

equisys

**ZETA**fax<sup>®</sup> for Networks

Point. Click. Fax.

## Zetafax SMS Gateway

An attractive option for companies needing to send and receive text messages from a PC interface at the desktop.

### Benefits

**Allows Zetafax users to send text messages direct to mobile handsets from the desktop**

**Provides an instant, easy and cost-efficient way of using the latest technology to improve communications for your organization**

**Lets you send marketing offers, courtesy messages, confirmations, reminder notices and a variety of other communications to customers**

**Available with a GSM modem included (UK only)**

The Zetafax SMS Gateway is an ideal additional feature to assist you in contacting customers, prospects, subscribers and clients – both quickly and cheaply.

#### Direct communication to your customers

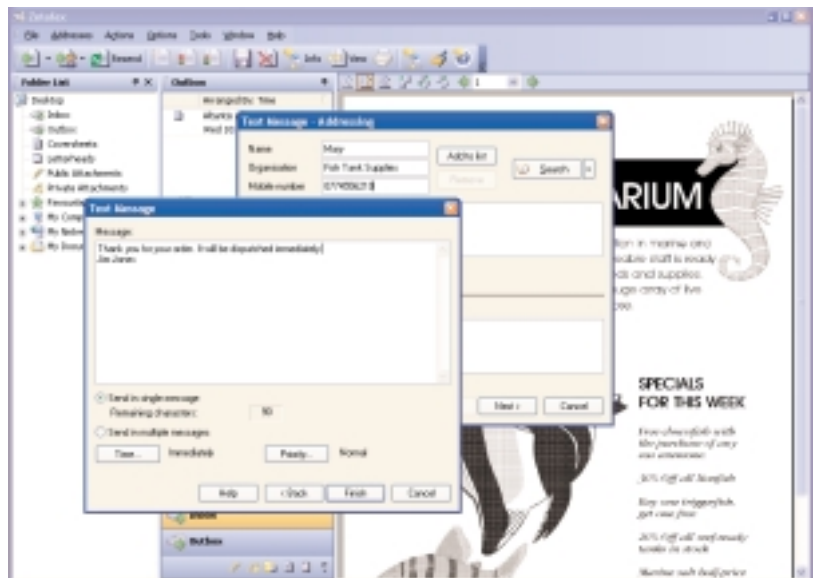
Send text messages directly from the desktop to customers' mobile handsets. You can send reminder text messages to your customers ahead of the expiry of an agreement or alert them to an approaching deadline for a contract or policy renewal.

The Zetafax SMS Gateway lets you send targeted communications to customers either immediately or at future set times planned by you.

#### Ideal for updating your employees

Send text messages to colleagues who are out on the road, allowing you to communicate important information instantly.

For example, if a conference or meeting has to be cancelled, the Zetafax SMS Gateway lets you broadcast instructions on alternative timings and venues to everyone affected.



### Easy and quick to use

Intuitive and simple to use, it takes just seconds to send a text message to an individual or to multiple recipients.

Mobile phone numbers can be added to the address book as required, and then selected singly or in groups when messages are to be sent. Incoming replies are collected in a single inbox for distribution or collation. Inbound routing to multiple inboxes can also be set up if required.

# Equisys is one of the world's leading fax technology innovators.

## The Zetafax SMS Gateway offers the following benefits:

- Allows Zetafax users to send text messages from their desktop PC using the Zetafax Client
- Provides a fast, easy and immediate way of communicating messages
- Scheduled sending facility means SMS messages can be set to send at a predetermined time, to link in with a specific event
- Supports sending of messages to single or multiple recipients
- For easy addressing, provides a link into mobile phone numbers residing in other address books, such as CSV files
- Automatically stores each text message sent, providing an audit trail, along with your faxes, of all communications to your customers
- Requires a GSM modem – available with SMS Gateway as a bundle (UK only)
- Using the optional Zetafax API Toolkit, any application can be fax- and SMS-enabled.

## Other add-ons

Add Zetafax Software Assurance to your purchase, and ensure you receive software upgrades without further charge for the period of 1, 2, 3 or 5 years.

## Next steps

For further information, call Equisys, speak to your reseller or visit [www.equisys.com](http://www.equisys.com).

The Zetafax SMS Gateway extends the functionality of Zetafax, providing an easy and cost-effective way to send text messages to customers and employees.



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Id	Subject
1	Hotel reservations and directions
2	Invitation to our spring conference
3	Batch order
4	Quick Start Guide
5	Reservation details
6	Directions and agenda for business meeting
7	Spring 2003 Conference
8	Spring 2003 Conference
9	Confirmation of booking (Spring 2003)
10	Registration details
11	Please call to confirm your registration
12	Company newsletter
13	Company newsletter
14	Company newsletter
15	Company newsletter

[www.equisys.com](http://www.equisys.com)

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