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SMS broadcast

get the message out

Get the Message Out

Do you have a great promotion for your subscribers? Do you need to tell them of upcoming events? With Mpathix SMS Broadcast, carriers can quickly and affordably send SMS messages to all, a range, or just a few mobile subscribers. SMS Broadcast can be used for service or safety announcements, product announcements, and promotions.

With a simple web interface, administrators can create and send a single message to multiple recipients. Scheduling can be used to control when subscribers receive the broadcasted message, ensuring that time-sensitive announcements are delivered quickly, and within specific timeframes.

Mpathix SMS Broadcast can be used as a standalone product to offload high-volume SMS Broadcast traffic from your current SMSC, or as a value-added feature on the Mpathix SMSC.

Network Operator Benefits

Ease of Use: The Mpathix SMS Broadcast GUI is easy to use, enabling you to get your message out, faster.

Control: Do you want to avoid waking up your subscribers in the middle of the night? Mpathix SMS Broadcast enables you to control when your messages go out.

Quick Communication: Mpathix SMS Broadcast is the fastest way to reach all or most of your subscriber base.

Increase Revenue: Generate additional revenue from advertisements and promotions. Get your message out to a broad range, or a specifically targeted, group of users.

Cost Savings: Use Mpathix SMS Broadcast and stop using existing, expensive SMSC capacity to deliver broadcast messages.

Carrier-Grade Platform: The Mpathx SMSC is built on the MX Platform. Used by 20 million subscribers worldwide, the MX Platform is a proven solution.

New SMS Broadcast Message

:: Main Menu
:: New Broadcast
:: Active Broadcasts
:: Completed Broadcasts

SMS Message Composition

Broadcast Title:
Message Text:

(Part 1)   (Part 2)

Mailbox Selection

Range of Mailboxes ◉   Plaintext File of Mailboxes ○   Subscriber Plan ○   Test Mailbox ○

From: ___ To: ___   _____ Browse...   - Please select a Class of Servi ▾ Mailbox #: ___

Broadcast Schedule

Select Days: Custom ▾   Expire On: _____ 🗓
                                                        Retry Delivery: ☐
Monday   From: -- ▾   To: -- ▾
Tuesday   From: -- ▾   To: -- ▾
Wednesday   From: -- ▾   To: -- ▾
Thursday   From: -- ▾   To: -- ▾
Friday   From: -- ▾   To: -- ▾
Saturday   From: -- ▾   To: -- ▾
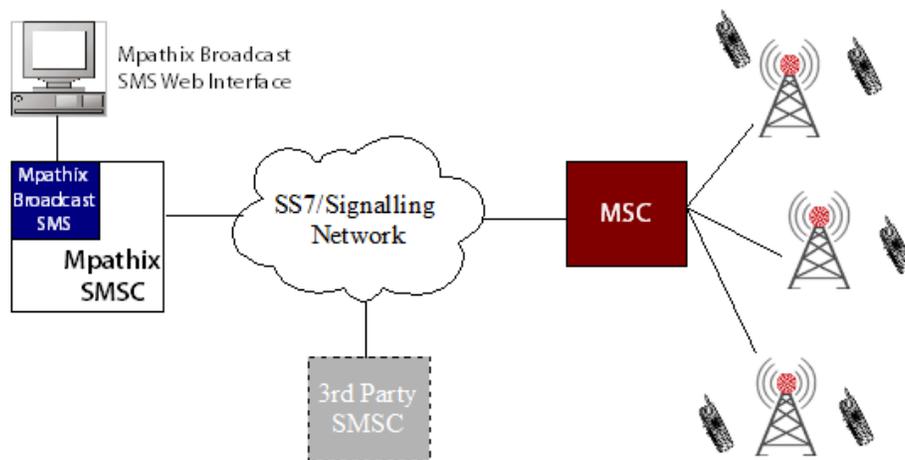Sunday   From: -- ▾   To: -- ▾

[Preview]

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How it Works

Administrators create an SMS for broadcast and schedule it for distribution using the Mpathix SMS Broadcast graphical user interface. The message is sent to each recipient through the carrier's signalling network to the MSC(s) and through the RF network to reach the destination mobiles. If a mobile is off, out of range, busy, or unreachable, the message is stored in the Mpathix Platform for future delivery either through a retry mechanism, or in response to an HLR alert that the destination mobile is available.

The carrier has ultimate control of broadcast messaging:
- Choose a line range or MSISDN, Class of Service, or upload a list of MSISDN, to receive the message
- Schedule messages to be sent out on specific days of the week and during specific periods of time
- Choose whether or not message retry is required
- Set an expiry date (to avoid delivery after a promotion has ended)
- Track your active and completed broadcasts

Technical Specifications

- Standalone or integrated (with Mpathix SMSC) configurations
- Fully redundant system
- Configurable retry schedules:
  - Immediate delivery
  - Future delivery
  - Periodic delivery
- Web interface message creation and scheduling

- SMS Broadcast recipient options:
  - Specific user(s)
  - Class of Service
  - Line range
- SMS Broadcast delivery logs
- Supports industry standards, including
  - SS7 signalling
  - SIGTRAN

About Mpathix

Mpathix is the leading provider of messaging services to telecom carriers aggressively pursuing growth. Our open architecture and standard interfaces provide network operators with the scalability, flexibility, reliability, and value they need to compete effectively. The Mpathix suite of voice and data messaging solutions include Voicemail, Voicemail to MMS, Unified Messaging, Mobile Email, SMSC and Auto Attendant.

From our Toronto, Canada headquarters and US Sales Offices, Mpathix supports 20 million subscribers in customer networks throughout the USA, Canada, Caribbean, Latin America and Asia/Pacific regions.