Information Guide:
Receiving SMS

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Kapow SMS Gateway

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Head Office
Kapow
Cygnet Internet Services Ltd
45 Carnaby Street
London
W1F 9PP

t - 020 71 835 835
f - 020 71 836 836
e - info@kapow.co.uk

Sales
US Sales (Manhattan, NY): +1 212 913 0553

Receiving SMS

We provide a range of services that enable mobile users to send **incoming SMS** messages to your organisation which are forwarded via email or HTTP. Incoming SMS can easily be integrated into your current service or application. Our incoming services are priced competitively, are easy to arrange, and we aim to provide shorter contract periods than our competitors, adding to your service flexibility.

Below is an overview of all of the Incoming SMS services we provide. For more information please contact your Account Manager, call us on 02071 835 835, or email info@kapow.co.uk.

Shortcodes

Generally 5 digits long and capable of receiving a high volume of messages at any time. Most commonly associated with TV voting, competitions and content downloads. Shortcodes are easy to remember and can be used to charge the mobile user with Premium SMS. Shortcodes are Country specific and can be reached only by mobile users whose network has set-up access for the number (e.g. only those on Irish networks and can text an Irish Shortcode). We provide Shortcode services for various destinations.

FreeTEXT Shortcodes

This is a fairly new service useful to a range of organisations. Existing uses inlcude Charities dealing with the young and vulnerable, marketing, and other scenarios where cost to the end user could be off-puting. With this option the mobile user can text your Shortcode absolutely free and the Shortcode owner (you) is billed per incoming message.

Virtual Long Number - UK

(Also known as MSISDN). These look the same as a standard 11 digit UK mobile number and have a high through-put capacity. Virtual Long Numbers have the advantage of being accessible to mobile users internationally. Mobile users texting the number will pay their standard rate to a UK mobile.

Virtual Long Number – Various Countries

This type of number is the same as above but the actual number is taken up with one of the local networks and so has the Country's prefix (e.g. +34 for Spain). Standard message fees apply when mobile users text the number, so those local to the number wont pay more than their usual text rate. Numbers are still accessible worldwide. Rates and availability vary, please contact your Account Manager for details or email info@kapow.co.uk.

SIM Hosting – Various Countries

If you require an incoming number for a specific Country or region this service may suit you as there is often more availability with this option, and in some cases the costs are lower. With this service you take up a SIM with one of the local networks (we recommend taking up a contract to avoid top-up issues) and we port the SIM and number on to our robust platform. This provides a high through-put service and is highly reliable.

Message Forwarding

Incoming SMS is tailored to your requirements. You choose how to receive incoming messages.

HTTP allows you to specify a script where we will make a POST request with the SMS data. Receiving SMS in this way allows you to use message data in your database and create automated responses.

Email gives you the ability to receive messages straight to your inbox (or application). You can specify that the mobile number should appear as the email sender (e.g. 07771234567@kapow.co.uk), enabling you to reply directly to the email and an SMS be sent to the mobile user (this uses our normal email-2-SMS service).

Bespoke programming is available at low rates. We can develop a web portal for you to view your messages or provide your message data according to your specific requirements.

Auto Reply SMS can be set-up if you wish to respond to your incoming messages with a template text message. We can arrange this free of charge and the outbound messages will be deducted from your Kapow credit balance in the normal way. This is ideal when you want to confirm receipt of an inbound message to the mobile user. If you are running a competition we can arrange the auto response to be a Premium SMS.

Costs

Shared Number

Shared numbers are readily configured and are used by a number of Kapow clients. This means that costs are reduced dramatically. You are required to choose a keyword, which could be your Company, service, or project name. The keyword (followed by a space) must be sent at the start of all incoming messages. This is often a good choice for competition entries. Not all types of number are available on a shared basis.

Dedicated Number

This is a number unique to your organisation. We pass on all messages that are sent to the number. This enables you to create and control keywords at your end, if you wish. This is often the best solution when incoming message are critical or there is a wide margin for error on the mobile users part.

Incoming Services have a set up and monthly cost. There are no additional 'per message' fees (unless indicated).

Dedicated Shortcode (UK)

Set-up £500
Monthly £750
Minimum Term – 8 Months
Lead Time – 4 to 8 Weeks

Keyword on a Shared Shortcode (UK)

Set-up £50
Monthly £50
Minimum Term – 1 Month
Lead Time – 1 Week

Dedicated FreeTXT Shortcode

Set-up £1,000
Monthly £1,000
Cost per incoming SMS £0.07p
Minimum Term – 12 Months
Lead Time – 8 weeks

Dedicated Virtual Long Number (UK)

Set-up £50
Monthly £50
Minimum Term – 1 Month
Lead Time – 1 Week

Keyword on Shared Virtual Long Number (UK)

Set-up £25
Monthly £10
Minimum Term – 1 Months
Lead Time – 1 Week

Prices exclude VAT, currently 20%.

Please contact us for information on Country specific Shortcodes, Virtual Numbers and SIM hosting.

Payment

Incoming services must be paid in advance via cheque, card or BACS. You can choose to pay monthly, quarterly, bi-annually or annually. We may need to store your card details on file for regular payments.

Next Step

-To set up an incoming SMS service you will need a Kapow account (you can register here).
-If you are not sure what service best fits your needs our dedicated Account Managers will be happy to advise you.
-Account Managers will also be happy to provide order forms, number and keyword availability.

If you don't yet have an Account Manager please contact us on 02071 835 835 or email info@kapow.co.uk.