

# ESKA® Messaging Gateway

**ESKA® Messaging Gateway** is an important business tool that allows companies to interact with their clients by sending and receiving messages. Businesses can now reach out to their current and potential clients by sending latest information and announcements to their cellular phones using a very fast and low-cost method. At the same time, it enables clients to reach into the companies and inquire about the needed information via short messages and multimedia messages (SMS and MMS).

The application can enhance the marketing and sales operations and the after-sales support. It offers solutions to the corporate sectors that improve their productivity and customer service and enable more efficient use of time and resources.

## Main Features

- User friendly Web-based system
- Multilingual interface
- Push/ Pull Messaging support
- Alphanumeric sender address
- Creation of special message templates
- Automatic handling of large volumes of messages
- Communication with any SMS-C and MM-C
- Traceability of sent messages
- Automatic generation and transmission of messages
- Multi-account management
- High security standards
- Generation of extensive reports and statistics
- Logging and auditing information
- Scalable and modular design
- Built over latest Java technologies
- Round-the-clock interaction, 7 days a week

## Main Functionalities

### SMS/ MMS

**ESKA® Messaging Gateway** communicates with the operator's infrastructure through different protocols. The system supports SMS/ MMS creation and sending in addition to scheduled SMS/ MMS message cancellation.

### Push and Pull Messages

**ESKA® Messaging Gateway** enables users to send (push) multi-lingual messages in addition to Enhanced Messages (EMS) such as logos, ring tones, picture messages, and games. The system also supports message receiving (pull) and Smart Text Parsing.



## Billing

Every account is billed for each sent message. Both prepaid and post-paid charging methods are supported.

## Real-Time Settlement

Account users can easily check their monthly settlements through the provided Broadcast Web Access interface. These settlements provide all system parties with brief real-time information on their financial status within selected time periods.

## Broadcast Web Access

The Broadcast Web Access interface enables account users to send SMS, MMS, and E-mail messages through a multilingual friendly interface that supports:

- Templates management
- Members and dynamic groups management
- Messages management with the ability to save drafts
- Reoccurrence management
- Creating message templates with user defined variables

## Operation, Administration and Maintenance (OAM)

**ESKA® Messaging Gateway** provides system administrators with a comprehensive and powerful Web-based and multilingual OAM tool that supports the following functionalities:

- Administrator management and access control
- Account management
- Policy groups and sub-account management
- Notification management
- System configuration and a GUI text editor