Factors to Consider While Choosing SMS Software Solutions

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When a business wishes to make use of SMS services, the first and foremost requirement is to find a reasonable SMS software using which text messages can be sent via an SMS gateway to be able to reach the intended recipients. In fact, it is the gateway that controls the total messaging process. The key benefit of using a gateway is the fact that users will get total control over the process and will be able to type text from computers and introduce or modify further sms services as and when required.

At present, there are a good number of SMS gateways to choose from but the ones that offer more than one messaging platforms should be preferred as using such a gateway will also enable MMS, email to sms and even voice messages to be supported and transmitted to multiple recipients at the same time. Usually, people experience a real hard time in selecting SMS gateway software but here are some of the common factors based on which a final call should preferably be taken by purchasers.

* Stability and Reliability

* High Return on Investment

* Upgrades and Newer releases

* Capacity and Performance

Some of these basic factors are being listed below in details that the SMS software gateway should include:

Capacity: The first thing that needs to be considered is the capacity. In most cases, SMS Gateways are licensed based on their capacity i.e. how many messages they are capable of handling. Capacity is typically calculated in terms of minute or second. Depending on the licensed capacity index, messages can be sent or received by the systems.

Therefore, a system with a capacity of 5MPM will be able to send or receive 5 messages at the most per minute whereas a system with 5MPS capacity will be able to send and receive more messages. From the values, it is obvious that per second systems are obviously more efficient and faster but it does not mean that the per minute gateways cannot send or receive any surplus messages beyond its quota. The only problem is that all messages get queued up and are transmitted serial-wise based on the per-minute capacity thereby making communication a bit slower.

Stability and Reliability: A good SMS gateway should be able to offer a stable service with a good reliability. Any standard system should not encounter system breakdown related issues on a frequent basis. Moreover, it should be able to provide 24/7 services at a stretch.

Delivery Reports: A good system should have proper provisions of acknowledging test message receipts and generating updated delivery reports whenever messages are received at the mobile network. In the more upgraded systems, provisions are there to generate two delivery reports, one when the text from computer reaches the mobile network and the second when the text message is delivered to the mobile phones of targeted clients.

Price: There are different price ranges for SMS software and gateways available in the market. People have the liberty to select the software and gateway that suits their requirements and preferences.

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