



TF SMS SERVICES VS CONVENTIONAL BULK SMS SYSTEM

TF SMS Exchange

- ✓ 1. Direct Cellular network access via a GSM Modem.
- ✓ 2. Your SMS Database is stored safe on your own SMS Server.
- ✓ 3. SMS replies from your recipients are delivered instantaneous to your TF SMS Server.
- ✓ 4. The TF SMS System is mobile and can be operated off a laptop without an internet connection.
- ✓ 5. The TF SMS System can run automated SMS competitions, opinion polls, subscriptions etc. to drastically enhance your marketing abilities.
- ✓ 6. You can send SMS Messages to "random" recipients for brand name awareness marketing.
- ✓ 7. The TF SMS System provides rich functionality unequal to any browser application.
- ✓ 8. System response is automated and immediate without any communication delays!
- ✓ 9. The TF SMS Systems provides you with immediate detailed Billing Information and transaction reports in a detailed audit trail.
- ✓ 10. TF SMS provides unlimited network access and use of services by granting approved users a convenient cellular agreement.
- ✓ 11. Secure access is provided for multiple users on a computer network.
- ✓ 12. Equipped with specialized "Plug-In's", to act as an SMS Burglar Alarm and SMS Computer Network Monitor and Manager.
- ✓ 13. TF SMS services can provide you with Customized "Plug-In" Solutions developed according to your requirements.
- ✓ 14. Integrate and send SMS messages from other software programs.

Conventional Bulk SMS Systems

- 1. Access to internet based sms service requires an Internet connection, dial-up modem or lease line.
- 2. Your SMS Database resides on a 3rd Party Internet Server.
- 3. SMS replies (if available) are subject to delivery via unsecured Email or have to be downloaded from the internet.
- 4. Conventional Systems require an internet connection.
- 5. The conventional systems were designed to send Bulk SMS messages without this additional functionality.
- 6. The conventional systems were designed to send bulk sms messages to specific recipients.
- 7. The conventional systems were designed to send bulk SMS messages and no additional functionality is available to automate communication.
- 8. Log-in and connection process is often timeous and reliant on internet communication speed with human interaction.
- 9. Conventional Systems provides you with account information in retrospect.
- 10. Conventional systems requires pre-paid bundles for access and use of the system.
- 11. One user with internet access can enter a conventional system.
- 12. No Specialized "Plug-In's" available.
- 13. The conventional systems were designed to send bulk SMS messages and is uniformly designed for all users.
- 14. No integration with other software programs available.

