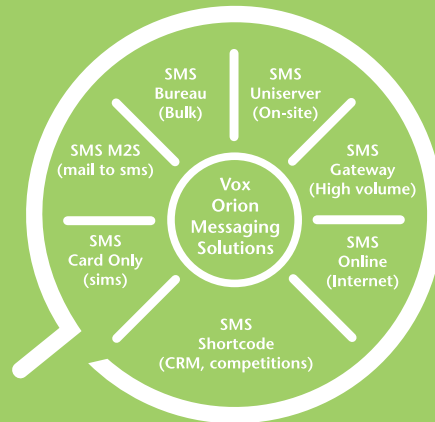


Vox Orion Messaging Solutions



Vox Orion has evolved from a 1st tier GSM Service Provider, which pioneered Least Cost Routing within the South African corporate market, into a provider of comprehensive telecommunications solutions which include Voice, Data, PBX, TMS, Fax and Messaging. Vox Orion delivers customised solutions through a variety of quality assured technologies and provides a suite of ICT services to support your organisation's objectives.

Vox Orion, as part of the JSE-listed BEE empowered Vox Telecom Limited Company, is one of the country's largest network operators and is strategically positioned to leverage future opportunities within a constantly deregulating telecommunications environment.

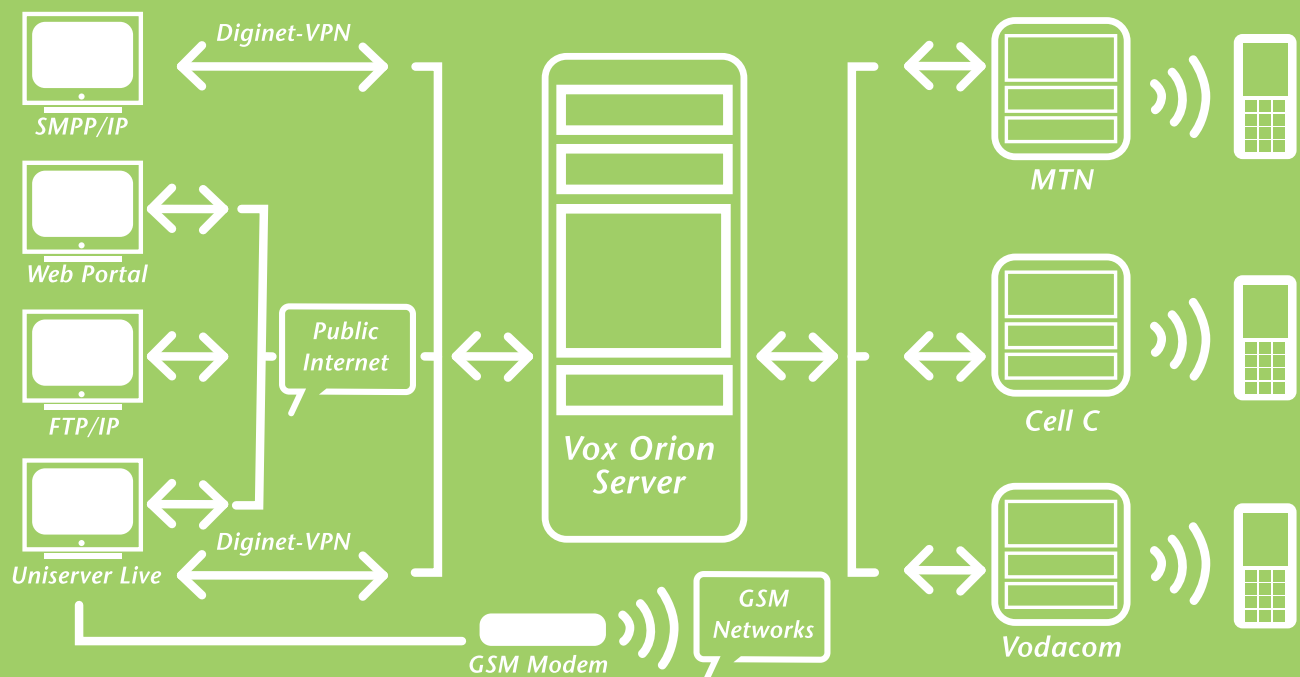
Overview

Vox Orion has a solution for practically every business requirement and it is common for its customers to have more than one messaging product at a time. Vox Orion will advise on the right product for the particular application in order for the customers to maximise the potential that messaging can bring to business.

Typical applications

- Sales & Marketing (promotions, competitions, launches, invitations)
- Customer Services (CRM, call centres) Finance and Credit (debt collection, reminders, share prices)
- HR (invitations, appointments, recurring reminders)
- IT (monitoring alerts, recurring messages)

Messaging Solutions general architecture



Typical applications

Feature	SMS UNISERVER	SMS BUREAU	SMS ONLINE	SMS SHORTCODE
Location of Server	On customer site or hosted at ISP	Vox Orion	Hosted at ISP	Hosted at ISP
General Description	Full service customer-owned SMS server with all interfaces built in	Bulk Service (Orion Bureau)	Web-based SMS server that can link to ShortCode service.	Short Code Service with link to SMS OnLine for bulk sends to database.
SMS Delivery	Modems (up to 16) or Binds to central Gateway and then to all 3 networks	Modems	Binds to networks	Binds to networks
Volumes	Up to 24 000 per hour, per server	Up to 120 000 per hour	Up to 30 000 per hour	Up to 30 000 per hour
SMS Scheduling	Yes	Yes	Yes	N/A
Message Types	Single SMS Bulk SMS	Bulk SMS	Single SMS Bulk SMS	Short Code Campaigns
Address Books	Public and Private	N/A	Private	N/A
Web Interface	Yes, for all user types. Primary method of interface, either on own LAN or across VPN or Internet.	Yes, via Vox Orion website to upload files only.	Yes, via internet.	Yes, for reports only.
Email Interface	Yes, using POP3 and SMTP for sending automated single SMSs	Yes, for sending bulk files to Orion Bureau.	No	No
XML Interface	Yes for automated applications	No	No	No
FTP Interface	Yes for Excel and CSV files	No	No	No
SMPP Interface	No	No	No	No
MQ Interface	Yes	No	No	N/A
Blacklisting	Yes. Numbers and Words	No	No	No
Report Types	Full Reports - own dB	End of Broadcast	Full Report via web	Full Report via web
Report Scheduling	Yes. Automatic.	Yes, manual.	No	No
Short Codes	No	No	No	Yes
Inbound Campaigns	No	No	N/A	Yes

Note: SMS Gateway, SMS M2S and SMS Card Only not shown on this table, but are also available.

Regulatory environment

Vox Orion is a member of WASPA (Wireless Application Service Provider's Association), which governs the use of and promotes the ethical and responsible use of SMS communications in the South African market. Accordingly, Vox Orion advises its customers on aspects of their SMS campaigns and applications to ensure compliance with both the law and the WASPA code of conduct.

On-site sms solutions

Vox Orion's SMS Uniserver product forms the bulk of its business solutions as the server is located at the client and all staff and departments in the organisation via the different human and automated interfaces can use it. It allows both single and bulk SMSs to be sent, processing replies and delivering reports. For companies wanting to charge other departments internally, it has full departmental costing and priority setting functions too. All reports are delivered in Microsoft Excel format for ease of use.

Hosted sms solutions

Vox Orion offers various hosted solutions, which include the SMS Gateway, SMS M2S, SMS OnLine, and SMS ShortCode products. Each of these is specifically designed for its own applications and Vox Orion will advise which combination to use for the full business solution.

SMS Gateway is used where very large volumes are required via direct binds to the networks. SMS M2S is required where the client merely wishes to send and receive SMSs via conventional email on the desktop (e.g. Outlook). SMS OnLine is used where the client requires a web interface but does not want to own the server.

Premium rated solutions

SMS ShortCode offers Standard Rate and Premium Rate SMSs from R0, 86 to R30 per SMS. The two primary applications are CRM and Competition.

Using low value SMSs, callers send an SMS into the call centre, which then replies with a phone call to save the caller the cost of the call.

Premium Rated SMSs from R1 upwards are used for typical consumer competitions that need no introduction.

Why Vox Orion Messaging Solutions?

Vox Orion has spent seven years and invested millions of Rands in developing and perfecting its technologies and solutions. Continual research and development has put the company at the forefront of the industry and customers can expect the best customer service combined with the best technical solutions for their businesses.