



**LinQ2**  
Secure Messaging Gateway

**Direct Communication**  
to your customers



**INNOVATIVE  
SOLUTIONS**

# LinQ2 Secure Messaging Gateway

**LinQ2** is a robust **SMS/MMS** based messaging gateway application which provides mobile secure notification features to your intranet, extranet or Internet solutions. It can be used to extend your business to mobile environment and to provide new mobile services to your customers, partners, and employees.

LinQ2 acts as middleware between the SMS/MMS enabled applications and the operator SMS center (SMSC). LINQ2 supports four types of notifications and they are SMS, MMS, Fax and Email



## A Wide Range of Use Cases

### Premium SMS



LinQ2 Mobile Messaging Gateway supports premium SMS, a mobile payment solution, to sell products and services via short codes. For example, users can SMS a few words to a pre-defined short code to purchase items such as ringtones, wallpaper and games. Pull SMS feature can help the recipient to send messages on their short code for any kind of status and feedback

### Paper Replacement



LinQ2 Mobile Messaging Gateway provides a superior paper replacement solution ensuring that messages are delivered to the right people, at the right time. The solution authenticates users, tracks responses and records messages for audit in order to ensure a degree of security that helps companies meet regulatory compliance.

### Email to SMS (Using Pop3 Interface with Email Server )



This interface allows monitoring the inbox of a predefined/configured email id to retrieve all emails that have been sent by Customers/Employees, and then send them as SMS messages.

### Customer Communication



The gateway can be utilized by enterprises to maintain strong customer relationships, improve service delivery and enhance client satisfaction. For instance, banks have implemented mobile messaging alerts whereby real-time SMS are sent to customers for all transactions made by them as well as ATM withdrawal and credit card charges above pre-defined thresholds

### IT System Alerts



Administrators of any organization have a critical mission to ensure that their systems are available 24 hours a day, 7 days a week. Therefore, administrators need to be notified immediately when there is an outage or other problem. Although emails are helpful, there are times

## LINQ2 is a Real Business Messaging Solution

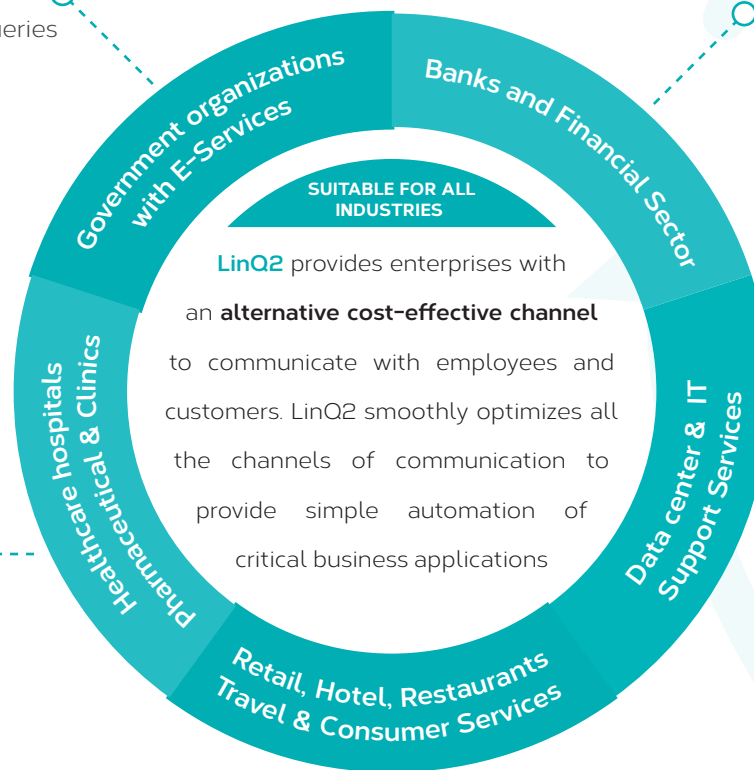
- SMS alerts and awareness campaign for the public
- SMS based reminders and appointments
- Secure access to internal websites and portals with SMS based OTP
- SMS based statuses on public queries

- SMS based OTP for accessing online banking
- Reminders , campaign and transaction reports
- Alerts and status on inquiries

- SMS to patients on appointment reminders
- SMS to doctors and nurses on important messages
- SMS for emergency message deployment
- Health awareness by SMS campaign

- SMS alert to the administrator on new query or issue
- SMS can provide data tracking for each support call and incidence
- SMS notification from technical support
- Two way SMS communication on technical support

- SMS based reservations
- SMS Marketing and promotion campaigning
- 2 Way communication for quizzes , promotion and contest
- SMS alert on job dispatch for support or maintenance



## LINQ2 Features and Benefits



### Web based Configuration

The configuration system is available as a web based user dashboard



### Language Supports

it also supports Non-ASCII languages like Arabic and Chinese



### Multi User delivery

Text messages are delivered almost instantaneously and can be configured to be delivered to multiple users



### Two way communication

Supports sending and receiving SMS/MMS using push and pull features of the gatewayplatforms)



### Delivery Channels

Send or retrieve from various channels including File transfer, Message Queues and E-Mails, Database, Http, TCP, Web Service



### API Technologies

Integrate with any core business systems via HTTP, Secure Sockets, RMI, SOAP/XML or Direct API call



### Tracing and Report

Receipt confirmation is supported and stored for tracing reports



### User Groups

Pre-defined user groups for SMS/MMS



### Scheduled Notifications

Provide scheduled automatic notification based on time and date

## LINQ2 Features and Benefits



### Flexible Integration

Hassle-free 2-way Integration with website, ERP, CRM and any kind of Application



### High Availability Option

Supports high availability option with simultaneous dual server performance



### Types of Notifications

Supports Email , SMS , MMS and Fax



### On-premise Secure Solution

Easily deployable on any operating system and server



### SMS Providers

Supports multiple SMS providers. In the same time with (load balance and failover mechanism), Auto route feature (To allow message to go through a specific provider according to its mobile prefix number.)



### Secure Controlled Environment

Available with on premise solution with organization's secure and controlled environment API call



### Support all VPN

Work under secure organization's VPN (Supports all VPN)



### Secure Protocols

Support GSM / HTTPS / SMPP protocols for more secure communication



### 2 Factor Authentication

It can easily integrate with 2 factor authentication



### Secure Dashboard

SSL enabled user application dashboard available for any gateway configuration

## Example of Usage



Enable communication between office based and mobile workers



Send textual and/or visual instructions to mobile workers



Inform the organization employees about important events and matters instantly



Receive instant responses from employees



Send automatic notification about events



Reminders to employees about meetings, updates, changes and more



Get questions and notices of defects from customers



Send news, advertisements to customers & Promotions and publications



Notification of changes in orders to customer



Answering of customer requests through SMS



Remind customers of bill payments



Notifying of price changes to customers by SMS




**LinQ2**  
Secure Messaging Gateway



Your  
Business.  
Secured!


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