Article Side

SMS Gateway provider: your new partner to market your business by Avena Sowell

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Gateway services make it possible for business to expand. Good relationships can be maintained among government employees and those working in NPO Organizations. Thousands of consumers are making use of these SMS Gateway utilities provided by Messaging companies.

Two ways messaging platform works well with all forms of message delivering system run through SMS gateway software. Messages through theses gateways make it possible for sending and receiving of messages from all internet connected PCs. Messages can be integrated into ones system or in the CRM. All email programs work well with these gateways. Outlook messages can be received on the mobile when out of sight of the computer.

Messages via gateways can be sent in bulk with the help of short codes. Message service providerâ€™s text message API is the best telecommunications utility that supports short text messages. These gateways come with additional feature of converting emails to different formats.

Local termination models

SMS providers have an agreement with mobile carrier companies, the agreement allows for 2-way SMS service. SMS traffic moves in and out of the operating companyâ€™s short message service center. These are also called â€œlocal termination modelsâ€•.

A SMS gateway provider is also known as a SS7 provider. SMS messages are exchanged at this junction. Direct access to the protocol is also prohibited to the gateway providers. The providers have neither control over these SMSs nor any access to them.

A Message sending company works in complete accordance with these gateways. Some gateways provide SS7 connectivity for routing the messages; this is the international termination model. This model allows the provider to see the total procedure of SMS routing. SMS messages in this instance do not need to pass through other mobile operatorsâ€™ SMS-C.

Direct-to-mobile gateway

A Message sending company comes with direct-to-mobile gateway services. These applications allows for text messages to be sent through emails or received by emails via web pages and other software applications. These gateways are installed the personal internal network of an organization and then connected to local mobile network. Mobile networks work by supplying Sim cards to the gateway providers. These Sim cards are installed in the gateways for further functioning. Little messaging is possible with such gateways.

Direct-to-SMSC gateway

Direct-to-SMSC SMS gateway software allows mobile operators to get their SMSC connected to the gateway through internet connection or direct connections through leased lines. The format of the message in this case is converted to a readable format for the SMSC. This Direct-to-SMSC gateway is good for bulk messaging. A contract needs to be made with the mobile operators to carry out the services in proper and uninterrupted manner.

A text message API provider can integrate with Microsoft Outlook 2007 version that supports worldwide messaging. Plug-ins are also available for Microsoft Outlook functionality.

Among the gateway services we also have AOL Instant Messenger. Messages can be sent for free. Third party support is provided by Pidgin through AIM protocol. Another free SMS gateway service provider is ICQ. Pidgin supports ICQ. SAAS (Software as a Service) is available with many service providers for sending direct SMSs from a PC, which is connected, to an Internet. Users of Yahoo! Messenger are available through clients who are trustworthy and reputed for their quality service.

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Message-Media a business SMS Gateway provider of a bulk sms, mass sms, bulk sms messaging, sms mass, send sms messages online and a text messaging service offer a 100% uptime guarantee, the only one of itâ€™s kind for US businesses and organizations.

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