



Telecom Software Products
Carrier-Neutral, Protocol-Agnostic



2021

Alaris Messaging Tool Kit

Campaign Portal

**Enterprise Your
Customers**

SMS marketing: why is it so good?

- Anyone who has a mobile phone can receive SMS
- SMS has a 200% higher response rate than phone or email
- SMS has a fascinating 98% open rate - nearly 5 times better than email
- 90% of SMS are read within 3 minutes - perfect for real-time communication

SMS vs. OTT: War or Cooperation?

- Transactional traffic: conventional SMS ensures wide and uniform subscriber reach for plain text and hyperlink messages
- Promotional traffic: OTT can offer better cost and wider options (rich text format, buttons, media), but coverage may be an issue
- Multi-channel delivery with fallback is the answer to combine the benefits of both approaches

Alaris Campaign Portal



Add-on Retail Capabilities for your transit SMS Platform

Target Brands willing to reach out to their customer base with text messages

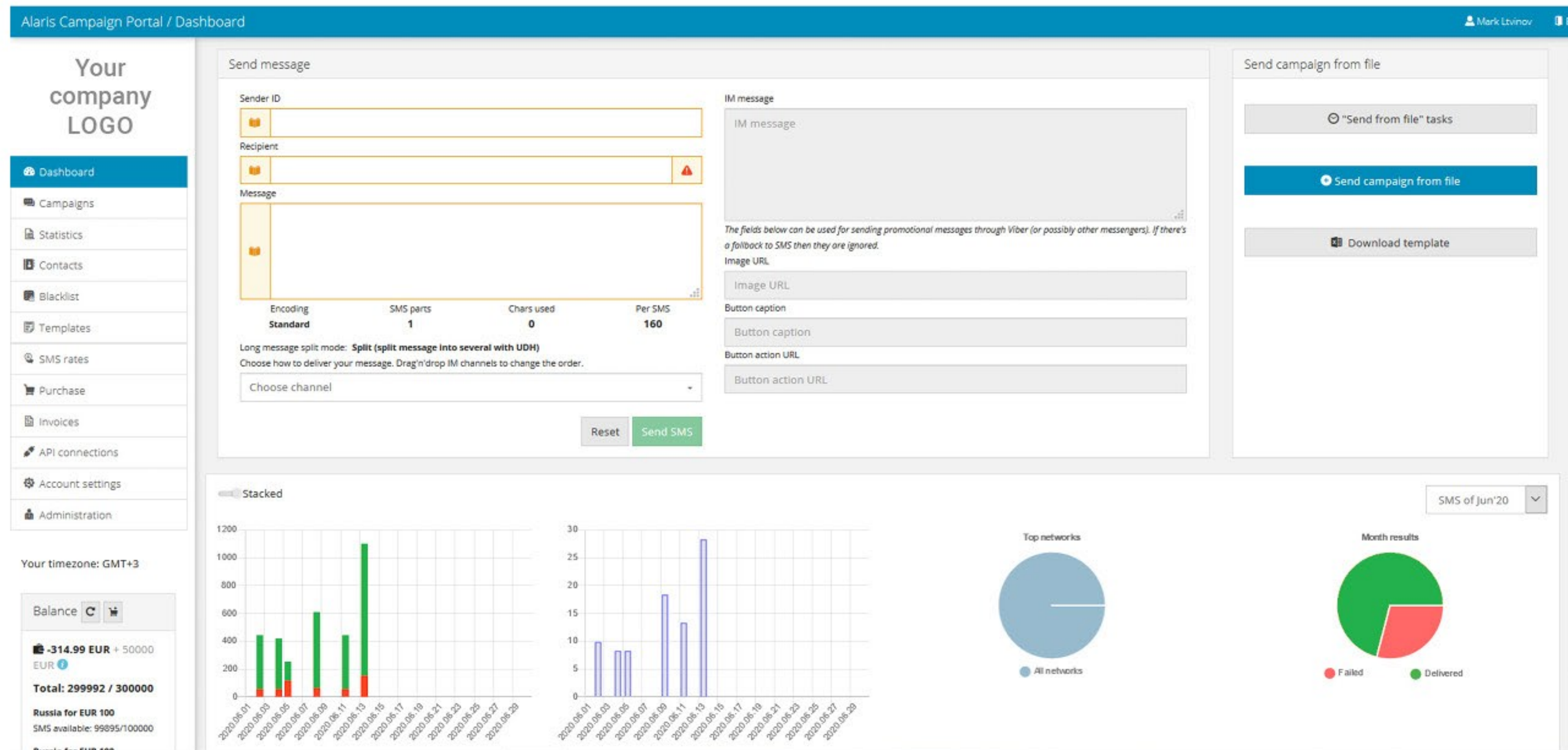


Alaris Campaign Portal



White-labeled and Fully Customized for You

Your Logo, Your Colours, Your Ideas



- Select your colour scheme
- Add your online chat
- Highlight contact information
- Specify Terms and Conditions
- Anything we haven't thought of? Tell us

Alaris Campaign Portal - Business Messaging

- Multi-channel campaign management
- Support for unlimited number of enterprises
- Fully autonomous access for each client, self-subscription possible
- Extensive message buffering capacity required to handle campaigns
- Two-way messaging
- Advanced contact/blacklist management
- Flexible API connectivity
- Auto-response to user messages

Typical Workflow

- Customer registers with the system, tops up the account by credit card (post-paid scheme also supported) and selects a billing package
- Campaign settings need to be defined (sender ID, message templates, recipient list, execution time), otherwise campaign details can be taken from an Excel file
- Failover delivery scenarios can be set (e.g. OTT -> SMS)
- Customer can view delivery stats and receive MO responses in the portal



Contact List Management

- Contact lists can be created manually or uploaded from a file
- Support for extra contact data (name, surname, comments etc.) in addition to phone numbers in order to enrich the message with personal info
- Use of tags to better target SMS campaigns within the contact list (e.g. men 25-35 living in London)
- Black list for opt-out subscribers

Message Template Setup

- Personalized messages: text template can contain macro-variables to insert personal details of the message recipients
- Multiple templates can be created for use in different campaigns
- Different templates for different delivery channels (OTTs and SMS)
- Possibility to send a campaign directly from an Excel file





Campaign Properties

- Fallback scenario can be defined based on the delivery options supported by the system owner
- Immediately executable or scheduled deliveries
- Summary of all scheduled and completed campaigns
- Display of MO responses to all messages
- MO auto-response templates can be created
- Detailed campaign results available for download as Excel files

Billing Options

- Possibility to create SMS packages (e.g. 1 mln SMS to all networks for 1 month for EUR 500), making them available to all or selected customers
- Support for pay-as-you-go rate plans
- Credit limit can be assigned to some customers
- Conventional “shopping basket” interface concept easy to use for clients



Ways of Payment

- Credit card payments via a variety of payment platforms
- PayPal
- Wire transfers registered by the system owner
- Welcome bonus can be automatically applied to new accounts

Traffic Statistics

- Set of diagrams on the main page gives a deep insight into the recent traffic patterns
- Detailed per-message stats filtered by campaign and timeframe

API to Connect External Platforms

- Simple HTTP-based API to receive messages triggered outside the system
- Easy way to connect CRMs, online stores, portals etc.
- Messages can leave the platform via any of the termination paths available (SMS, OTTs)
- Uniform billing options available for traffic originated in the portal and received from 3rd-party platforms

A background image on the left side of the slide showing three miniature construction workers on a construction site. One worker in a blue suit and white helmet is in the background, another in a yellow jacket and yellow helmet is in the middle ground, and a third in a blue suit and yellow helmet is in the foreground, using a tool on a rebar grid. The image is slightly blurred and has a blue and white color scheme.

Technical Support

- Available 24/7/365
- We speak your language: English, русский, Español, 中文
- Helpdesk, online chats, emergency hotline
- Frequent new versions at no extra charge
- Free online trainings
- Missing feature? Let us know!

Alaris Labs — Trailblazer in Telecom Solution Market

- Founded in 2008
- Headquartered in Singapore
- Two R&D offices with 100+ team
- GSMA associate member
- Over 200 carrier customers in 40 countries

Thank You!

Should you have any questions,
feel free to contact us at
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