

EasySMS Office Overview

The EasySMS Office hardware and software has been developed completely by Dev Squared Designs. We have gained ICASA approvals on the landline SMS Modem hardware.

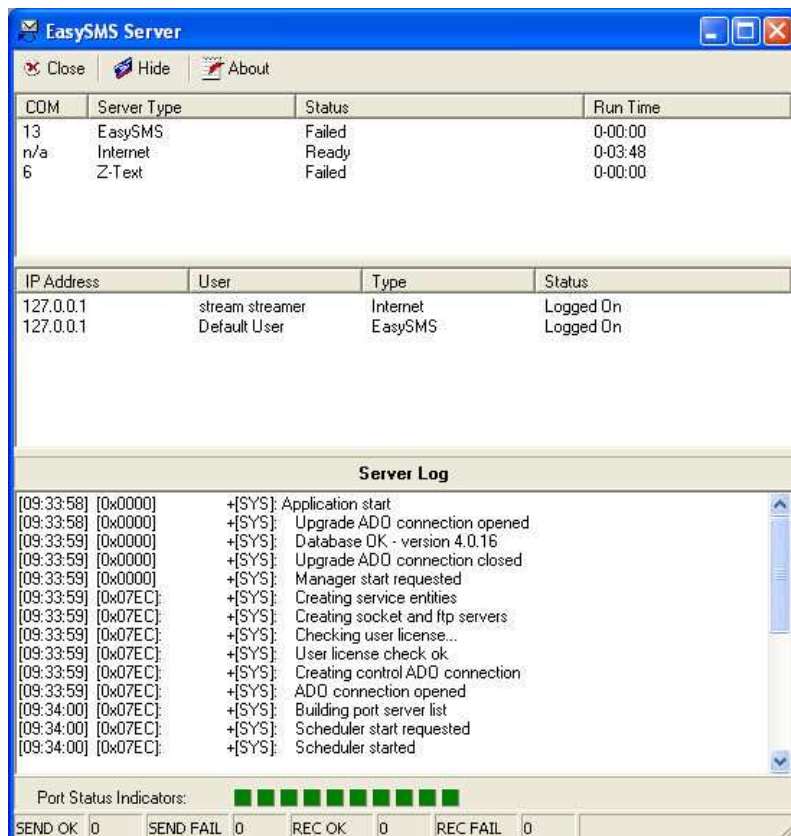
The product is targeted primarily at the small to medium business sector, as well as to the home user, and facilitates communications (using sms and email) and Customer Relationship Management.

The system was initially developed to send and receive sms's over a normal telephone line in conjunction with the SMSC service provided by Telkom. This has the great advantage of providing 10 sms mailboxes per line, allowing a multi-user sms'ing system utilizing one telephone line. Subsequently, we have enhanced our sms server to be able to service sms's via landline, gsm modem and directly over the internet. All methods provide for both sending and receiving of sms's.

The software has been developed as a multi-user system, with the EasySMS Office Server being deployed on any appropriate PC. The EasySMS Office Server can then be configured with the required services (ie: 2 landline modems, 4 internet accounts and 1 gsm modem) .

The EasySMS Office clients can then be installed on the required networked PC's. There is no effective limit on the number of users that can be deployed, this being limited by the number of mailbox's associated with the sms services configured in the EasySMS Office Server.

EasySMS Office Server



The screenshot shows the EasySMS Server application window. It contains several sections:

COM	Server Type	Status	Run Time
13	EasySMS	Failed	0-00:00
n/a	Internet	Ready	0-03:48
6	Z-Text	Failed	0-00:00

IP Address	User	Type	Status
127.0.0.1	stream streamer	Internet	Logged On
127.0.0.1	Default User	EasySMS	Logged On

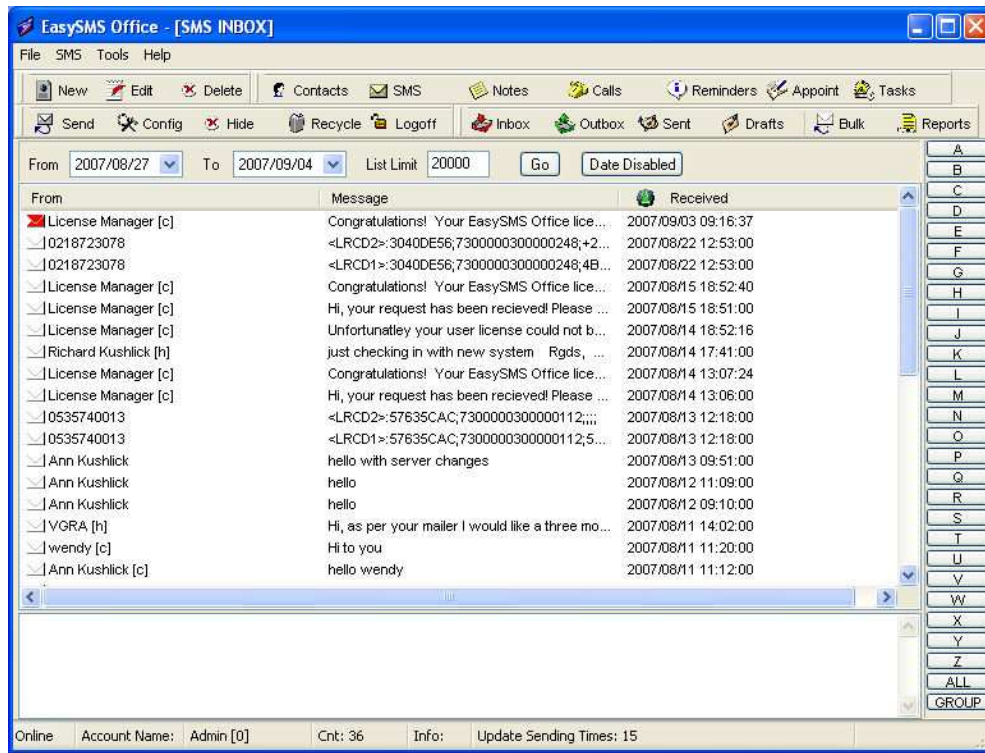
Server Log

```
[09:33:58] [0x0000] +[SYS]: Application start
[09:33:58] [0x0000] +[SYS]: Upgrade ADD connection opened
[09:33:59] [0x0000] +[SYS]: Database OK - version 4.0.16
[09:33:59] [0x0000] +[SYS]: Upgrade ADD connection closed
[09:33:59] [0x0000] +[SYS]: Manager start requested
[09:33:59] [0x07EC] +[SYS]: Creating service entities
[09:33:59] [0x07EC] +[SYS]: Creating socket and ftp servers
[09:33:59] [0x07EC] +[SYS]: Checking user license...
[09:33:59] [0x07EC] +[SYS]: User license check ok
[09:33:59] [0x07EC] +[SYS]: Creating control ADD connection
[09:33:59] [0x07EC] +[SYS]: ADD connection opened
[09:34:00] [0x07EC] +[SYS]: Building port server list
[09:34:00] [0x07EC] +[SYS]: Scheduler start requested
[09:34:00] [0x07EC] +[SYS]: Scheduler started
```

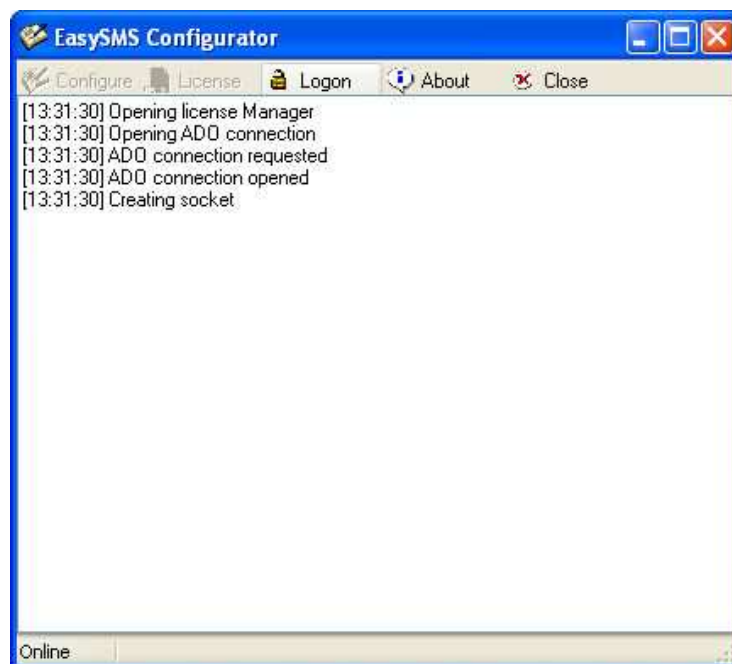
Port Status Indicators: [Green] [Green] [Green] [Green] [Green] [Green] [Green] [Green]

SEND OK 0 SEND FAIL 0 REC OK 0 REC FAIL 0

EasySMS Office Client



EasySMS Office Configurator



Functional overview

The EasySMS Office is an easy to use, feature rich application. Some of the functions that it provides are summarised below:

- **Full contact management**
 - Contacts can be imported/exported between Microsoft Outlook / Express / Text File
 - Contacts can be organised into distribution lists.
 - Contacts can be shared between users or private.
 - Contact / Client history with document linking
 - Automatic birthday sms's can be configured for contacts
 - Contact sharing
 - Database synchronisation. Auto-import via .csv for contacts, sms and payment reminders
 - Customisable contacts database
- **Comprehensive sms features**
 - Send and Receive sms's
 - Message templates for frequently used text.
 - Bulk scheduled sms's with powerful contact filtering and personalised text
 - Personalised sms's
- **Telephone line features**
 - Incoming call logging
 - Contact Auto-dialer with outgoing call logging
 - Caller Identification with name and customer history display
 - Missed Call sms/email auto-responder (sms personalised if possible)
- **Email features**
 - email to sms
 - Sms to email
 - Linked to Microsoft Outlook for integrated email / contact management
- **Reminder features**
 - Scheduled internal reminders
 - Scheduled sms reminders (once off, daily, weekly or monthly)
 - Appointment sms reminders (personalised with name and appointment info). SMS's sent on appointment create and cancel
 - Scheduled overdue invoice sms reminders (personalised with name and invoice info). Sms's sent at selected rate as well as payment make.
- **Appointment Manager**
 - Integrated appointment manager for consultants (Dr's, vets etc)
 - Multiple consultants
 - Automatic sms's on appointment creation and cancellation
- **Payment Reminders**
 - Scheduled delivery rates
 - SMS payment reminder contains invoice information. Can be linked to custom fields in contacts database.
 - Payment confirmation sms
- **Customer History**
 - Keeps track of customer interaction
 - Hotlinks to actual sms, call, appointment, reminder, file (etc) items
- **Issue Management**
 - Multiple Task & Project management from EasySMS Office Manager. Tasks defined as state machines with transitions on the EasySMS Office Manager.
 - Centralised issue generation and user allocation and re-assignment
 - Automatic issue sms generation, issue reminders
 - Centralised analysis of project / issue data with graphing
 - Document linking to issues / issue transitions
 - Issue scheduling with integrated start reminders & rescheduling via sms and internal reminders
- **Centralised File Manager**
 - Files or documents linked to issues are automatically copied & stored on the EasySMS Office Server PC.
 - Provides automatic backup of important documents as well as document sharing.

Functional overview (cont)

- **School Register**
 - Provides for pupil/child parent relationships with integrated sms.
 - Grade grouping
 - Bulk SMS to either Pupil or Parents
 - SMS targeting to either fathers, mothers or both
 - Team / Activity grouping and sms capability
 - Automatic Pupil & parent birthday greeting
- **Booking Manager**
 - Provides comprehensive facility booking with integrated sms (confirmation, reminder, reschedule & cancellation).
 - Provides for Facility structuring, Multiple facilities and Multiple recipients per booking.
 - Allows different sms templates per facility types. Facility and booking information embedded into bookings sms's.
 - Each facility is governed by a highly configurable calendar
 - Intelligent booking searches
 - Graphical booking display