



SAND SMS server is a powerful system that manages sending & receiving SMS through SMPP (Short Message Peer to Peer) protocol. The SMPP is an open industry standard protocol designed to provide a flexible data communication interface for transfer of short message data between SMSC (Short Message Service Centre) and enterprise business applications. Usually mobile operators provide SMPP connections for higher volumes of SMS traffic.

The SMS server facilitates sending and receiving short messages in addition to handling delivery reports in a secure, robust and reliable fashion. This two-way text messaging solution enables developers to add SMS functionality to their applications by acting as a gateway for the GSM network using SMPP integration with SMSC servers. The connection to the SMSC can be done over the internet or other private TCP/IP network.

**System Features:**

- Reliable Communicating with SMSC using SMPP protocol (send & receive SMS plus handle delivery reports).
- Flexible integration via Database or files (text/excel).
- User friendly Management Tool (save contact list, save events, adjust send time & number of retries).
- Java API integration.
- Language support (Arabic/English).
- Unlimited message size (dividable to multiple messages).
- Powerful Reporting Engine (send time, message status, delivery time, from-to-message text, report number of retries & number of messages).
- Implements push technology which allows sending messages to a large numbers of subscribers.
- Supports pull technology to allow subscribers to get services they request over the GSM network via SMS.

**Key benefits:**

- High through-put.**
- Easy integration within GSM networks.**
- Carrier-grade reliability.**
- Cost effectiveness.**
- Increased productivity.**
- Scalability.**

