



SMS Communications Solutions

The UK's first SMS Gateway

## About the KAPOW! SMS Gateway

Established in 1995, KAPOW! was the UK's first SMS gateway. We aim to offer a fast, reliable, cost effective and simple-to-use service with the highest level of customer support.

SMS Text Messaging is a growing medium in today's fast paced world and offers a unique, personal form of communication. Sending SMS has dramatically lowered costs for many companies as well as saving them precious time. We are proud to be helping companies in this way.

Our service boasts a wide range of clients whom use the service for many different reasons. From personal messaging, to sending appointment reminders, news of events, alerts, promotions and other important information. Companies from all sectors are sure to benefit from using SMS in some way, and Private users will find that cheaper prices of SMS are found on the Internet.

We offer an ultra reliable, high speed service. We use and constantly monitor a number of different SMSC's to ensure that messages are always sent using the most effective route. Messages are primarily routed directly in to the UK networks providing us with an average delivery time of under 5 seconds! Free Delivery reports are also a standard feature for all messages.

Although KAPOW! is a UK based service we have great connectivity to over 500 Networks in 250+ Countries/Territories worldwide. Our simple pricing structure means that all messages cost one credit regardless of destination and there are no extra charges for sending abroad. We are happy to offer free credits so that the service can be tested for specific destinations / networks.

Messages can be sent by HTTP, email, CSV batch upload or by using the easy to manage Address Book and Groups Feature on our website. Kapow! is easily integrated in to most systems and is supported by a wide range of software. Each customer is given a dedicated Account Manager whom is happy to answer any queries and our highly qualified Technical staff are able to offer ad hoc programming and consultancy should you require (there may be a charge for some services).

Other services we provide include Incoming SMS which enables Text Messages to be sent to you via email or HTTP. Kapow! Also offer Mobile Terminated Premium rate SMS at price bands from **20p** to **£5** with competitive Out-Payment rates. This is a type of two way SMS which makes use of a five digit shortcode, which allows you to charge users upon receipt of a message. Premium SMS is a popular method of generating revenue, mobile users pay for content such as entry to competitions, information, ringtones and logos. Content can be sent via WAP Push. Unlike many Companies we do not restrict you to a 12 Month Contract Period.

We do not allow unsolicited messages to be sent through any of our services and Premium services must comply with ICSTIS rules and regulations [www.icstis.org.uk](http://www.icstis.org.uk).



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### **What are the benefits of SMS for YOUR company?**

- Reach customers and staff directly in a uniquely personal and affordable manner
- Efficient use of time for staff and resources
- Communicate with customers in an inventive and rapidly growing way to provide better customer information and services
- Powerful marketing tool with proven results

### **What can Kapow! SMS Gateway offer YOU?**

- Send SMS  
Text messages can be sent easily from your PC via email, HTTP, batch upload and through our simple webform
- Incoming SMS  
You can receive SMS on your PC as an email or via HTTP which is tailored to suit your needs
- Premium SMS/Reverse Billed  
Run services, events or competitions which make revenue for your organisation
- Consultancy  
Your dedicated Account manager is happy to discuss your requirements
- Programming/bespoke Solutions  
We can offer your company experienced Technical advice on a wide range of projects

### **Why choose Kapow!?**

- We were the first SMS gateway in the UK and have been running for over 10 years
- Ultra reliable service with many back up routes in place
- Messages are sent directly through the UK networks
- The average delivery time of messages is under 5 seconds
- Over 99.8% of messages are delivered within 30 seconds
- No advertising tags added to your SMS
- Competitive prices
- Delivery reports
- Great customer support (includes extended office hours, average email response time of 2 hours, 24 hour phone line)



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## Testimonials

"The Acceleron Group of Companies uses SMS messaging as a primary way of communicating with our database of over 3 thousand personnel, this was only achievable by using a professional, reliable, flexible and cost effective SMS provider - In our experience Kapow has shown to excel in all of these areas. Well done Kapow!"

*David Roarty, Head of IT, Acceleron Group*

"Kapow's email to sms service fulfils VolvoIT's desire to have a fast cheap and reliable solution for email to sms with very low administrative overhead.....The fact that kapow are still improving and developing the service is testament to their desire to drive their customer satisfaction into the stratosphere."

*Nigel Frost, Volvo IT*

"Kapow has been hugely instrumental in helping us get the airText service on its feet. As airText is a publicly-funded project, reliability and value are important so we wanted to know that the messages would be delivered quickly and efficiently. Kapow's Web site is logical and easy to use and we have been impressed by Kapow's flexibility and the speed with which it has responded to our needs."

*Stephen Potter, Specialist Pollution Team Manager, Croydon Council*

"Using text messages to update our clients with information they require offers us a definite market advantage. We looked at several companies before deciding to use Kapow - and we've never regretted our decision. We've found the level of support and up-time offered by Kapow! to be absolutely superb - as well as very good value for money. We wouldn't hesitate to recommend them to anyone."

*Easier2move, Online Conveyancing*