

# Presentation of SerwerSMS.pl

SerwerSMS.pl  
System Obsługi Marketingu Mobilnego

# Platform SerwerSMS.pl

## ...bright side of SMS communication

SerwerSMS.pl promotes valuable and useful use of SMS communication in companies, institutions and local authorities.

Texting saves lives, warn of dangers, informs, notifies and even reminds you to do something.  
Get acquainted with the offer of reliable company with the biggest tradition in Poland and experience in SMS communication.



# SMS

is a fast, cheap and effective  
method of sending information to:

- ▶ consumer
- ▶ employees
- ▶ contractors
- ▶ readers
- ▶ inhabitants
- ▶ applicants

Welcome do SerwerSMS.pl

## The partners of our platform...

*Probably the only company in Poland provide  
services on the basis of direct  
Polish cooperation with all operators.*



*That ensures the safety and stability of services  
and ability to report reliably messages sent by  
our platform.*

Our platform provides the highest protection of  
entrusted data and service in accordance with  
the regulations of GIODO.

# We examine the market ... we know what customers expect

SerwerSMS.pl platform is now conducting a research project in Poland

**;** *We examine the market and listen to our clients  
Our research project is entitled  
"SMS communication in Poland"*

Each year SerwerSMS.pl platform conducts a research called "SMS Communication in Poland". Its purpose is to gather opinions about mobile phone communication, define what kind of methods are used by public institutions to contact the citizens as well as sending SMS messages at a higher cost.

This year there is a division into two segments. One aims at individual consumers and the other at business customers. We kindly encourage you to take part in the research. To enter the research please go to [www.badanie.serwersms.pl](http://www.badanie.serwersms.pl)

**;** *The scientific patron as well as many  
significant trade portals have taken  
our research under their wings.*

Media patrons  
... they assist our research

**BRIEF**

 **eGospodarka.pl**  
Poradnik Internetu dla Twojej Firmy

interaktywnie<sup>★</sup>.com

 **nf.pl**

**DOBRA STRONA INTERNETU**

**MARKETER+**

 **jaka-komorka.pl**

Substantive Patrons  
... they joined the project

 **pr**  **gms**

Industry patron

 **mobileIT**

# Platform SerwerSMS.pl

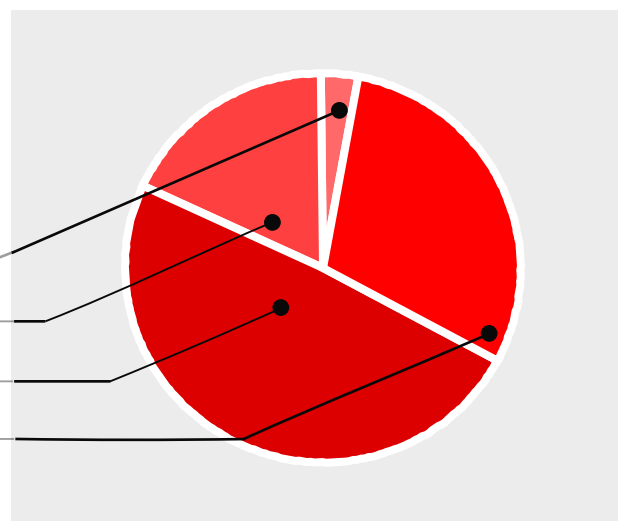
## ...bright side of SMS communication

### Expansion of the brand

SerwerSMS.pl in numbers as of 12.07.2016

#### tens of thousands active users

foundations and associations	3%
city councils, government offices, political parties	19%
small and medium-sized enterprises	48%
big company and corporate customers	30%



*We note dynamic development of the past few years. SerwerSMS.pl provides advanced ICT and mobile services since 2003.*

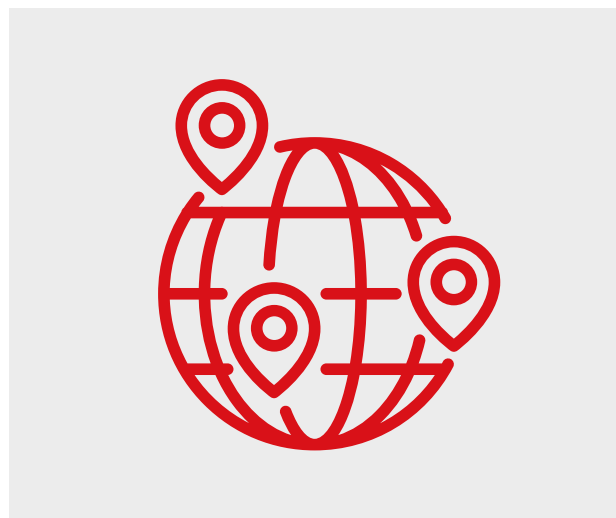
The increase in the number of users, stable financial situation, plans for the development of the product portfolio and investment in staff are the basis to perceive SerwerSMS.pl as a trustworthy, business partner.

### Access to services

...wherever you are

*You can use our services by:*

- ▶ Web browser interface
- ▶ HTTPS XML API interface
- ▶ SMPP API interface
- ▶ Email2SMS
- ▶ SMS Forward
- ▶ Mobile Application
- ▶ SMS via FTP



*Access to mobile services should be... mobile. SerwerSMS.pl as the only platform in Poland has as many as five different forms of access to bulk SMS messaging.*

Complex access to services allows for the implementation of SMS technology of message in every industry and sector: companies, corporations, e-commerce government offices and self-government offices, applications ERP, CRM, CMS etc.



# Product portfolio

## ...what do we have to offer?



### SMS

text messages

The types of text messages

#### SMS ECO<sup>+</sup>

the cheapest method of sending text messages.

#### SMS FULL

sending text messages with the alphanumeric in the letterhead, so called „Branding SMS”.

Flagship service of platform is bulk SMS messaging on mobile phones. Text message is fast, reliable and able to use in many business processes, which facilitate the management of organisation. Text message is also a perfect way of sending marketing reports.



### MMS

multimedia messages

sending multimedia messages with enclosures directly on the receiver's phone number.

Another service we offer is sending multimedia messages with a capacity of up to 300 KB. Sent on mobile phones allows you to send to receivers among others: expanded contents of texts, video and animations, photos, multimedia messages with audio elements.



### VOICE/VMS

voice messages

sending voice messages in a form of a WA Vsound file: voice-over or synthesizer.

SerwerSMS.pl platform offers bulk and single voice messaging as well as on cell phones and stationary phones. Platform delivers it to the recipient sound processed in speech synthesizer or previously prepared WAV sound file, eg. professional voice-over recording.

# Product portfolio

...what do we have to offer?



## RECEIVING SMS and MMS

*receiving  
text or multimedia messages.*

Apart from sending messages to receivers platform also allows them to receive it on mass. Receiving message „TO” SerwerSMS platform takes place on several ways and is dependent on what scheme organizer of campaign aims to adopt.



## Premium SMS increased payment

*receiving  
text messages of increased payment.*

The service associated with a specific range of shortened numbers. For sending SMS to the number sender of the message is said to be charged with an increased payment. From each incoming message commission is paid.



## HLR Home Location Register

*allowing the request to establish for 100% to  
which network number belongs to.*

HLR is a part of telecommunication infrastructure used in mobile networks to store information about subscribers. HLR allows the network to determine where is your number currently registered.

# Our clients

## ... join them

*Experienc ... this is why you can trust us.*

## empik

empik.com uses SerwerSMS.pl platform mainly in its online store. This allows the customers of empik to receive automatic notification about status order and the possibility of its personal receiving in the selected store of empik.

## Triumph

Triumph the manufacturer of luxury underwear uses SerwerSMS.pl platform to maintain regular contact with their customers. Promotions, news, information in the form of SMS is an additional marketing operation which is to build the loyalty of clients.



Cracow City Council in managing of flow of information has taken into account the form of direct communication in the form of SMS. SerwerSMS.pl platform allows for easy management of dispatches the office performs.



## Energa

Energa through integration with the SerwerSMS.pl platform facilitates e.g. system of settlements and allows you to reach out effectively with important information regarding the services provided.



## PROCHNIK

Próchnik in their marketing actions puts a strong emphasis on building loyalty of their customers. SerwerSMS.pl platform is a part of loyalty programme through which the producer focuses the attention of customers around his business.



## SKOK

SKOK Śląsk acting on the credit-economical market, thanks to ServerSMS platform it provides marketing messages supporting the sale of financial products that the company offers its customers.

# Our clients

... join them

*Experienc ... this is why you can trust us.*



CREDIT AGRICOLE uses and recommends the service of platform SerwerSMS.pl which helps the bank's polish campaign and facilitates the marketing communication with their clients.



iReward24.pl is the company that is planning and implementing various loyalty programmes. The access to SerwerSMS.pl perfectly complements and supports the company's marketing efforts.



VOLVO builds customers loyalty by maintaining regular contact with them in the form of SMS. The platform supports SerwerSMS.pl supports general marketing plans of many Volvo Dealers.



Eurocash thanks to regular SMS communication with their clients provides quick information about new product that has been available for sale.

*... and many other companies, institutions and organizations.*

*More information and oraz reference lists are available on platform [www.SerwerSMS.pl](http://www.SerwerSMS.pl) Welcome to our*



# We are disposable for You

...and we give advice with pleasure.

## Contact us



Weekdays from 9 a.m. - 5 p.m.

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POLAND

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