

For Business Text Messaging

Benefits & Uses

- ➔ Publicize and implement an easy to remember short code for your corporate communications with existing and potential customers
- ➔ List a text message Short Code alongside your 1-800 number and website address on company letterheads, vehicles and advertisements for sales, customer support or billing enquiries, and promotions
- ➔ Use your short code to receive customer feedback or for running competitions and surveys

Account Features

- ➔ Includes full Red Oxygen corporate account allowing integration of text messaging into your corporate communications infrastructure (including competitive national and international text messaging rates with a full web-based account administration system)
- ➔ Ability to use all Red Oxygen client software options for receiving and sending messages including:-
 - OfficeSMS for integration with Microsoft Outlook 2000/XP/2003/2007
 - Outlook Mobile Service (OMS) – Microsoft Outlook 2007's built-in text messaging feature
 - NotesSMS for integration into IBM Lotus Notes (Domino server) corporate environments
 - BulkSMS with easy data interface with most database systems and mail-merge functionality (for fully personalized bulk text message mailings)
 - RedAPI for incorporating text message functionality into other IT applications and systems (e.g. CRM)
- ➔ Ability to communicate to a large number of contacts instantly with text messaging
- ➔ Engage in two-way conversations with multiple message replies
- ➔ Send long text messages in excess of 160 characters (to GSM networks such as AT&T, T-Mobile)

Account Costs

One-off Setup Fees

- \$300 per short code (this includes the first program setup fee for this short code with any additional programs having a setup fee of \$150)
- *Some operators may charge additional short code and program setup fees (including AT&T, T-Mobile, Virgin Mobile USA) and these operator fees will be passed on with no additional mark-up.*

Ongoing Monthly Fees

- Cost of obtaining and maintaining each Short Code with the US regulatory organization:-
 - either \$ 625 for a randomly allocated 5 or 6 digit number
 - or \$1,250 for a custom 5 or 6 digit short code (e.g. 733699 = "REDOXY")

Note: These fees are paid quarterly in advance
- \$ 250 per active Short Code on your account
- Message Traffic fees:-
 - 3 ¢ per text message received on the Short Code
 - 5 ¢ per text message send using the Short Code (< 250,000 messages per month)
 - 4.5 ¢ per text message send using the Short Code (> 250,000 messages per month)
 - 3.9 ¢ per text message send using the Short Code (> 1,000,000 messages per month)

Note: There is a minimum monthly traffic fee of \$500 per account

Due to the regulatory and operator approval procedures that need to be followed there is a program launch lead time of approximately 8 – 10 weeks.