

## Moblle Commerce

In the past five years, the number of SMS - Text Messaging users in the U.S. has doubled and is expected to top 100 Million in 2010. Within the same period the number of text messages sent has increased 25 times. These statistics not only indicate a wide spread adoption of text messaging by the population, but show the frequency at which people send text messages.

### Your business is ready to take advantage of this versatile communication tool.

Using SMS-Text Messaging to grow your business and facilitate your operational performance improvements requires minimal hardware/software and operational expenses.

The phenomenal growth in mobile applications has substantially changed the business landscape and the way business is conducted. Today, SMS-Text Messaging is widely used in many industries including:

- Sales and Marketing
- Transaction processing
- Operations and Logistics
- Monitoring and Alerts

### The following are some examples of SMS use within different types of industries:

#### Medical

- Appointment changes, and/or reminders
- Condition reporting, emergency notification
- Medication reminder

#### Financial

- Account activities, exception reports, overdrafts
- Investment news, IPO introduction

#### Sales & Marketing

- loyalty programs, coupons, promotions
- New products/service offerings, customer care

#### Education

- Class cancellation, schedule changes, appointments
- Fees overdue, documents outstanding, parental alert

#### Retail

- Order status, outstanding accounts receivables
- Promotion expiration reminder

The extended use of mobile phones has generated huge business growth opportunities, many of which are based on SMS Text Messaging. These new products and services leverage text messaging as a foundation for communicating their message to customers.

- Reach out to a target group of people, many of whom are already familiar with using Text Messaging to communicate with family, friends and co-workers.
- To provide valuable information in a relatively non-intrusive manner.
- To be able to compensate/reward the recipient with credits of redeemable value. e.g. discounts,..etc..

### ExtraTxt is a robust and reliable SMS-Text Messaging server designed exclusively for business use.

- A deployment of ExtraTxt is under your complete control and is easy to install and configure for your day-to-day use.
- With ExtraTxt your organization has complete security control over the SMS-Text messages within your environment.
- ExtraTxt's user interface is intuitive, versatile and provides a user friendly experience for both Administrators and end users.

Download a free trial version at [www.extracomm.com](http://www.extracomm.com)