



For 
Management & Technology



Achieving Connections to build Communication

Routee, AMD Telecom's new brand, came out from the segregation of the company's services into two separate business units, to fully develop them into different strategic paths. Routee offers:

- SMS messaging services (One-Way, Two-Way & Short Code),
- Voice messaging services (Click to Call, Text to Speech) and
- Security/Verification services (Two-step Verification, Lookup).

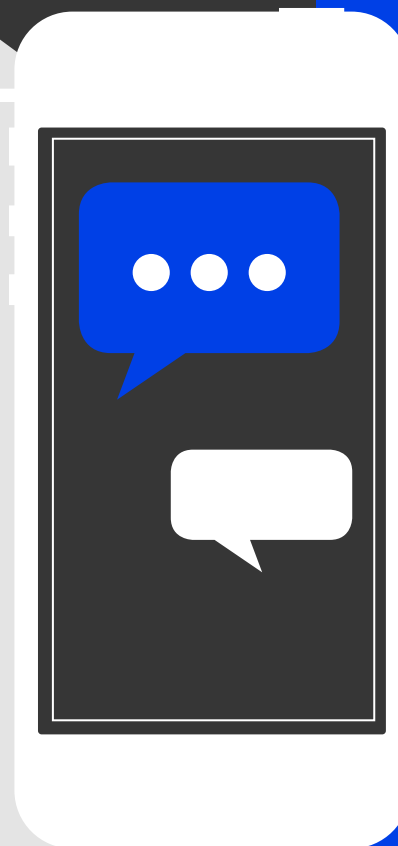
Routee's main mission is to use these services in order to expand and simplify communication capabilities between humans, applications, corporations and machines, whenever, wherever and however they wish to do so. Some of the greatest mobile applications, financial institutions, international retail chains, etc., are among our clients that send advertising, security, informative and marketing SMS to their own clients.

Some of our trusted customers:



SMS Communication

By taking advantage of user-specific capabilities, you are able to open up a personal communication channel connecting you with potential and existing customers and your own staff and partners. By using different types of text messages, you are able to choose the optimum way to approach customers.



Start Instantly

Routee platform provides easy management & automated upgrades, allowing users to connect, either through APIs, or through the Web application, to use all its services.

What's in for you?

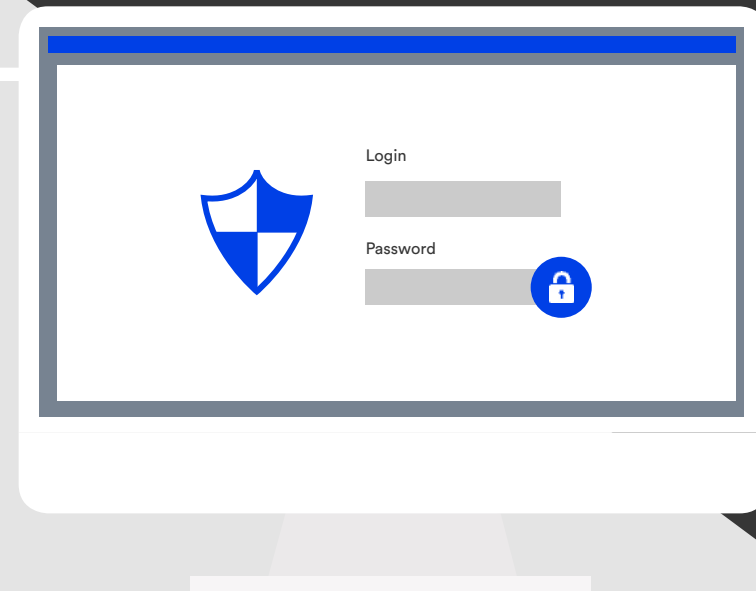
You can benefit from:

- Offering value added service to your customers/ CRM users by integrating our SMS API in manner of minutes to your CRM systems, enabling global SMS communication and notifications;
- Adding value to services, by boosting your customers' sense of security. You can integrate Two-Step Verification service to your CRM systems and protect your users' personal data;
- Lower administrative and marketing expenses by establishing SMS communication;
- Add a new revenue stream by profiting from your customers' SMS campaigns/communication, thus becoming our partner;
- The service is scalable on demand (increased or reduced usage) so you don't have to worry about hardware additions, upgrades, etc.
- Your customer care services will effortlessly level up, adding value to your corporation.



Value Added Service Two-Step Verification

Delivering a secure experience to users is becoming increasingly important and Two-step Verification takes user security and protection one-step further, by adding an additional layer of security to your CRM systems. The second layer (the first being the password), is a single-use code which is sent to a mobile device via SMS or Voice message. Offer the option to verify all users upon registration, protect personal data and secure all transactions.





What's in for your customers?

They can benefit from:

- Automating their communication, while reducing workload and avoiding human errors;
- Lower administrative costs of their communication plan, making segmenting CRM data and subsequently sending SMS really fast and easy;
- Increased sense of security by using Two-Step Verification;
- Acquiring immediate info on demand from the CRM and use it accordingly to their plan.
- Instant communication with their users, existing or potential customers, anywhere in the world.
- Instant, measurable impact & effectiveness of messages, with increased Return On Investment (ROI).

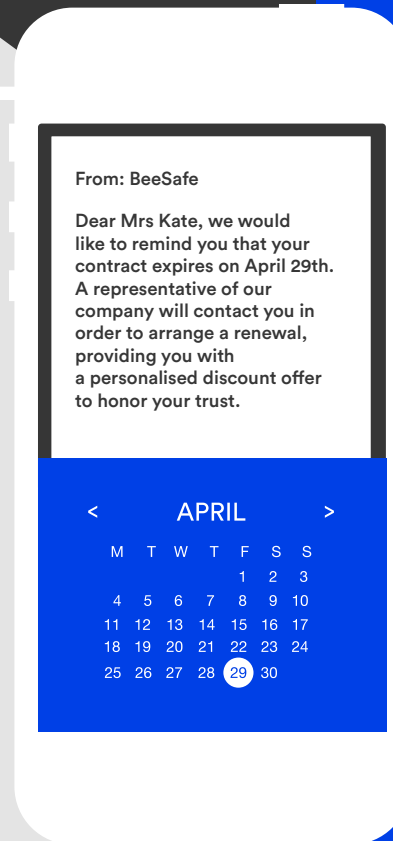


Text Messaging (SMS)



Notifications/ Reminders

- Send automated customised notifications, selecting specific pre-arranged segments and pre-set criteria;
- Receive notifications straight from the CRM, based on their exact criteria;
- Fully automated notifications to their clients about changes in their contract and terms of use;
- Send automated reminders about scheduled upcoming meetings, events, calls, etc.;



Ways they can use it:

Enable your customers with fully automated SMS communication straight from your CRM systems. Let them create segments and set all the parameters they want, saving time and money.



Text Messaging (SMS)

Customer Service

- Open up an interactive communication channel straight from their CRM;
- Faster customer management by sending contracts to clients including a hyperlink or/and receiving contract renewal requests in a faster and money saving way.
- Receive text messages for calling a representative or a client of theirs;
- Answering questions about their services or customers' requests;

From: FashionStore

Dear George,
Thank you for contacting us.
We received your inquiry and
would like to confirm the
meeting with our technical
support engineer on Monday,
11 am.





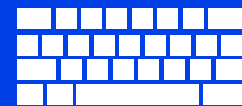
Text Messaging (SMS)

Intracompany communication

- Make intracompany announcements and reminders;
- Schedule and confirm meetings within their company and with their partners;
- Inform employees about changes taking place inside their company;
- Send reports to employees;

From: Cloud IT

Dear colleagues, the training seminar will take place in meeting room number 4 on 7/4, 12:00. We will be happy to see you all there. The HR department.

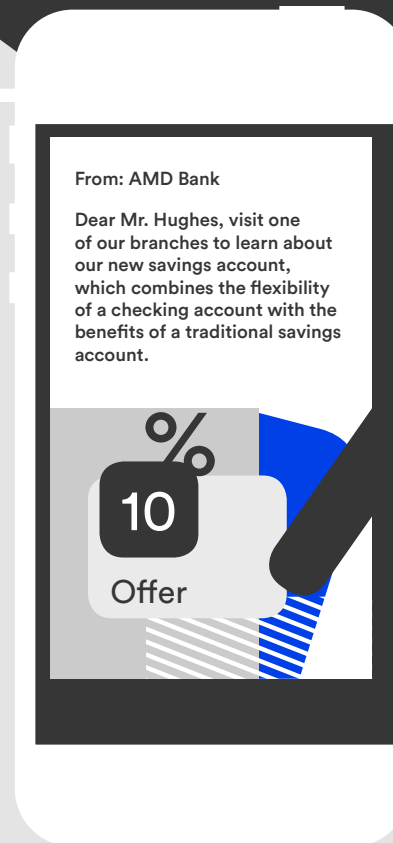




Text Messaging (SMS)

Marketing & PR

- Inform specific customers about offers and sales, based on their interests-purchased services that are noted in the CRM;
- Send marketing SMS text messages to promote specific related products to the ones already purchased;
- Send personal, holiday wishes to their customers on their name-days, birthdays, Christmas, New Year, etc.;
- Send thank you messages for choosing their company;

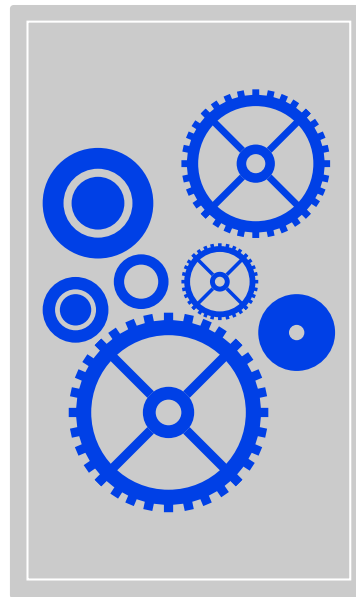




Customisation Capabilities of all SMS categories

SMS communication can be personalised by using any combination of personal information, listed in the CRM, such as:

- the customer's account balance;
- a password that gives access to a service;
- the customer's name;
- the customer's company activity;
- the company's geographical location;
- the company's representative inquiries and other issues.





Features



Dynamic Originator

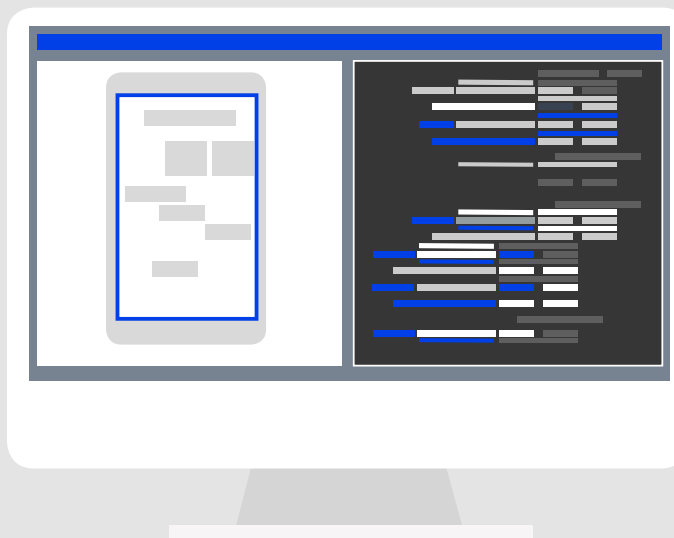
You are free to choose from your application's name, company's or any other name you wish, up to 11 characters (Alphanumeric sender ID) and a number, up to 16 digits (Numeric sender ID).

Bulk, personalised messaging

Integrate our SMS API to mass broadcast your personalised text messages, fast and accurately, to all your users, existing or potential customers.

Multilingual support

Send messages in any language. We support Unicode, so you can communicate with your users, existing or potential customers in their native language no matter what it is (Chinese, Japanese, Arabic, Greek and so on...).



SMS Concatenation

Since we don't like to restrict you, we support SMS concatenation, being able to send long SMS, without the limitation of 160 characters. We automatically concatenate long-SMS and deliver them in the correct order.

Message Tracking

You can track every message in real-time and get intermediate and final delivery reports that enable you to confirm message statuses. You may extract reports based on your criteria.

Message Queuing

You don't have to worry about how many messages you want to send. Just shoot your request and we will queue them and handle your messages with care until they are delivered.



Routee

Communication as a Service



routee.net