

Development and Integration of SMS



To keep pace with the opportunities in the expanding mobile messaging market, developers are looking for the smartest ways to develop and integrate SMS. RoutoMessaging is the number one favorite for developers around the world because it provides quick, easy and cost effective ways to enable Web sites, applications and databases for mobile messaging.

Whether your software helps to manage flight bookings or contacts for recruitment agencies, we provide you with a set of developer tools to enable you to reach over 3 billion mobile users around the world, subscribed to over 830 operators.

Through one Application Programming Interface (API) connection to our SMS Gateway and mobile messaging network, you have access to full two-way messaging capability without the headaches and interoperability issues of connecting to multiple operators and aggregators. Combine this with a single competitive price list for all 800+ destination operators, first class Support 24 hours a day and helpful developer resources, and you have everything you need to be up and running with SMS.

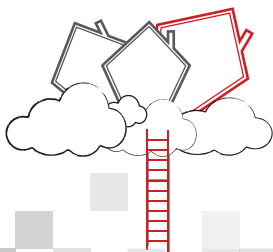
SMPP API

Our SMPP connection is ideal if you need to send out large volumes of messages at high speed. With an SMPP connection, you're continuously connected to our SMS Gateway, and as long as you have the SMPP software installed, the protocol requires no programming. For additional security, your static IP addresses are registered online with us and as an optional extra, we offer a VPN tunneling service.

You can receive SMS using our SMPP API by using Virtual Mobile Number.

RoutoMessaging supports the global SMPP 3.4 and 3.3 standards for SMPP connections. Using the SMPP protocol specification will give you access to all message types, features and two way messaging.

There is no charge to use the SMPP API and, if required, you can set up multiple binds as well.



Reach the world from your application

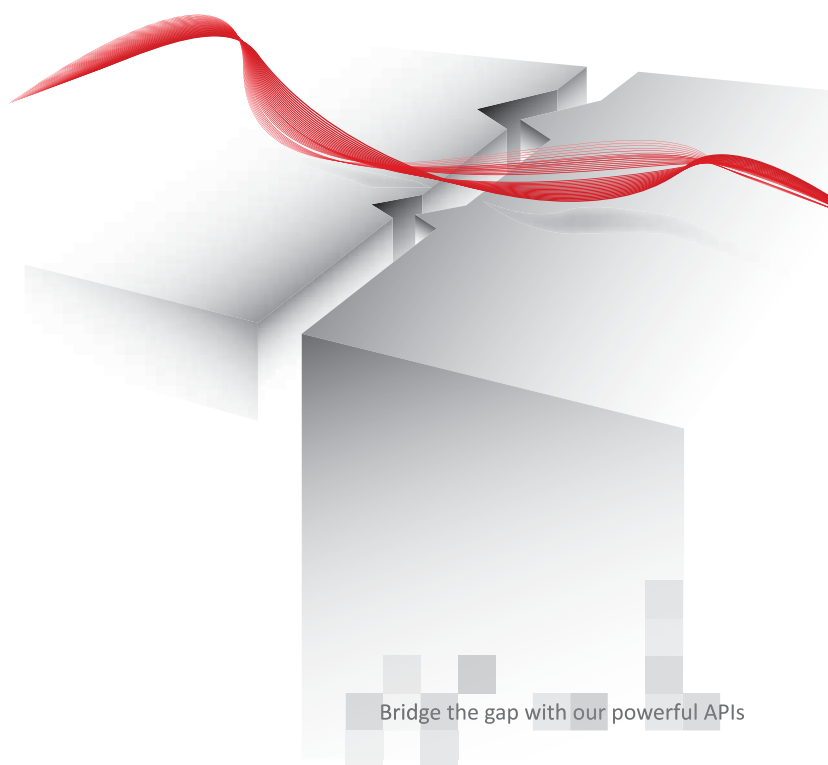
HTTP(S) API

Our HTTP API provides you with the easiest way get your software enabled for mobile messaging. With the HTTP API, your application sends SMS through requests like your Web browser. To carry out these requests, we provide sample scripts for ASP, PHP, Perl, Java, C and VB.NET programming languages. Just like our SMPP API, you'll have full access to all messages, features and two way messaging. There is no charge for using our HTTP API.

You can receive SMS by placing a script on your server and providing us a URL to forward the message responses onto. You will need a Virtual Mobile Number too.

You also have the option to increase the security of your connection further with SSL (HTTPS), VPN tunneling and specifying static IP addresses from which you will be connecting.

Our Number Discovery HLR Look Up subscriber information service also uses HTTP(S) API to perform queries and obtain real-time results. Ask for our separate Number Discovery HLR Look Up brochure.



Bridge the gap with our powerful APIs

Types of Messages and Features Supported

For both our SMPP and HTTP APIs you'll access to the following features:

- SMS Delivery Reporting to the handset*
- Dynamic sender ID*
- Concatenated (long) SMS
- Unicode SMS
- Binary SMS (including MMS Notifications, WAP Push, vCards and vCalendars)
- Flash SMS
- Enhanced Messaging System (EMS)
- Two Way Messaging (with Virtual Mobile Numbers)

*Subject to any restrictions of the destination operator.

Query Mobile Numbers

Any application can query a mobile number using our Number Discovery HLR or ENUM services to obtain key information about a mobile number. Such information includes which network operator the number belongs to, whether the number is valid and roaming status.

About Number Discovery HLR:

- 1_ Filter out invalid numbers to save costs on sending SMS;
- 2_ Real-time SS7 routing information (IMSI and MSC fields);
- 3_ Use to protect against financial fraud;
- 4_ Query from your application through our HLR API.

About ENUM:

- 1_ Accurately obtain network details to enable correct routing for countries where there is mobile number portability present;
- 2_ Query from your application by Internet DNS (hence the term ENUM) for a faster response.

How to Start Integrating SMS

To get started, sign up for an account at www.routomessaging.com. Creating an account takes only a few moments, there's no charge incurred and no obligation put upon you if you just want to test. Next, see the API guide documentation within the Developer's section of our Web site.

How Much Do Messages Cost?

We deliver to over 800 operators and have a range of competitive Price Plans for high quality SMS delivery within the Pricing and Coverage section of our Web site. If you have large volumes, special requirements or issues with your current provider, contact us and we'll do everything we can to improve your service.

Partner With RoutoMessaging

We operate a number of partner opportunities for businesses wanting to capitalize on the growth of mobile messaging, a white-label reseller service. For more information on these services, please contact us.

Contact us

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