

Mobile Messaging Applications



IG Logix Softech Pvt Ltd

208A/6A, First Floor, Savitri Nagar, New Delhi – 110 017 (India)
Tel: +91-11-55646861, 55646862; Email: support@logixmobile.com
Website: <http://www.logixmobile.com>

INTRODUCTION

With mobile phones becoming popular and SMS becoming the most widely used mobile service, SMS text messaging is the perfect way to mobile enable enterprise information. Mobile enabling your enterprise data makes available information, from your enterprise database, on to your mobile phone using interactive SMS technology over GSM network. Your enterprise information can now be accessible to you, and your customers, even when you are on the road or anywhere away from your desktop.

Logix has developed products like **gateSMS** and **dataSMS** which are rapid deployment tools for mobile enabling any kind of enterprise data using the SMS technology over GSM network. Following are the examples of applications that can be easily mobile enabled using these products:

- Sales Force Automation
 - *Eg. Stock / Inventory status, Logistics, Supply chain information, Customer support etc*
- Factory Automation
 - *Eg. Automation system faults/alarms, Production report updates etc*
- Billing Alerts
 - *Eg. Electricity/Utility billing, ISP billing, Telephone billing etc*
- Mobile banking & Insurance
 - *Eg. Account balance, Cheque book request, Cheque credit/bounce alerts, Insurance premium reminder etc*
- Educational Institutes
 - *Eg. Exam/Test Results, Fees due alerts, Student performance information, PTA announcements etc.*
- Travel & Tourism
 - *Eg. Flight schedule, Flight status, Accommodation/Ticket availability etc*
- Healthcare
 - *Eg. Doctors availability, Doctor appointment, Appointment reminder etc*
- Movie Theatres
 - *Eg. Ticket availability, Current shows, Movie briefs etc*
- Advertising & Market Research

APPLICATION EXAMPLES

Following are application examples

Application Example 1

Application: Stock, Inventory & Logistics information

Products: dataSMS and gateSMS

SAMPLE QUERY EXAMPLES:

- Query stock status of a standard item. Eg. to know the stock status of item code ITEM0034, send a SMS message:

STK item0034

The system responds back by retrieving the actual stock from database eg.

ITEM0034 current stock available: 102 Nos.

or if the item code is wrong it will send back a message

Error: Item code does not exist.

- Query price of a standard item. Eg. to know the price of item code ITEM0042, send a SMS message

PRI item0042

the system responds back by retrieving the list price of the item from database eg.

ITEM0042 List Price: USD200

or if the item code is wrong it will send back a message

Error: Item code does not exist.

SAMPLE ALERT EXAMPLES:

- Order registration alert: Eg. On registration of a order a alert message is automatically sent to the customer

Your order no. CD543 received on 31/04/2003. Estimated shipment date 12/05/2003

- Shipment alert: Eg. On shipment of a order a alert message is automatically sent to the customer

Your order no. CD543 shipped on 30 Apr 2003 through DHL Express shipment doc no. 5298765243

SYSTEM BENEFITS:

- Management benefits: Timely alerts of stock and sales status leading to better control; Faster and personalized response to customers and therefore better customer satisfaction; Quicker availability of information at finger tips leading to better efficiency..
- Sales Force benefits: Quicker response to customers (price offers, stock status, order status etc) leading to better customer relation and better efficiency
- Customer benefits: Better transparency of information leading to improved trust on the company

Application Example 2

Application: Healthcare & Hospital Services

Products: dataSMS and gateSMS

QUERY EXAMPLES:

- Browse list of doctors and seek appointment. Send a SMS message:

DOC

The system responds back by sending the doctor specialty categories:

Doctor categories:

- 1. ENT**
- 2. General Physician**
- 3. Neurosurgeon**
- 4. Gynecologist**
- 5. Pediatrician**
- 6. Ophthalmologist**

Type first 3 letters of specialty and date in dd/mm/yy format to list doctors availability

If patient needs appointment with a general physician on 3rd April 2003. He sends a SMS message:

GEN 03/04/03

The system responds back with available general physicians on that date:

Following General Physicians available on 03/04/03:

- 01. A.J.Khan**
- 02. S.R.James**
- 03. J.Lee**

Send 'APP <Sl.No.> <time> to seek appointment. Eg. 'APP 03 1700' or call 5467432.

To seek appointment with Dr.S.R.James at 6PM the patient sends a message:

APP 02 1800

The system checks the database and confirms the appointment or sends a error message

Appointment with Dr.S.R.James on 03/04/2003 at 1800Hrs confirmed

Or

Time slot not available for appointment. Please try another time slot.

ALERT EXAMPLES:

- Appointment alert to the patient, two hours before the appointment::

Reminder: You have an appointment with Dr.S.R.James at Apollo Hospital today at 1800Hrs. To cancel the appointment please call 5467432.

Application Example 3

Application: Movie Theatre

Products: dataSMS and gateSMS

QUERY EXAMPLES:

- To browse list of movies on 24th April 2003 send a SMS message:

MOV 24/04/03

The system responds back by sending the list of movies:

Date: Thur 24 Apr'03

- 1) Iris**
- 2) 40 Days 40 Nights**
- 3) Unfaithful**
- 4) Cats & Dogs**
- 5) Dog Soldiers**

Send 1, 2, 3, 4 or 5 etc to check show timing & ticket availability

To check show timings for Unfaithful send SMS message:

3

The system responds back with show timings as follows:

Show timing for: Unfaithful

- a) 09:20Hrs (A)**
- b) 17:30 (F)**
- c) 23:10 (A)**

A – Tkt Available

F – House Full

To book tkt send a, b or c etc followed by number of tickets required.

To book two tickets for 23:10 show timing send SMS:

C 2

The system reserves two tickets and sends following message:

2 tkts reserved for 23:10hrs show of 'Unfaithful'. Quote this phone number & collect tkts at least 45 mins prior to show timing to avoid cancellation of booking.

ALERT EXAMPLES:

- Cancellation of reservation:

Your failure to collect the tickets 45 mins prior to show timing has led to cancellation of your booking. This phone number is barred from making any future bookings at Satyam Cineplex.

Application Example 4

Application: Educational Institute

Products: dataSMS and gateSMS (and customized data entry solution if required.)

ALERT EXAMPLES:

- Fees due alert:

Please deposit Rs.2500 towards school fees of Aman Verma (Class 4A) for Jul to Sep 04. Last date: 10/Jul/04. Pls ignore this message if already paid.

- Event announcement:

Class excursion to Jaipur for Std.5 on 20/Jul/2004. Please send Rs.1200 towards excursion fees by cash before 05/Jul 2004.

- PTA announcement broadcast:

PTA meeting for all classes on 28/Jul/2004 from 8AM to 11AM. Please meet concerned class teacher along with your ward.

QUERY EXAMPLES:

- To get exam result for student roll no. 24 of class 9B the user sends:

RE 9B 24

The system responds back by sending the result summary:

Result summary of Ajay Singh (Class 9B):

Math: 54/100

Eng: 72/100

Hin: 65/100

S.St: 69/100

Scie: 72/100

Tot: 332/500 (66.4%)

Promoted to class 10

To check attendance summary of student roll no. 19 class 8B, the user sends:

AT 8B 19

The system responds back by sending attendance summary as follows:

Attend. Summary of Rajiv Malhotra (Class 8B)

This session: 75/82

This month: 13/14

Last 3 absents on:

15/09/03

10/08/03

25/07/03

Frequently Asked Questions

Why mobile enable?

Mere availability of information within the organisation is not enough. What is important is also to make the information available to the concerned people (employee and partners) immediately when required by using easy to use tools. Information delayed could mean loss of business at times. It is for this reason that led organisations to make online availability of important data through internet (websites & email). However, data access through internet requires a person to login to the website or email client using a internet connected desktop or laptop computer. With the advent of mobile phones and growing popularity of messaging services like short messaging service (SMS), the data can be now made available of cell phones. There is no doubt about the fact that population of mobile phones have outgrown the population of computers rapidly. Also percentage of population who know to, and use, mobile phones is far more than those who know to, and use, computers!

Data access through mobile phone - how complicated?

Data access through mobile phone is very simple. Most of us today using this technology already to access our mobile bills, getting latest news, participating in interactive TV shows etc by sending a simple SMS. To access a required data one simply sends a three or four lettered keyword to a predefined mobile number. Parameters sent along with the keywords as a SMS. based on the keyword and parameters (if any) the message is processed by a central system and a response containing the requested information is sent back to us. Accessing information could not be simpler!

What about mobile connectivity?

Along with dataSMS we bundle and deliver gateSMS which is a versatile SMS gateway between your enterprise network and mobile network. gateSMS allows you to connect to the mobile network either using GSM modems or using SMPP. GSM modem connectivity is good enough for 10 to 12 messages per minute. This is good enough for a enterprise data connectivity. gateSMS works with any standard GSM modem available in the market. Logix can also supply GSM modem along with the software package. gateSMS can also handle multiple GSM modems.

Do I need to upgrade my system to mobile enable my information?

To mobile enable your information, you need to have the information in a standard MS Access or MS SQL Server, and you need a desktop running Windows 9x/XP/2000 connected on network to the database and a GSM modem. We can supply the GSM modem. That is all you need to mobile enable your information.

My information is available in variety of database or is integrated with my ERP or legacy systems. How do I mobile enable it?

Whatever be your information format, Logix has the know-how and the expertise to translate the data to required format for mobile enabling. We can develop a system for one time data translation for static data (price list etc) or a system for scheduled translation of live data (order status etc).

I don't have any computerized database. How can I proceed?

Logix is a end-to-end software solution provider. We can study your system and provide you with a comprehensive customized software solution to capture your enterprise information as well as mobile enable it.

Do the users need any special handsets?

Users can access data using any GSM compatible mobile handset that supports sending and receiving of SMS. Today all cellphones available in the market have SMS capability.

Do users need any special training?

A two page leaflet as instruction guide can serve the purpose.