

A presentation of
FOSS SMS Suite
and **fikse.net**



FOSS SMS



Jon Fredrik Fikse
Spring 2003

1. Introduction

2. Vision, Business concept
3. SMS as a corporate channel
4. Introducing FOSS SMS Suite
5. Systems integration
6. Opportunities for most corporations
7. Technics
8. Contact information



Introducing fikse.net

fikse.net

- A company providing technology, products and consulting services.
- **fikse.net** was founded 3 years ago in Oslo, Norway by senior IT and internet experts
- Our experience comes from projects within different industries, such as News Publishing, Electric Power, and Public Sector.
- Most of our IT knowledge, long time work experience, and scandinavian telecom knowledge is put into our systems platform **FOSS SMS Suite**.
- Our technology development is financed by profit from previous projects and public research arrangement



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Some of our customers

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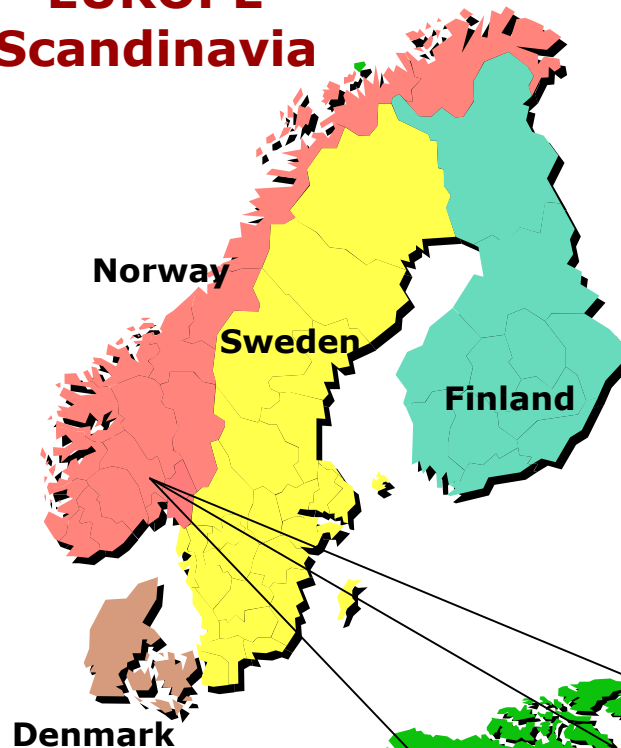
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EUROPE Scandinavia



- Become one of the leading suppliers of software and services for integration between mobile phones and IT-systems.
 - In the short run with SMS
 - In the future with technologies like MMS, GPRS, UMTS etc.

- Europe
- North America
- Asia



- Develop and sell outstanding, reusable and user-friendly concepts, frameworks and products based on our J2EE enabled platform.
 - Using license-free, open source software to win contracts based on price
 - Deliver on time and on target
 - Utilize the Scandinavian lead in more immature mobile markets



- Make revenue on..
 - licensing the software to third parties
 - licensing products and concepts (patent pending)
 - developing concepts
 - consulting services (development, project management, systems integration)
 - cut from premium SMS services



- Develop products and concepts that satisfy existing and new customers needs
- Get market shares in the markets we get into
- Achieve revenue based on volume sale to the SME market (in co-operation with partners)
- Achieve revenue based on projects to big enterprises.
- Give our customers a satisfying ROI and TCO
- Achieve high customer loyalty
- Secure our immaterial rights by applying for patents and registering trademarks



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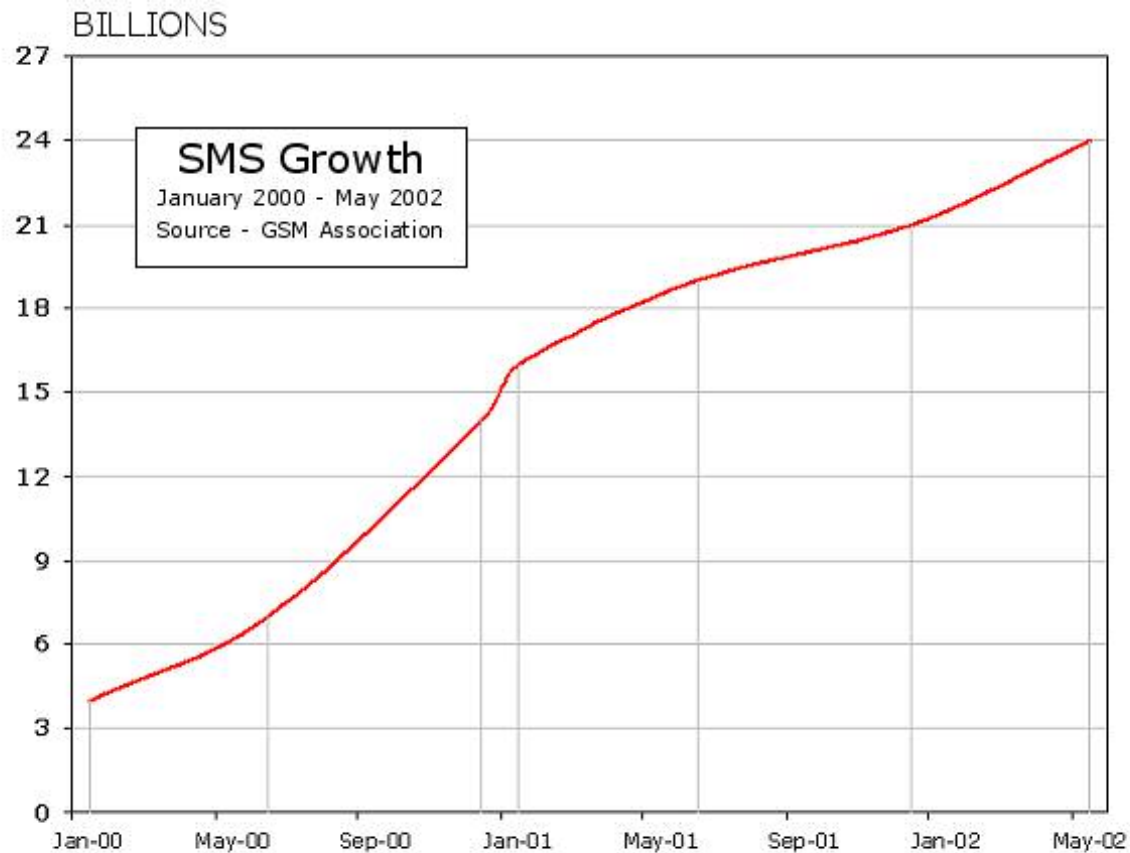


- A part of the GSM standard
- Existed since mid-90's (In Norway since 1994)
- Became a great business opportunity when introducing reverse billing
- The youths were the innovators
- The biggest successes so far within entertainment (phone tunes, phone logos, chat, voting, TV comments etc.)
- The corporate market is starting to discover the potential of SMS as an effective communication channel...
 - ...to the customers
 - ...to "out of office" employees
 - ...between man and machine
 - ...between machines (M2M)



SMS: World wide traffic growth

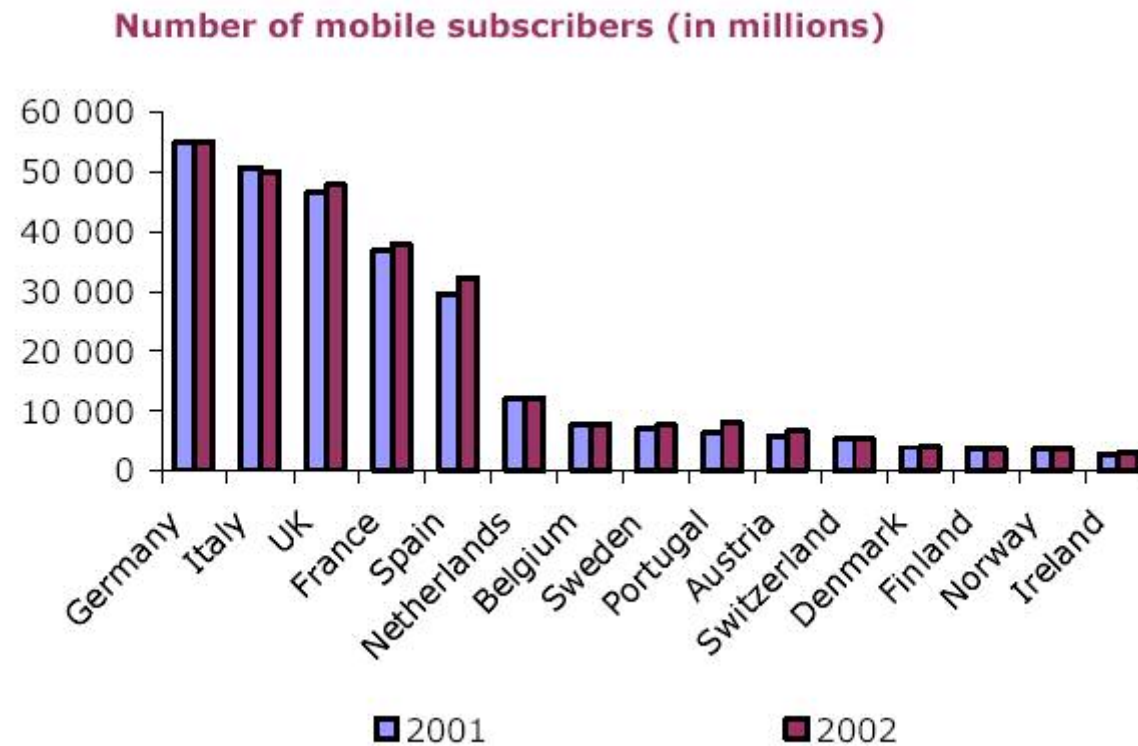
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Mobile subscribers in Europe

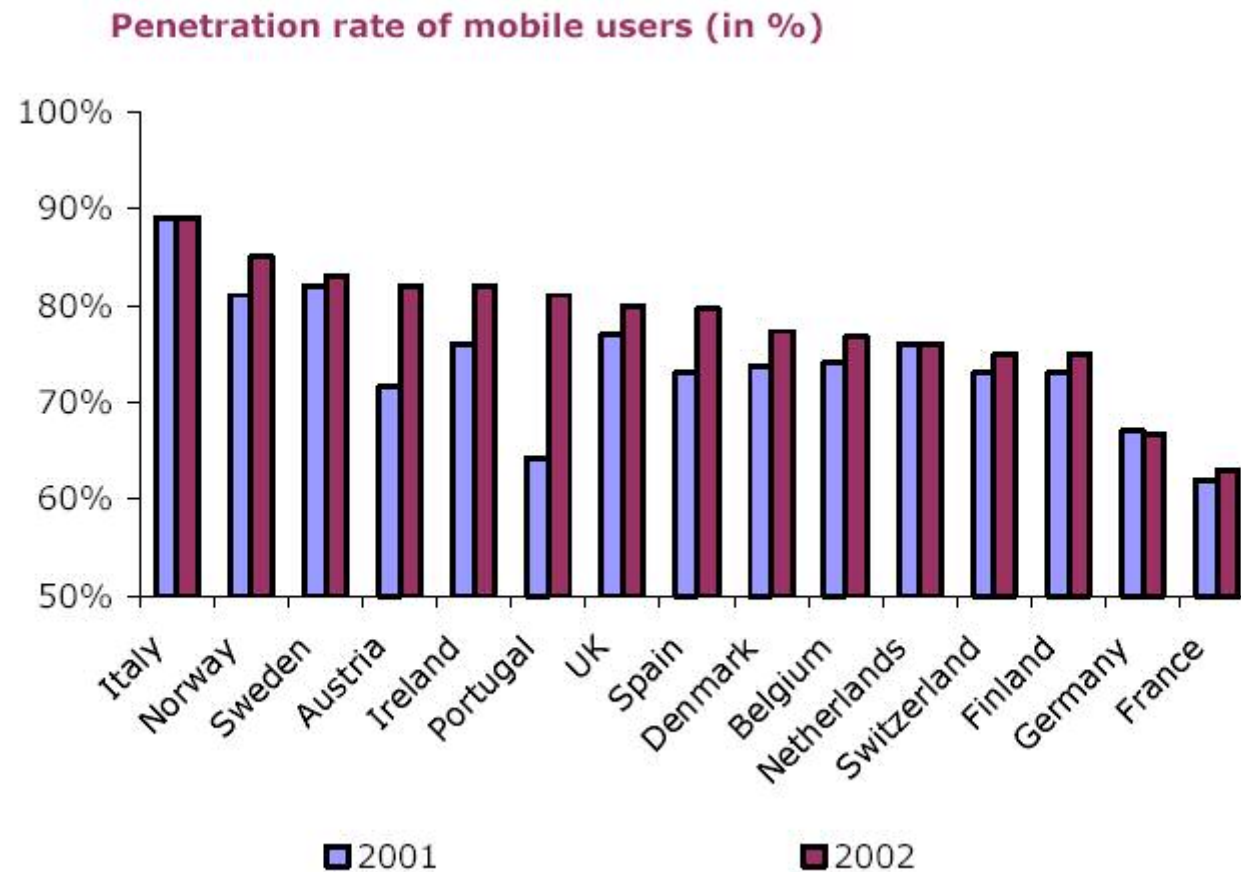
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Penetration rate in Europe

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- Proven technology
- Proven business models. The operators invoice the customers, and the cost is predictable
- “Everybody” got SMS-access from their mobile phone
- In Europe app.. 40% uses SMS regularly. About the same percentage as email.
- May be an important move towards the RTE (Real-Time Enterprise) goal
- Will probably live side-by-side with IP-based services on the mobile phone for a long period of time



- Companies are increasingly using SMS to communicate with their staff
- SMS is being used for improving communication between companies, customers and employees.
- It is also being integrated with business processes to enable the smooth flow of information.
- A study by Frost and Sullivan estimates only 2,5% of the SMS traffic is generated by business applications and predicts that the figure is set to double by 2006.



- Request for extra personnel, sending status and reminders to employees.
- Instant messaging with customers - with response possibilities
- Mobile information to crises management. Response from receiver is essential.
- Community services: Information, "last minute offer", reservation possibility, VIP discount etc.
- Market research: Handle Q-A sequences to several people instantly
- Mobile games, learning and reports.



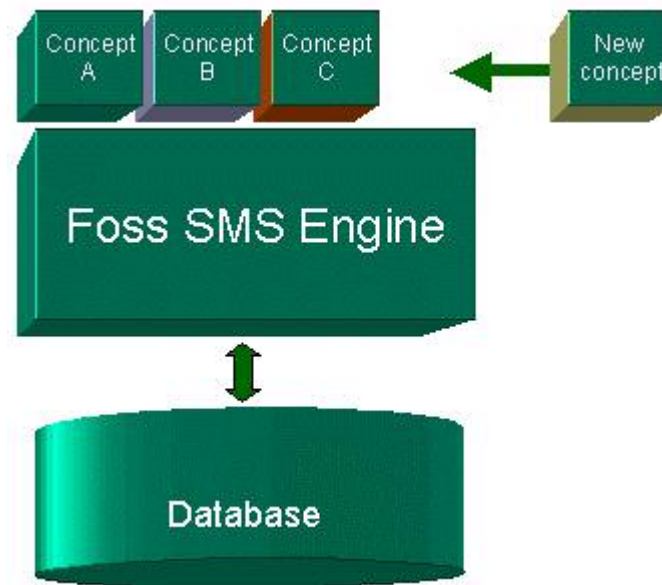
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- A powerful component-based middleware for instant messaging and services



- Two way SMS
 - Codeword support for Premium SMS
 - Session support for long message sequences between system and mobile user
- Administration
 - User friendly and web based administration of services, gateways, users, groups, rights.
 - Automation, scheduling jobs.
- Systems integration
 - Easy integration with legacy systems
 - Rich XML-based import format
 - Easy integration with most operators
 - Easy integration with mobile phone/GSM card

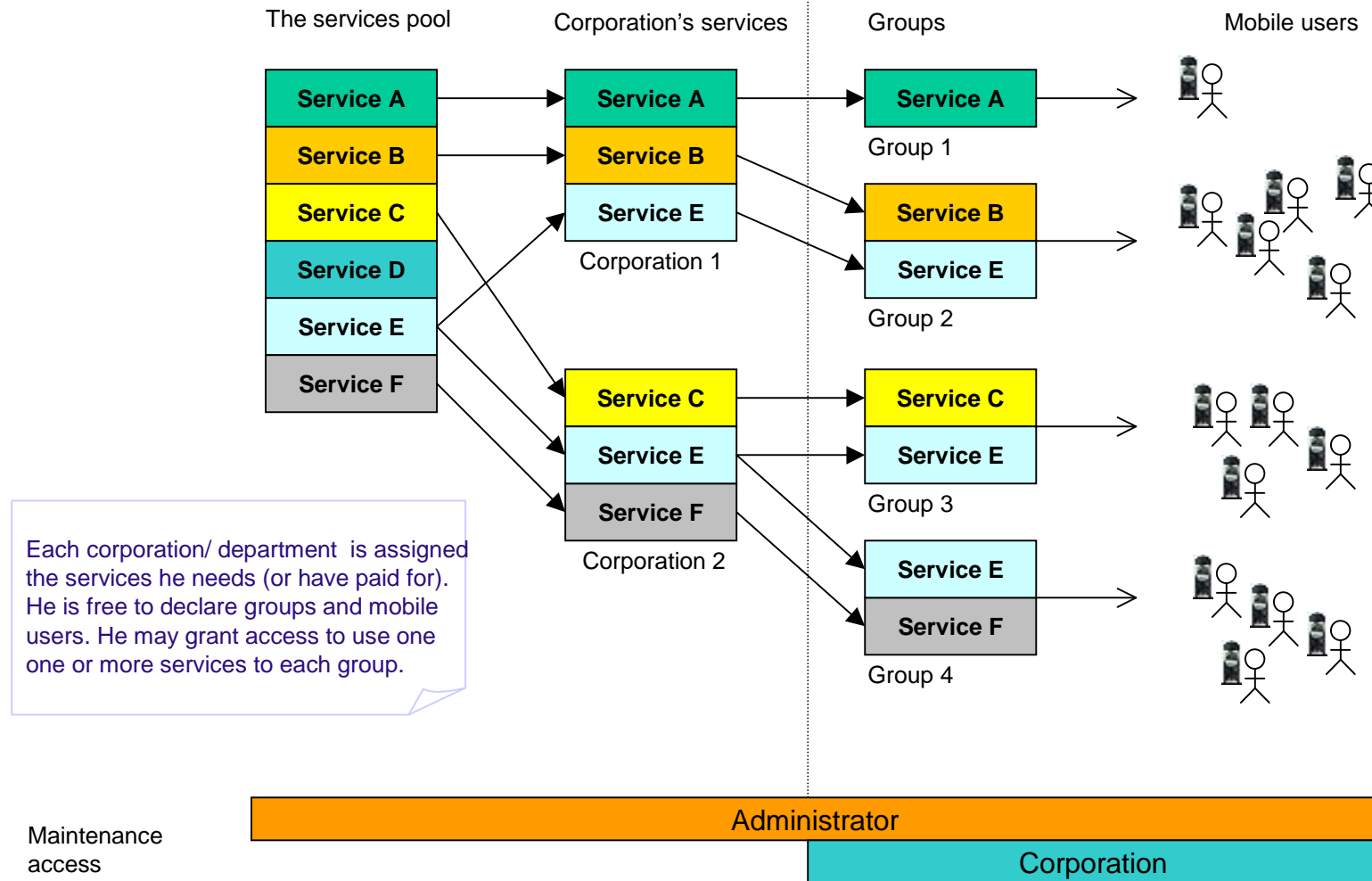


- Traditional Premium SMS services
 - Voting, Message-to-studio etc. Plug in new services based on codeword
- Advanced, future-oriented SMS services
 - Polls, market research, stock trading, community service etc.: Interactive SMS in combination with the "session engine"
- Prototyping/ "Proof of concept"
 - FOSS SMS' plugin-architecture makes it the perfect framework for prototyping.
 - Programmer's API for software developers
- MMS
 - The system may be used to administer MMS with minor adjustment.



Services, Corporations and users

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Web-based administration

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The administration is intuitive and user-friendly. Each customer/ department has it's own login account.

Multilingual text feature

SMS group maintenance

Customer: fikse.net

Update SMS group

*Name: fikse.net Oslo
*Alias (unique): Gruppe for websend
Description: Testgruppe for sending av sms fr import. Aksel.

Group members

All receivers:

Fikse, Jon Fredrik
FOSS.FIKSE.NET, SMS
Handegård, Tom
Skretting, Aksel
Smith, Mike
Tangen, Per

Select all-->

Select marked ->

<- Remove marked

<<- Remove all

Save

Reset

Back

Delete

New service...

Registered services:

Name	Codeword	
PRODAT	PRODAT	Details
NOKIA_PHONE	NOKIA_OUT	Details
WEBSEND	WEBSEND	Details
PERSONELL	PERS	Details
Community	FORUM	Details
SMS2SMS	SMS	Details

Log - Administrator

Timeframe (dd.mm.yyyy
hh:mm):

From: 06.06.2003 00:00

To: 11.06.2003 00:00

Status:

☒ OK

☒ Error

Direction:

☒ Send

☒ Receive

Customer:

- All -

Service:

- All -

Number of log entries: 100

Read	Status	Timestamp	Customer	Direction	Service	Sender no.	Receiver no.
	OK	2003-06-07 11:52:58	Streken	send	WEBSEND	4793880623	4791519122
	OK	2003-06-07 11:52:58	Streken	send	WEBSEND	4793880623	4791691454
	OK	2003-06-07 11:52:58	Streken	send	WEBSEND	4793880623	4791703527

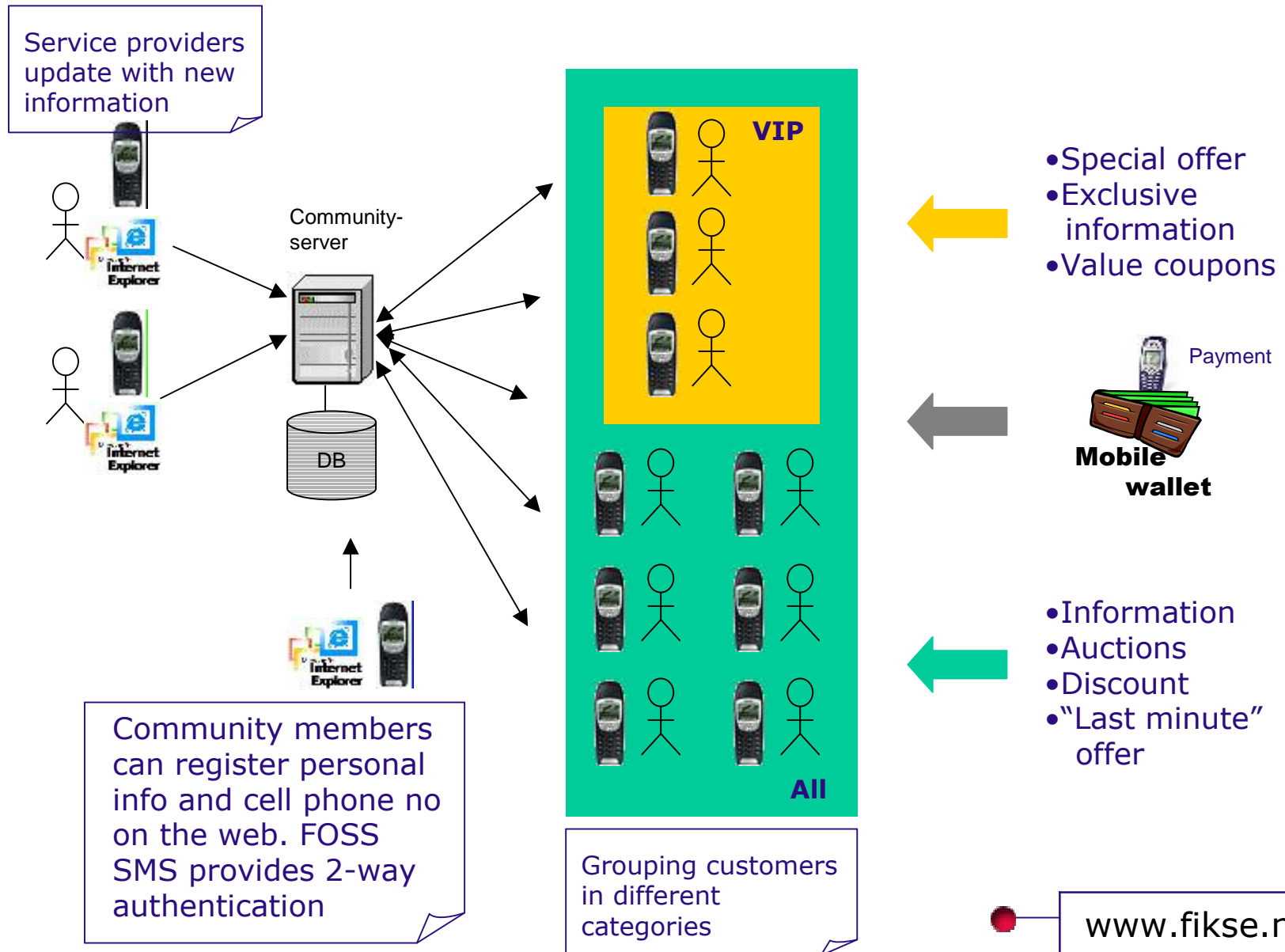
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- We have described interesting concepts in several business sectors. These exist as separate presentations
- We have made several demos based on FOSS SMS Suite.
- More information on www.smsconcepts.com
- On the next slides we illustrate a mobile community and an advanced SMS example.



Mobile community

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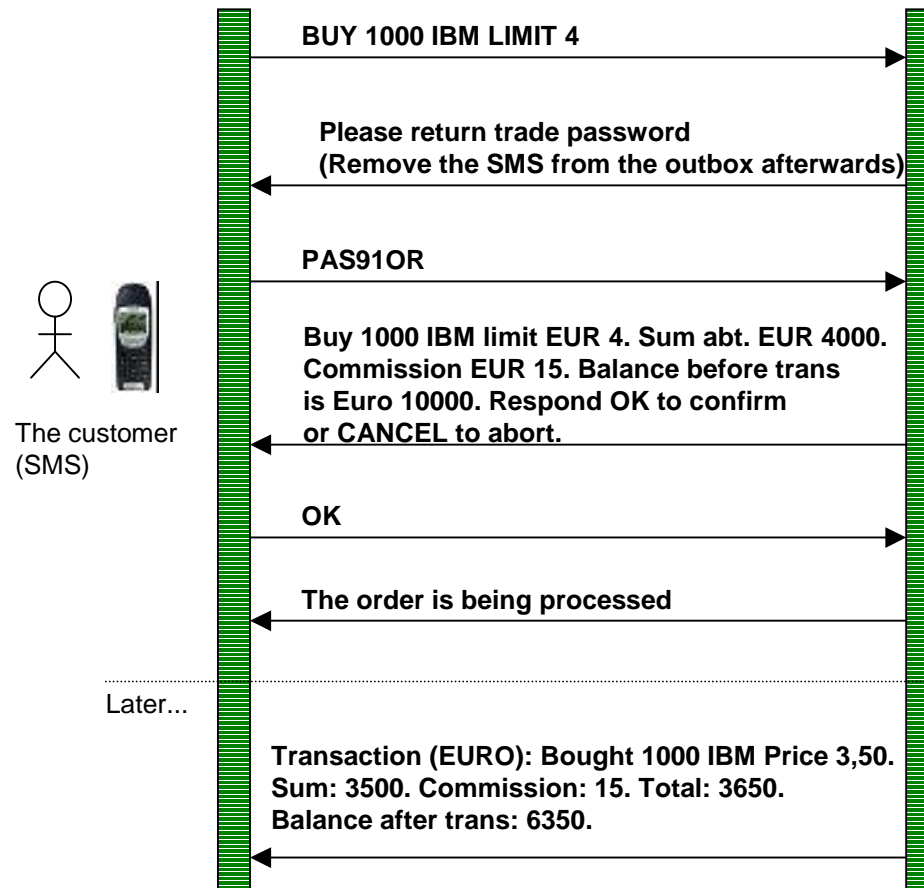


- Making the customer more loyal, and be able to reach her, any place – and almost any time
- Integrate the mobile community with existing CRM solutions
- Customers may be divided into groups, and “VIP groups” may get more exclusive information and better offers
- May be combined with a mobile wallet
- Each business will have their distinct needs in building a mobile community.
- Business examples: Hotels, clubs, boutiques, festivals, banks, car repair shops, florists, etc.

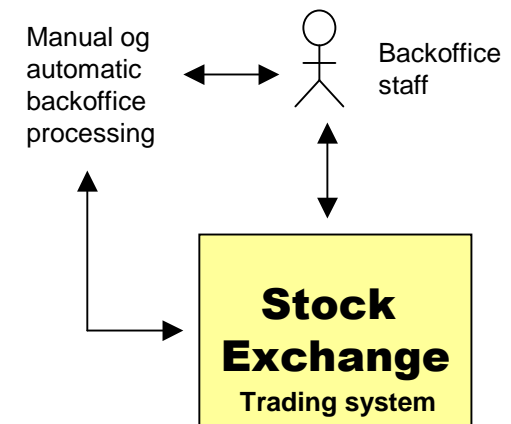


Avanced communication: Example

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Example: Stock trade.
The system opens a session
with a timeout for each user.
SMS from him will be
recognized. No need for
codewords.



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- FOSS SMS Suite is developed in Java (J2EE architecture)
- Our platform is based on Open Source technology, which saves licence fee
- The system may also be run on a commercial J2EE and database platform (BEA, Websphere, Oracle etc.)
- The system can easily be integrated with systems based on Microsoft technology.
- The system can be installed on Windows or Linux operating system
- Please contact **fikse.net** for more technical information and white papers.



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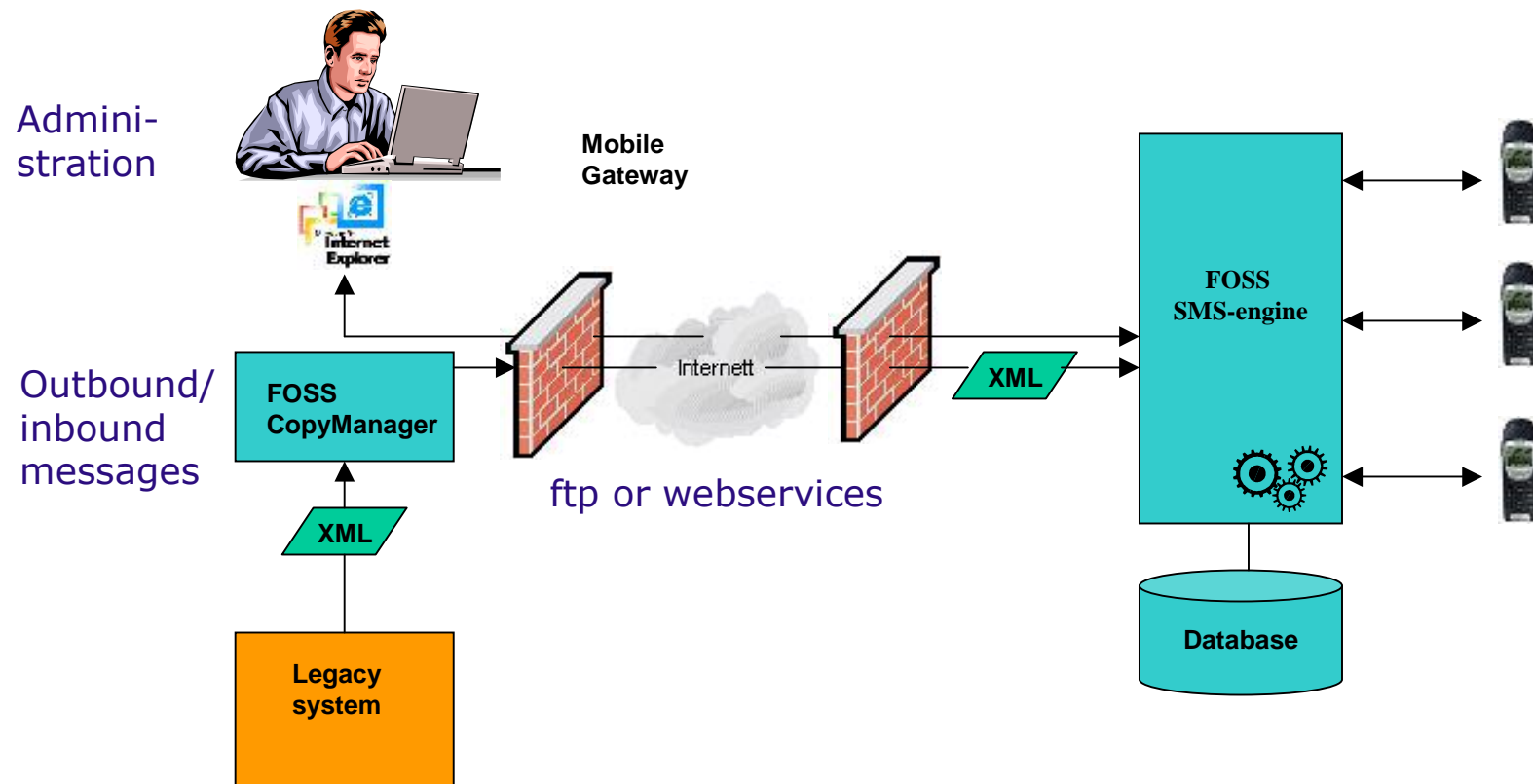
- Legacy-systems may integrate with FOSS SMS and use it as an "SMS Engine"
- Outbound messages: FOSS SMS imports data on XML format.
- Inbound messages: Each service can export data to an external system on a specific format, e.g. XML.
- The import module contains several opportunities for automation, e.g.:
 - Import all the outbound messages
 - Build the database with users/ groups
 - Actuate an SMS-interaction



Systems integration – the ASP way

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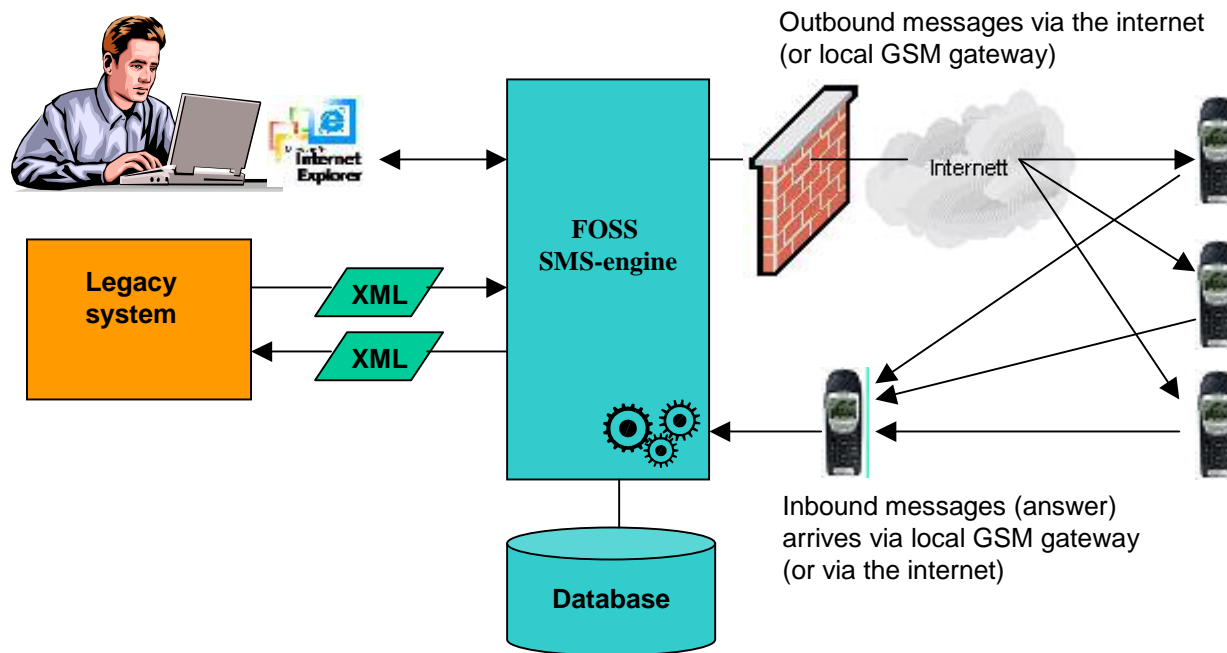
The corporation uses FOSS SMS as "engine" for transmitting inbound and outbound SMS-messages. This solution may be fully automated



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Systems integration – internal

The corporation have installed the system on a server in it's own LAN.
The legacy system will use XML to communicate with FOSS SMS.
FOSS SMS will send messages via the internet (most efficient)
or via a GSM card/ mobile phone.



The sketch shows just an example. The System may be part of a Premium SMS solution or a solution with a mobile wallet.



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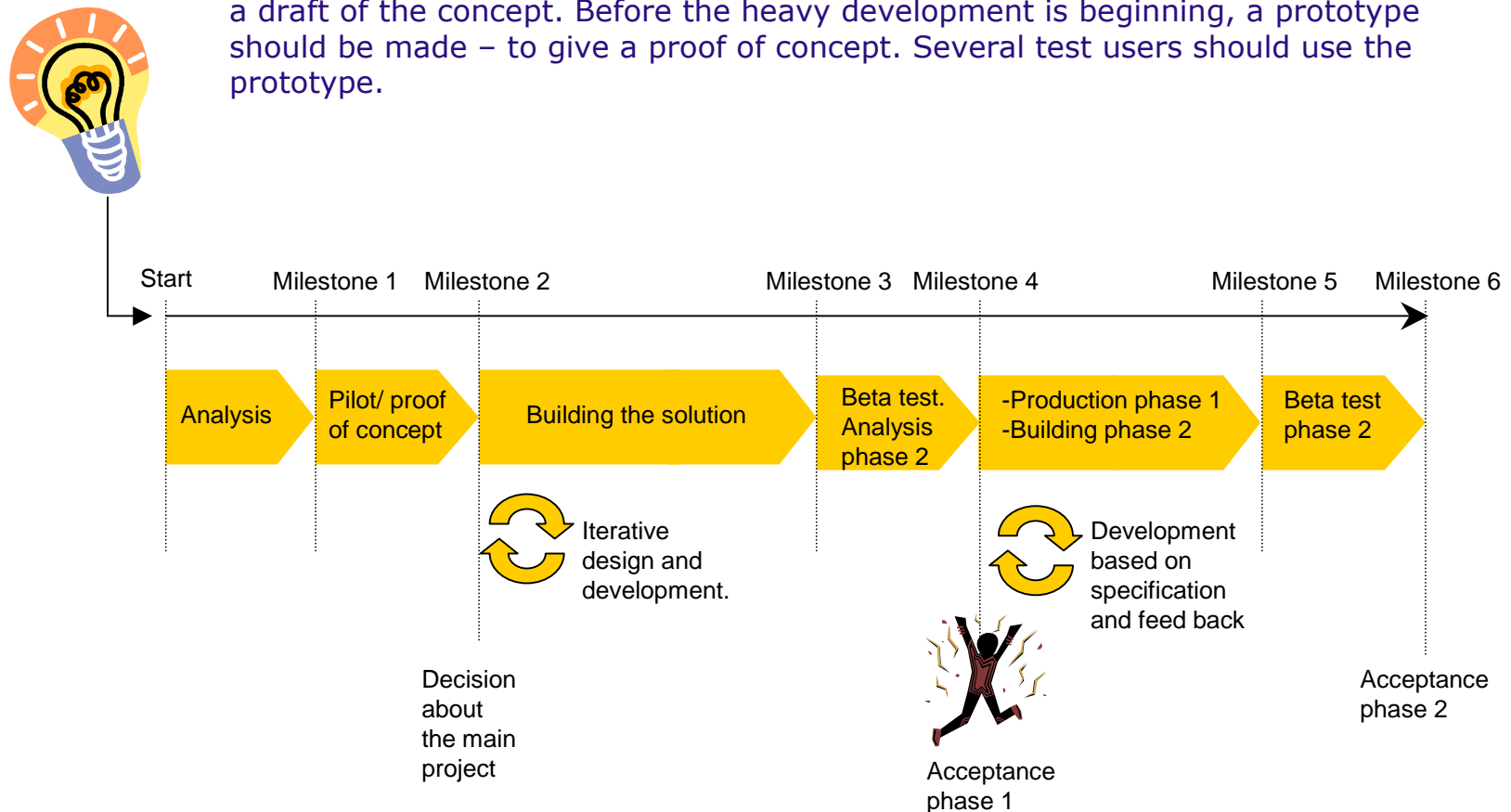
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Roadmap: Planning the process

It is important that the whole process is planned in advance. This illustration shows an example. After the idea is born, we recommend a short analysis activity to make a draft of the concept. Before the heavy development is beginning, a prototype should be made – to give a proof of concept. Several test users should use the prototype.



- Premium SMS?
 - Business revenue model.
 - Gateway commercial agreement: Large initial investment and a bigger cut from traffic revenue, or less initial investment and lesser cut from traffic revenue
- Corporate SMS?
 - Budget: Cost savings or growth in sales?
 - Remember that SMS isn't "for free", like email. Calculate traffic cost.
 - Customers must not feel getting "SMSpammed"



- Inbound messages
 - Does your service require a premium gateway?
 - Can a local gateway do? (GSM-card)
 - International covering?
- Outbound messages
 - Need for “reverse billing”?
 - Capacity planning.
 - International covering?
- Sequences
 - Does the concept assume a longer message sequence between system and user?
 - Is it inconvenience that the answering message contains a codeword?



- Need for systems integration
 - Gateway(s) and/or legacy systems
- Business rules
 - Programming new rules or reusing existing code
- Should the customer have opportunity to register cell phone no on the web
 - Consider cell phone authentication to avoid hackers abusing the cell phone no
- Security
 - The cell phone, the web, the gateway
- “Simplicity is the religion”
 - The public won’t adopt difficult solutions
 - The KISS (Keep It Simple Stupid) principle. Easy in the theory, but very difficult in real life.



- Where should the system be installed?
 - Local installation (LAN)
 - Installation at an application service provider (ASP)
- How many will use the system?
 - Many corporations/ departments or only one?
 - Will the user need personal pages on the web?
- Production stability
 - 24/7 solution with it's expenses from day 1, or start moderate and scale later.



- In general
 - To avoid developing “generic functionality”, you should consider using a middleware framework with an API for programmers
- Flexible and scaleable
 - It must be “easy” to implement new concepts/services
 - The software should scale to handle large traffic-load and to run for several corporations simultaneously
- Ease of integration
 - Integration with telecom gateways
 - Integration with legacy systems
- Cost competitive
 - Check total license cost.
 - Can you buy some modules later?
- Possibility to make prototypes easily



- As part of the analysis phase you should make a choice of middleware, to aid you with..
 - prototyping the concept to make a “proof of concept”
 - implementing phase 1 and phase 2-x of the solution
- Consider a experienced partner to aid you with the early stages of concept development
- Our proposal is **FOSS SMS Suite** as middleware and **fikse.net** as concept development mentor/ partner.



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- Web:
 - <http://www.fikse.net/en>
 - <http://www.smsconcepts.com>
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- Office:
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 - Phone: +47 63 97 54 24
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 - MD: Jon Fredrik Fikse (jonff@fikse.net)

