

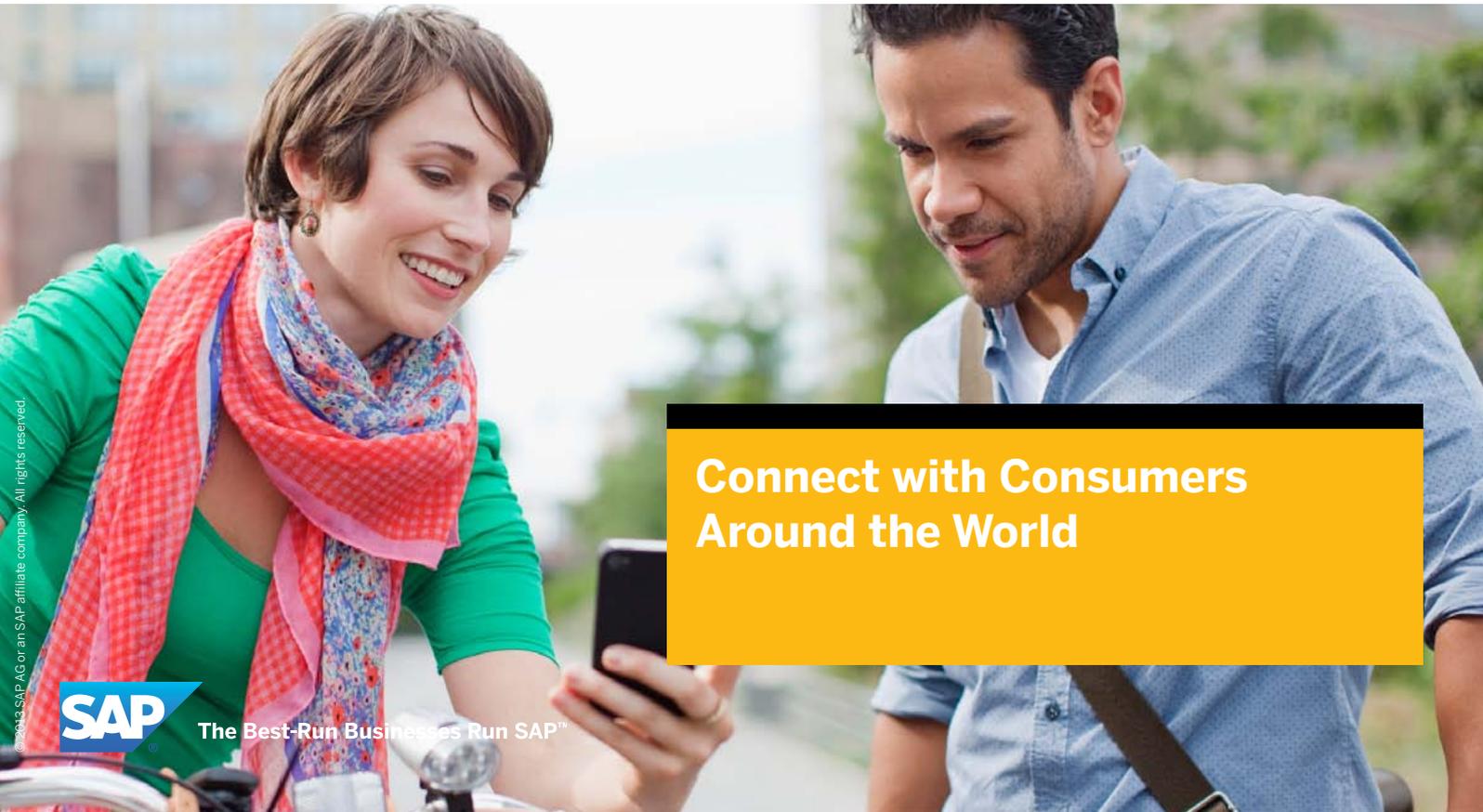
SAP Information Sheet

SAP Mobile Services

SAP SMS 365, Enterprise Service

Quick Facts

Overview



**Connect with Consumers
Around the World**



The Best-Run Businesses Run SAP™

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Summary

Extend your enterprise reach by engaging and interacting with consumers across geographies with SAP® SMS 365, enterprise service. This powerful mobile messaging service provides extensive reach, quality delivery, scalability, and local expertise – so you can easily support business needs, speed programs to market, and accelerate time to revenue.

Objectives

- Reach users through a single, standard interface, regardless of operator or user technology
- Route messages accurately, even after porting
- Identify demand patterns quickly and accurately with comprehensive reporting tools, including an iPad dashboard app

Solution

- Comprehensive two-way SMS service
- Global SMS platform – providing reliable, quality routing through feature-rich connections, dynamic originator address, localized delivery time stamps, and standardized delivery receipts

Benefits

- Reach nearly 900 networks
- Accurately route messages with SAP's advanced number resolution system
- Manage ad hoc and batch campaigns via a Web portal with the message manager add-on for the enterprise service
- Unify billing and reconciliation
- Optionally deploy mobile-terminated SMS over SS7

Learn more

For more information on how you can benefit from this innovative service, go to www.sap.com/sapmobileservices.



SAP SMS 365, enterprise service, combines extensive global coverage, high-quality delivery, and a comprehensive feature set to enable enterprises like yours to engage with customers using SMS. Available from SAP Mobile Services, a division of SAP, this SMS delivery service removes the complexity from developing and implementing SMS-based mobile services.

Using the time delivery window, you can queue messages for delivery and enable messages created by batch processes to be delivered to consumers during social hours. Standardized notifications remove the need to map operator-specific error codes when developing a new service.

To help ensure the delivery of SMS, the service includes advanced message delivery mechanisms. These include routing per receipt (MSISDN), a number resolution system, and fail-over routes to most destinations.

The enterprise service supports a range of interfaces to minimize the time and effort associated with integrating external systems. The HTTP(s) interface is extensible and lets you submit thousands of messages per second. The SMPP interface includes advanced features such as batch sending and multiband support.

The optional message manager add-on provides a Web-based interface for both ad hoc and batch-based mobile campaigns.

Rich reporting with detailed statistics shows breakdowns by country, operator, data, and message status. Reports include graphs and can be exported to CVS. Our companion iPad app lets you access your reports on the go.



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