



AmiCell® SMS Link

AmiCell® SMS

HOW IT WORKS

AmiCell® SMS Link is an Interface Application that enables 3rd Party Software with SMS functionality. This readymade Program is an Executable file that can be called or executed from within a 3rd Party Application with specific runtime parameters. The AmiCell® SMS Link interprets the parameters at run time and has the ability to use five different protocols to send SMS Messages to either an AmiCell SMS Server or the AmiCell SMS Gateway. You can select from any or a combination of the protocols best suited for your IT environment.

Single or Bulk SMS Messages can be sent from The AmiCell® SMS Link. From within almost any application that allows for the execution of an external program, SMS Messages can be sent.

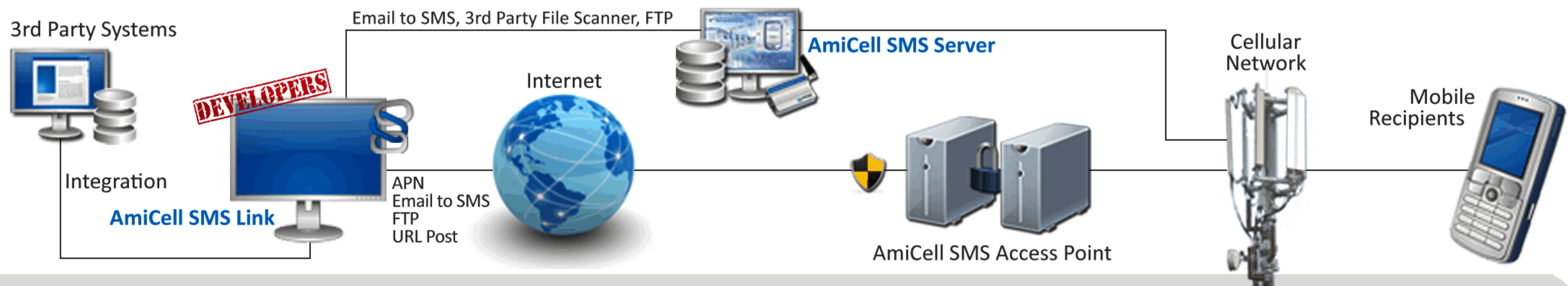
Example 1: An IT Manager wants to know when the Power Fails in the Server room. The UPS Management Software has the ability to execute a program in such an event. The IT Manager can now within minutes configure the UPS Software with SMS functionality. From within the UPS Management System he will configure the program to send an SMS by calling / executing the AmiCell SMS Link executable file on disk with parameters:

`SMSlink.EXE -p[PROTOCOL] -r[0830001111,0829990000] -m~The Power has failed in the Server Room!`
(Two Recipients will instantly receive the SMS Message)

Example 2: A Web Developer wants to enable his Website to send SMS information to technical or sales staff in the event of a customer completing a "Contact Us" online form etc. He will add one line of code to his website script executing the AmiCell SMS Link program with parameters.

`SMSlink.EXE -p[PROTOCOL] -r[0830001111,0829990000,0712223333] -m~A Customer just completed an online order on your website. Here the contact details: ...`
(Three Recipients will instantly receive the SMS Message)

No special programming skills are required to implement the AmiCell SMS link. All you have to do is call / execute the program with parameters. The AmiCell SMS Link takes care of all the tedious security and programming routines for you whilst running in the background.



PROTOCOLS

- APN
- FTP
- Folder
- Email
- URL

| SUBSCRIPTION | | |
|---|----------------------------------|--------|
| INCLUDES | ITEM | COST |
| <ul style="list-style-type: none"> • AmiCell® SMS Link • All Future Upgrades • Technical Support | AmiCell® SMS Link (once-off) | R190 |
| | Subscription Fee (monthly) | R 50 |
| SUBSCRIPTION PERIOD <ul style="list-style-type: none"> • 30 day termination notice | Local SMS Cost (1 to 1000) | 33c |
| | Local SMS Cost (1001 to 5000) | 29c |
| | Local SMS Cost (5001 to 100 000) | 25c |
| | Local SMS Cost (100 000+) | 22c |
| PRE-PAID | | |
| INCLUDES | ITEM | COST |
| <ul style="list-style-type: none"> • AmiCell® SMS Link • All Future Upgrades • Technical Support | AmiCell® SMS Link (once-off) | R190 |
| | Recharge Fee | R 20 * |
| SUBSCRIPTION PERIOD <ul style="list-style-type: none"> • none | Local SMS Cost (1 to 1000) | 33c |
| | Local SMS Cost (1001 to 5000) | 29c |
| | Local SMS Cost (5001 to 100 000) | 25c |
| | Local SMS Cost (100 000+) | 22c |

The AmiCell® SMS Link ships free with any AmiCell® SMS Server package.

* R20 per 1000 SMS bundle (will not exceed R50)
• All prices exclude VAT.



TEXT TO THE PEOPLE