PHARMA SMS APPLICATION

Pharama SMS is a web based application specially designed for PMT / Market Support department of pharmaceutical companies to send SMS in large numbers.
SALIENT FEATURES:

(1) Web based interface (Intranet site accessed by Internet Explorer or FireFox Browser)

(2) Ability to send bulk SMS in thousands.

(3) Ability to send bulk Email form the same interface.

(4) SMS is routed through Internet SMS gateway. You do not need any mobile phone or data cable to connect to computer. Simple connection to Internet is needed. It works through proxy servers and corporate firewalls. Network security is not compromised.

(5) Pre-configured ready to use databases to store records of doctors, field force, stockist, and personal contacts. There is no size limit: thousands of records can be stored in it.

(6) Data set to send SMS / Email are generated dynamically from search query from locally accessible corporate data. This feature is different from facilities to create contact groups provided on common SMS sending web site like Yahoo or Rediff. For example you can create dynamic query like " Send SMS to doctors From Gujarat State, who are Super Core and who are Diabetologist." only doctors meeting this query criteria will be send SMS.

Another Example : Send SMS Alert to field officers of Delhi head quarter who are not on target. Very easy way of creating query. Any body can use it, no special knowledge of computer software or SQL programming required. Data is stored securely on your own local corporate LAN not on public servers.
(7) Bullk SMS dispatch can be time scheduled, SMS will be dispatched at pre-set specific time. For example you can configure SMS batch job to be dispatched at 11:00am on 18-03-2007

(8) Very easy web based administration module: You can create user groups assign different level of access privileges. You can create

difference user in each user group.

(9) There is built-in accounting and audit of bulk SMS usage. You can allocate available SMS numbers to various groups and users can send SMS from the balance allocated to their group by the administrator. This will prevent the abuse of mass SMS feature.

TAKE ONLINE DEMO FREE OF COST
http://vrunda.dyndns.org/pharmasms/index.jsp (or try this)
username: smsdemo
password: smartsms

HTTP SMS is far superior technology than firing SMS from connected mobile phone / GSM Modem via USB cable / Bluetooth.
The maximum throughput that can be achieved by connected phone / GSM modem is maximum 12 SMS per minute while, HTTP SMS Gateway can provide throughput of 4000 SMS per minute.
With connected phone there is always problem of mobile phone heating and hanging on high throughput , while these problems are not there with SMS gateway.
With connected mobile phone / GSM modem your SIM is metered which is costly for national SMS in the long run, while here there is low fix cost of HTTP SMS (33p) for national SMS.

For further details please contact

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