



## Choosing an SMS Service Provider

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### **Introduction:**

This document illustrates how toText.net meets the criteria described in 'How to choose an SMS gateway provider' by [www.developershome.com](http://www.developershome.com). This guide provides detailed information about our service, network coverage and quality, customer support and prices.

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## 1. How much does it cost to send 1 SMS message?

Our prices start from as little as 5p per message.

We offer Pay as You Go packages that include bundles of between 50 and 2500 messages, according to your needs.

Business customers can opt for packages from 200 to 20000 inclusive messages per month, typically invoiced with 30 day terms (subject to status). These packages start from £20, with no minimum contract period.

Unlike most of our competitors, there are no additional charges to allow you to receive replies – this is a standard feature of our service. The price you see is the price you pay.

## 2. Are there any hidden costs?

No.

Replies and delivery receipts are included as standard across all our packages.

Business and technical support, whether by phone or email, is free.

We do not charge setup fees, and there are no minimum contract terms.

If our service does not quite match your needs directly, we can often tailor it for you for free.

## 3. Are there any minimum purchase requirements or monthly minimum usage requirements?

Our Pay As You Go service allows you to purchase messages as and when you need them.



All the messages that you purchase are valid for 24 months after you last use your account.

For monthly invoiced packages, the packages include a defined number of messages each month. Although unused credits do not roll over, this is usually the most cost effective option for business customers as the rates are lower than for the Pay As You Go options.

## 4. Will the purchased credits or SMS messages expire after a certain period?

Our Pay As You Go messages are valid for 24 months since the last time that you use your account.

Monthly invoiced packages include a specific number of messages that are available during a particular calendar month.

## 5. How good is the SMS gateway provider's network coverage?

We connect to the mobile networks using a Carrier-grade network partner, which offers powerful SMS functionality to operators, enterprises, aggregators, ISPs and message resellers. Through partnerships with mobile operators the company has unique, multiple points of access into the deep level (SS7) mobile telecoms network, enabling it to offer a new level of quality in messaging services.

## 6. How good is the SMS gateway provider's network quality?

Our service provider guarantees the delivery of messages in maximum 15 seconds in more than 340 networks worldwide. For every message sent a confirmation of receipt is delivered to the SMS sender, and also relevant information such as status, availability and network of mobile phones is available to optimize SMS routing.

We offer a free trial of 10 messages so that you can check that we can reach the networks that you need, wherever they are in the world.

## 7. Is the protocol / interface you intend to use supported by the SMS gateway?

We support access by the following means:

- Email,
- Web forms directly on the customer's account section of our website,
- Via a direct software interface.

Most of our direct customer integrations between their back-office systems and our servers use our HTTP/S interface. We are, of course, very happy to work with you to help integrate other alternatives.

All the interface mechanisms are standard across all our packages, whether Pay As You Go or invoiced monthly.

Furthermore, we will help you with the integration at no charge.



## 8. Is the SMS gateway provider's API well documented and easy to use? Is there any sample code provided?

We provide full documentation for all our interfaces, and we're more than happy to talk with you in person should you require it.

Sample code is available upon request.

## 9. What payment options does the SMS gateway provider offer?

Pay As You Go packages can be purchased securely online with a credit or debit card.

Monthly accounts can be settled by BACS, cheque, or money transfer order.

**10. Is it easy to manage your account? Can you easily check the number of credits or SMS messages left in your account?**

All our accounts have a secure online management portal. Using the portal, customers can:

- Send messages,
- View received messages,
- Check the status of messages in real-time,
- Create address books,
- Make payments,
- Configure an extensive range of account settings.

**11. Does the SMS gateway provider provide any free SMS messages for testing?**

Yes, we offer a trial account that has full access to all our standard product features. The trial includes 10 messages for free, and lasts for as long as you need it to.

The trial is easily setup online, and requires no intervention from us. You can be up and running in a couple of minutes.



**12. Does your SMS application require 2-way SMS messaging services?**

All our packages include two-way messaging as standard at no extra cost.

Furthermore, when we send messages, the reply numbers that we use are drawn from a pool of about 10 numbers in total. This means that several people in your organisation can contact the same mobile handset, and all the replies that are sent will be routed to the right place.

Please note that this superb feature is not offered by most of our competitors.

The mapping between one of the pool numbers and the destination handset is valid for 180 days.

**13. How good is the SMS gateway provider's support service?**

Our customer support is one of the main areas that we feel sets us apart from our competition. We understand how important it is for you to ensure that you are able to get answers to your questions quickly and effectively, and we aim to respond speedily to any requests for help or information.

Telephone support is available from 08:00 to 17:30 Monday to Friday, and email support at all other times.

We are available on 0845 094 0741, or [support@totext.net](mailto:support@totext.net). Please don't hesitate to get in touch.