH Mobile Utilities |                           |

### SMS Gateway Features

- |                                       |  |
|---------------------------------------|--|
| 1. Information/promotional Messages   | 10. Campaigns Engine                             |
| 2. Push/pull Messages                 | 11. Integrated Offering                          |
| 3. Shortcode Acquisition & Management | A. Call Centers                                  |
| 4. Dedicated/shared Shortcodes        | B. IVR Setups                                    |
| 5. Multiple Tariff Plans              | C. Web Component                                 |
| 6. Sms Volume Discounts               | 12. International Messages (175 Global Networks) |
| 7. Open Interfaces (APIs)             | 13. Web Based Interface                          |
| 8. Integration With Applications      | 14. Phonebook Management                         |
| 9. Gateway Customization              | 15. Auto Message Setup                           |
|                                       | 16. Pre-defined Message Formats                  |

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