



# Information Guide:

## About Kapow! SMS Gateway

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## Kapow SMS Gateway

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## About Kapow

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, uptime and quality of service.

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

Our service boasts a wide range of clients who 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 our SMS services, and private users will also find themselves saving money with Kapow.

We offer an ultra reliable, fast, and highly available secure SMS service. We use and constantly monitor a number of different SMSCs (Short Message Service Centres) to ensure that messages are always sent using the most effective route. Messages are primarily routed directly into UK networks providing us with an average delivery time of 3.14 seconds! Free delivery reports are also a standard feature for all messages sent through our gateway allowing you to check the status of your SMS messages.

Although Kapow is a UK based company, we are fully international and have 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 SMS abroad. We are happy to offer free test credits for new users, so that you can familiarise yourself with the service and depending on your needs, test drive the many features outlined in our Kapow User Guides.



Messages can be sent via HTTP/S, email, CSV batch upload or by using the easy to manage *Address Book* and *Groups Features* on our website. Kapow is easily integrated into most systems and is supported by a wide range of software. Each customer is given a dedicated Account Manager who is happy to answer any queries and our highly qualified Technical Staff are able to offer bespoke programming and consultancy should you require (there is usually a small charge for bespoke services, please ask for a no obligation free quote).

Other services we provide include incoming SMS, which enables Text Messages to be sent to you or your systems via email or HTTP. Kapow also offer *Mobile Terminated* Premium rate SMS at price-points ranging 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 and allows you to charge users upon receipt of a message. Premium SMS is a popular method of generating revenue, where mobile users pay for content such as entry to competitions, information, ringtones and images. Content can be sent via WAP Push. Unlike many Companies we do not restrict you to a 12 Month Contract Period.

**Note:**

We do not allow unsolicited messages to be sent through any of our standard or Premium rate services.

All SMS messages must comply with PhonepayPlus rules and regulations as at: [www.phonepayplus.org.uk](http://www.phonepayplus.org.uk). Non-UK services must adhere to local regulations.

## Why use SMS?

- SMS saves cost's when compared to traditional communication methods such as mail and telephone.
- Contact on demand – any time, in a manner unique, personal and affordable where you can target customers and/or reach staff/friends directly at your point of need.
- Peace of mind and reliability with the ability to check the status of your SMS messages.
- Efficient use of time for staff and resources.
- Communicate with customers in an inventive, established and recognised way to provide better customer support, information and services.
- SMS is a powerful user friendly marketing tool with proven results.
- Full Technical Support.
- A high quality personalised SMS gateway service without any TCO (Total Cost of Ownership).
- Data security and integrity, our servers are housed in ultra secure data centres.

## What can Kapow offer YOU?

- Free Account.
- No Set-up Costs, Running Costs or Monthly Minimums for sending SMS.
- An easy to use, flexible service.
- The ability to send low cost SMS reliably to the UK and worldwide.
- A dedicated Account Manager happy to discuss your requirements and queries.
- Programming/bespoke Solutions.
- Technical advice on a wide range of projects from experienced support staff.
- Text messages can be sent easily from your PC via email, HTTP, batch upload and through our simple to use Web Form.
- Incoming SMS.
- You can receive SMS on your PC as an email or via HTTP – tailored to suit your needs.
- Premium SMS/Reverse Billed SMS.

- Generate revenue for your organisation, run services, events or competitions.
- In house consultancy.

## Why choose Kapow?

- We were the first SMS gateway in the UK and have been running for over 26 years.
- Our easy to use and ultra reliable service has many back up routes in place.
- Messages are sent directly through UK networks.
- Average message delivery time of just 3.14 seconds.
- Over 99.5% of messages are delivered within 30 seconds.
- Competitive pricing.
- Delivery reports.
- Great customer support (includes extended office hours, average email response time of 2 hours, 24 hour phone line).

## Testimonials

"Kapow's email2SMS 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.**

"Since 2003 we've trusted Kapow to carry the SMS traffic for ourselves and our clients. Having integrated it into our applications (both in house and for clients), we've never had a single problem in all of these years. In two words: "It works." These guys really do what they say on the tin....and there's nothing more you can ask, which means we'll be Kapowing for many years to come!"

**Triston Russell, Amherst Consultants LLP, August 2011**

"The Acceleron Group of Companies uses SMS messaging as a primary way of communicating with our database of over three 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**

"Just about all our customers have mobile phones and all our sales people do so SMS as a broadcast or individual communication managed seamlessly through Kapow's gateway immediately struck us an extremely effective business tool."

**Richard Whitbread, Seiko UK**