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ABOUT US

We as Mishtel Services Private Limited is a technology driven Modern Digital Marketing Company, expertise in Cloud Telephony Marketing based enterprise solutions.

We have started our journey in May 2018. And since then, now we have huge capacity for Messaging & Voice Business and are one of the major market share holder for Banking, Corporates, Channel Partners, Govt. (Major) & PSU (Major) in very short span of 5+ Year.

We do Brand Positioning Project, Digital Marketing Projects, Cloud Based / Dedicated BPO Projects, Colo / Dedicated Data Centre Solutions Projects with end 2 end process.

We have developed our own Softwares, Solutions & Deployed our owned hardware in multiple data centres. We Have Multiple Owned / Colo Data centre with Different Geographic Location with Balanced Traffic & POI's

- A – Bangalore
- B – Raipur
- C – Indore

We can deliver the DC, ILL, SIP, PRI, Messaging Solutions, Voice Solutions & Other Telecom Services. We have capacity of 20+ Million calls in a day with multiple operator with multiple location unique CLI.

OUR SERVICE

We provide solutions as per the client's requirement with the mixing of our products & services. We provide End to End solutions for Digital Marketing Needs. We have 40+ Line of Products in Voice & Messaging Platforms.

A – We have TPS / capacity to send 10K+ SMS in per Second. We can manage message load balancing with multiple operator as per their availability. In case of down time, we can shift to another infra.

B – We built-up capacity in Voice Platforms to reach out 20+ Millions people through Calls in a Day in 12 hours.

We have 99.995% uptime with all DC for Infra & Internet Services Provider. We have multiple operator & Dedicated POI across India. We can immediately transfer the service to other location in case of downtime.

OUR SERVICES

Messaging Platforms

Voice Platforms

App Based Messaging Platforms

Voice IVR Services

MESSAGING SERVICES

With our messaging services, keep your customers well informed with timely alerts and notifications. Maximize outreach by setting up and scheduling personalized sales campaigns for the combined user market base of the most popular messaging channels, ensuring broader communication reach for business updates and promotions. From secured financial transactions to app authorizations, use our services by employing OTPs delivered over SMS, What'sApp Business, or RCS, providing an extra layer of protection to user accounts.

FEATURES

INTERACTION

- Instant query resolution
- Extended 24/7 after-hours support
- Customize tailored products for unique needs

COSTING

- Pay per use flexibility
- Free demos for all solutions
- Best volume based starting plans

TECHNICAL

- Easy multi-channel APIs integration with effective workflow
- 99.9% delivery rate at max latency of 3 seconds
- Elastically scalable Solutions with capacity of workload increase

REPORTING

- Real- time monitoring and reporting support
- Track SMS status, metrics, and live dynamic dashboards
- Easy-to-understand details at click

TECHNICAL SPECIFICATIONS

A technical specification is a detailed and comprehensive document that describes all technical procedures related to product development. It covers all the vital, nitty-gritty information about the process of product development. Our application is designed on Java and the frontend is designed on Angular which makes it easier for the user to make changes as per the user's needs while running.

Performance Specification

These specify the requirements for the performance of the system or software being developed, such as speed, accuracy, and reliability.

Design Specification

These describe the design elements of the system or software, including the user interface, system architecture, and database design.
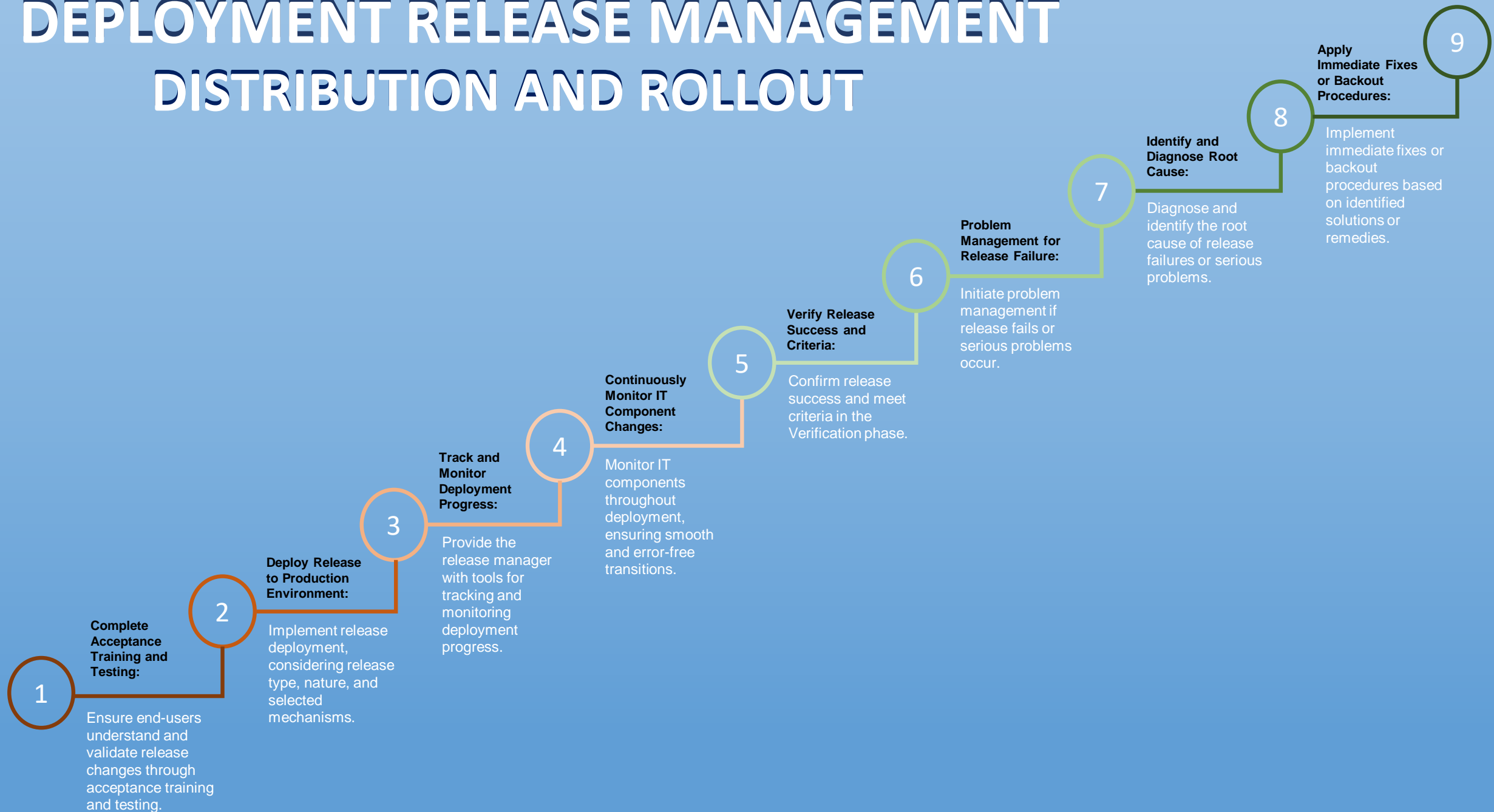
Functional Specifications

These specify the features and functionalities of the system or software, including inputs, outputs, and processing requirements.

Interface Specifications

These describe the interfaces between different components of the system or software, such as data exchange formats and communication protocols.

DEPLOYMENT RELEASE MANAGEMENT DISTRIBUTION AND ROLLOUT

1 Complete Acceptance Training and Testing:
Ensure end-users understand and validate release changes through acceptance training and testing.

2 Deploy Release to Production Environment:
Implement release deployment, considering release type, nature, and selected mechanisms.

3 Track and Monitor Deployment Progress:
Provide the release manager with tools for tracking and monitoring deployment progress.

4 Continuously Monitor IT Component Changes:
Monitor IT components throughout deployment, ensuring smooth and error-free transitions.

5 Verify Release Success and Criteria:
Confirm release success and meet criteria in the Verification phase.

6 Problem Management for Release Failure:
Initiate problem management if release fails or serious problems occur.

7 Identify and Diagnose Root Cause:
Diagnose and identify the root cause of release failures or serious problems.

8 Apply Immediate Fixes or Backout Procedures:
Implement immediate fixes or backout procedures based on identified solutions or remedies.

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SUMMARY OF ACTIVITIES
Application Deployment Plan and Release

- Provide guidelines for validating results, ensuring accurate and efficient implementation of changes.
- Identify and address potential risks and obstacles that may impact the smooth rollout process.
- Develop a comprehensive rollback plan to mitigate the impact in case of unsuccessful rollouts.
- Create a detailed plan to inform users about changes, using release notes for transparency.
- Ensure users receive timely and effective training for maximum benefit from the release's enhancements.
- An out-of-box update system task has been created for the distribution and rollout phase in Release Management

SSL SECURITY

Encryption

SSL encrypts data transmitted between a user's browser and a web server, preventing unauthorized access to sensitive information.

Authentication

SSL certificates verify the identity of websites, assuring users that they are interacting with the intended site and not a malicious one.

Trust

It establishes trust between users and websites by displaying visual cues like padlocks or HTTPS in the address bar, indicating a secure connection.

Data Integrity

SSL ensures that the data exchanged between the user and the website remains intact and hasn't been altered during transmission.

EVOLUTION TO TLS

While SSL was a foundational protocol, its security vulnerabilities led to the development of its successor, Transport Layer Security (TLS), which offers enhanced security features and stronger encryption algorithms.

- SSL uses TCP/IP on behalf of the higher-level protocols.
- Allows an SSL-enabled server to authenticate itself to an SSL-enabled client.
- Allows the client to authenticate itself to the server.
- Allows both machines to establish an encrypted connection.
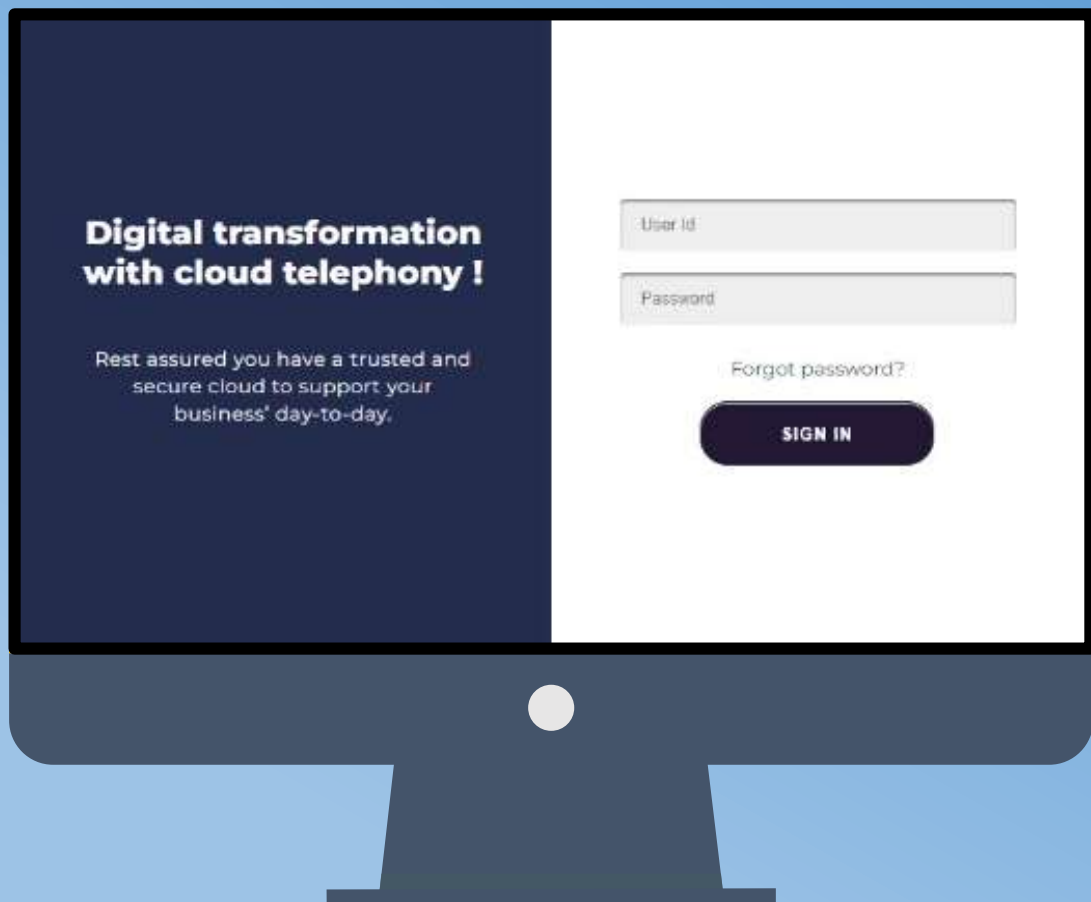
CAMPAIGN PORTAL

Create SMS Campaign: User can create SMS campaign with these features:
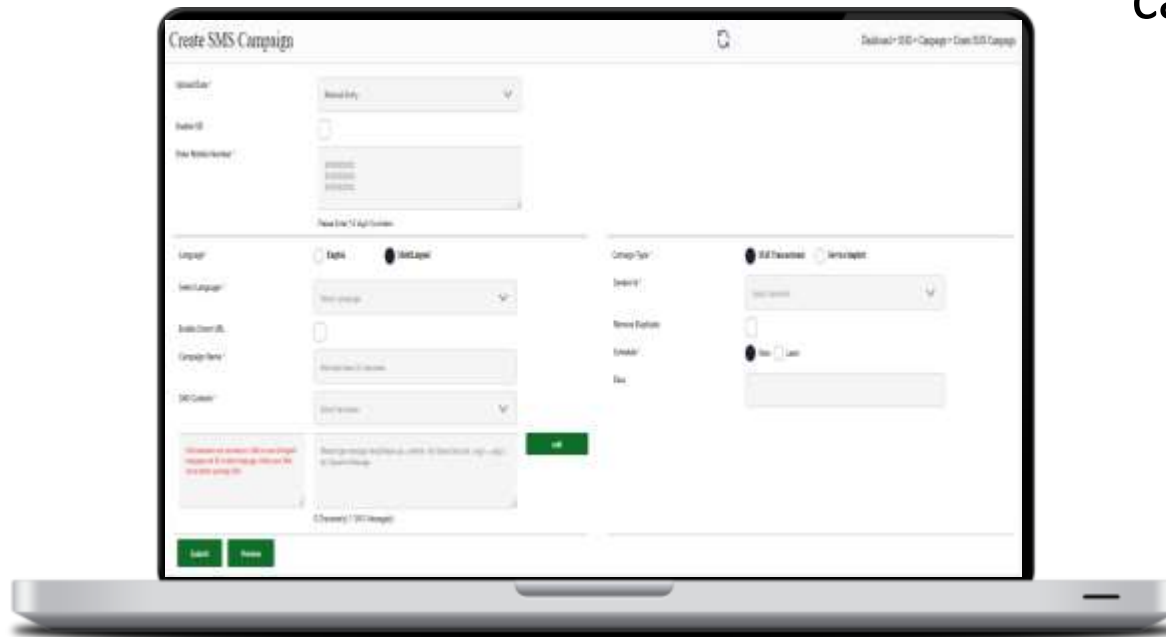
1. Upload date (from excel, manual, contact list, previous campaign)

2. Multiple language option

3. Campaign Types (DND FEATURE ,NON DND FEATURE)
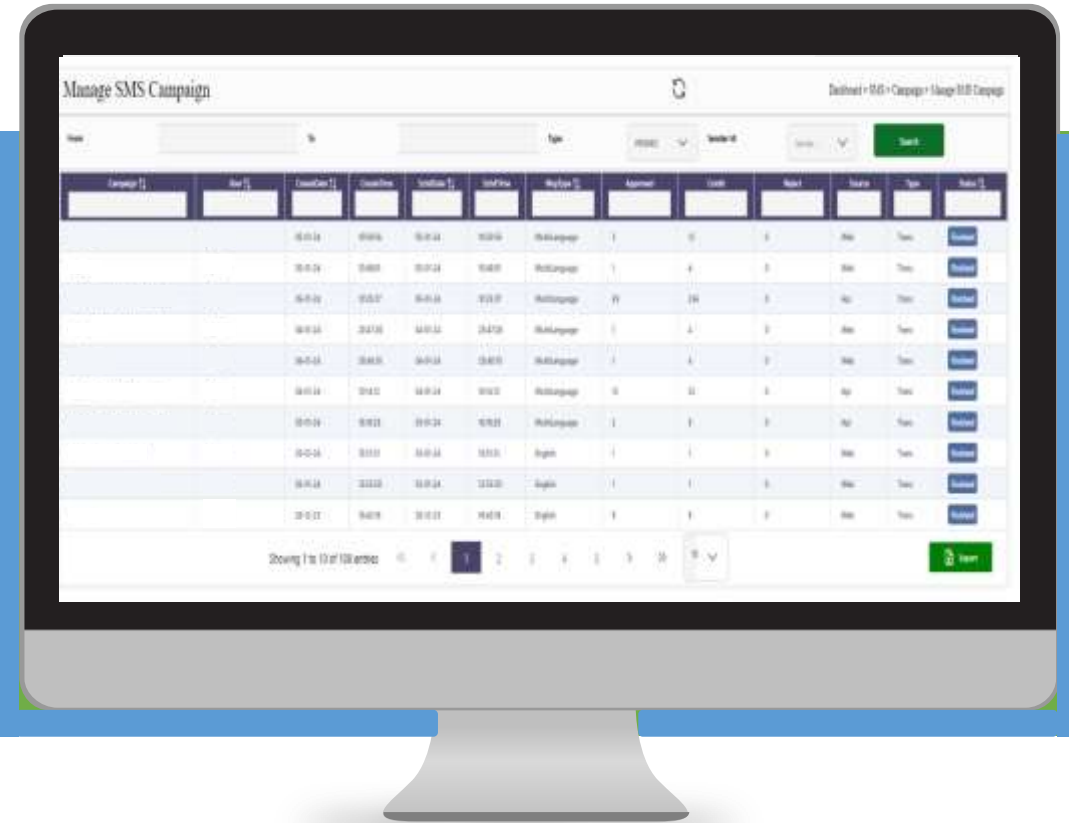
4. Campaign Name

5. Schedule (NOW & LATER)

DASHBOARD

User can check on campaign details with live status:

☑ Campaign Status- User can check "Success" "Pending" "Failure" and "DND" live status.

☑ Report details based on PHONE NO. or API, START DATE and END TIME

☑ Types of report:

- Call details report
- Campaign Summary Report
- Credit Usage detail Reports
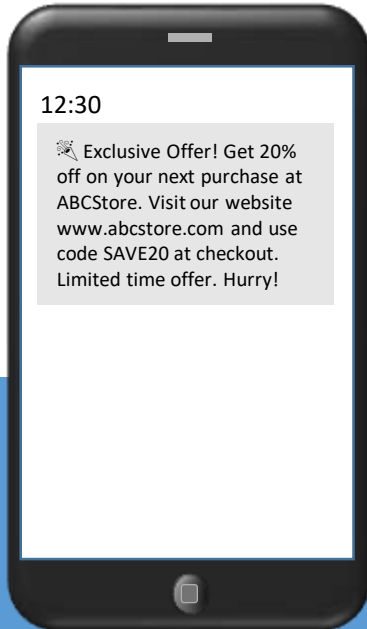- Credit Usage Summary Reports
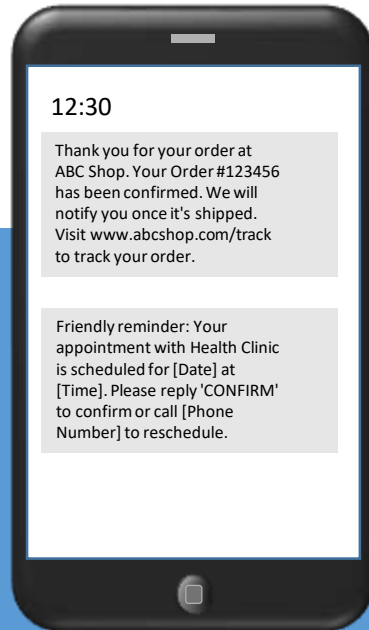
RANGE OF PRODUCTS

TRANSACTIONAL SMS

Deliver critical information seamlessly: Businesses use transactional SMS for time-sensitive updates on user transactions or interactions.

SMART LINKS SMS

Engage users with dynamic content: Our messages adapt content based on user device, location, and preferences. Deliver personalized experiences through links that cater to individual needs and preferences seamlessly.

12:30

🎉 Exclusive Offer! Get 20% off on your next purchase at ABCStore. Visit our website www.abcstore.com and use code SAVE20 at checkout. Limited time offer. Hurry!

12:30

Thank you for your order at ABC Shop. Your Order #123456 has been confirmed. We will notify you once it's shipped. Visit www.abcshop.com/track to track your order.

Friendly reminder: Your appointment with Health Clinic is scheduled for [Date] at [Time]. Please reply 'CONFIRM' to confirm or call [Phone Number] to reschedule.

12:30

Your OTP for password reset at My App is 123456. Use this code within the next 10 minutes to reset your password. Ignore if not requested.

12:30

🎉 Exclusive Offer! Check out our latest deals at [MSHTL.IN]. Don't miss out on great savings! Visit now.
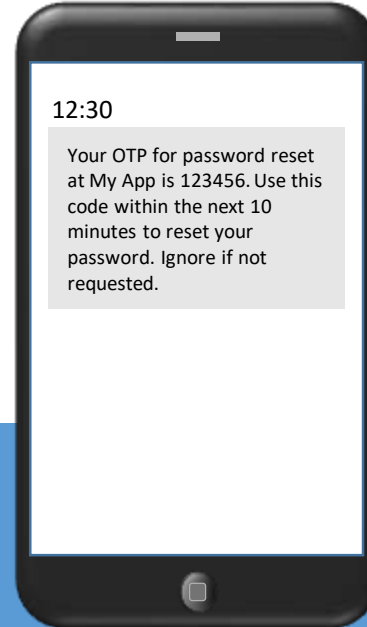
PROMOTIONAL SMS

Promote products, services, and events; drive sales and boost brand awareness. Each message includes a compelling call-to-action, guiding recipients to take meaningful actions.
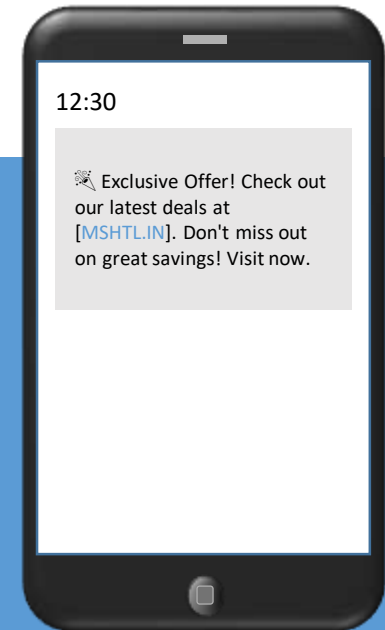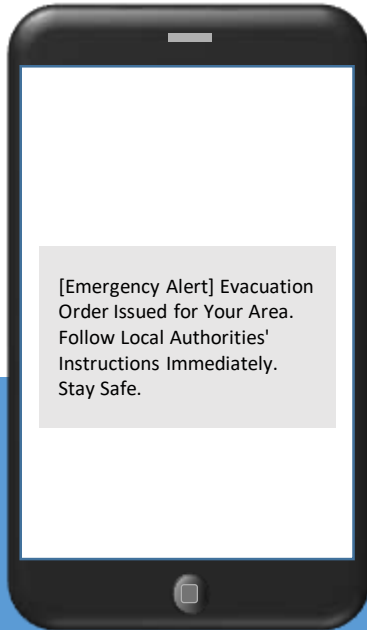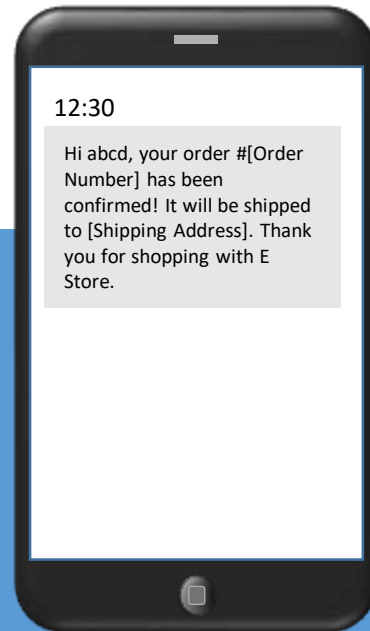
OTP SMS

Secure your access with unique codes: Our transactional SMS delivers authentication codes to your mobile, valid for a brief period, enhancing login and verification security for peace of mind.

RANGE OF PRODUCTS

DYNAMIC SMS

Effortless customization at scale: Our dynamic SMS service sends bulk messages with tailored content for specific recipients.
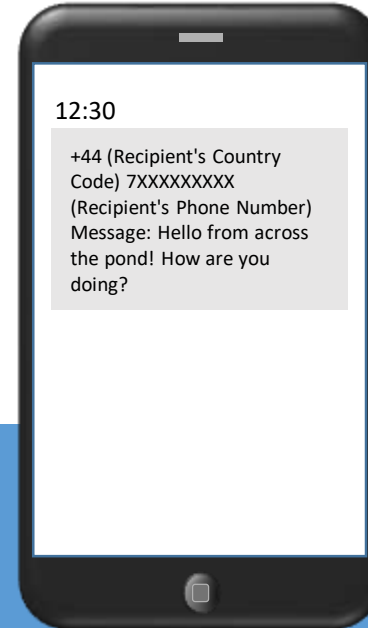
LONG/SHORT CODE HOSTING SMS

Services provided for hosting phone numbers used in SMS communication, particularly for applications like bulk messaging, two-way messaging, and mobile marketing campaigns.

12:30

+44 (Recipient's Country Code) 7XXXXXXXXX (Recipient's Phone Number) Message: Hello from across the pond! How are you doing?

[Emergency Alert] Evacuation Order Issued for Your Area. Follow Local Authorities' Instructions Immediately. Stay Safe.

12:30

Hi abcd, your order #[Order Number] has been confirmed! It will be shipped to [Shipping Address]. Thank you for shopping with E Store.

12:30

AD-1234567891

recipient_phone_number = '+1234567890' # Replace with the actual phone number

AD-123456

Text FASHION to 72404 for the latest trends and offers

FLASH SMS

Urgent messages at your fingertips. These message that appears directly on the recipient's screen without being saved in the inbox.
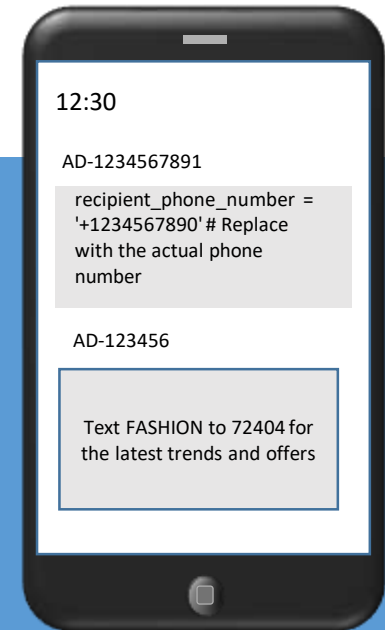
INTERNATIONAL SMS

Connect globally with ease: Our messaging service facilitates seamless communication between users across different countries.

WE ALSO TAILOR CUSTOMIZED PRODUCTS

THANK YOU

Ground Floor, Plot No – 154 A, Block – A, Sector – 63, Noida –201301 Uttar Pradesh, India

www.mishtel.com

0120-4908300
+91-90666-67575

contact@mishtel.com