



PowerSMS

Simple to Communicate



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Overview

Power SMS is a one stop solution to your SMS requirements. It is a web-based service that enables you to send SMS in bulk to all your customers at once. It is suited both for Individuals as well as Corporations.

The percentage of mobile users in Bangladesh is over 70%. Hence the fastest and cheapest way to approach a larger mass is through SMS. Whether it is SMS Marketing, Customer Relations or Office Management, an SMS is the best way to send your words with a touch of personalization.

Why Power SMS?

Power SMS allows you to easily manage all your contacts, divide them into groups, list more than one number for a contact etc. No need to add each of hundreds of contacts separately, you can just import them from a spreadsheet. Get instant reports on your SMS usage and bills; manage user accounts and passwords by just logging into your Power SMS account.

You can send notifications, updates, latest offers, greetings, reminders etc. to your clients. Corporations can use Power SMS to notify employees about salary, holidays, meetings etc. Power SMS can be used to hold opinion polls, quiz contests or for customer feedbacks to boost your business.

Features

- ❖ Web-to-Mobile/Mobile-to-Web/Web-Web SMS sending
- ❖ Single/Bulk SMS ❖ Push-Pull SMS ❖ MMS Support
- ❖ Bangla Language SMS sending facility
- ❖ Delivery report Notification on different criteria (Delivered, Not Delivered, Mobile Switch Off, Busy, Wrong Number, Out of reach etc.)
- ❖ Multiple number assignment against single contact and provision to select one or more number
- ❖ Contacts Import Facilities.
- ❖ SMS export facilities in word, pdf, excel and text format etc.
- ❖ It provides Application Programming Interface (API) to implement different logic for sending SMS.
- ❖ It can be easily integrated with 3rd Party System/Software.



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- ❖ GUI at client premises (if required)
- ❖ Scheduled/Preplanned/Preconfigured/Default/Keyword based SMS sending
- ❖ Branding/Masking facility (11 character)
- ❖ Personal or Organizational usage
- ❖ Unlimited User group creation/management
- ❖ SMS marketing/campaign
- ❖ SMS Poll/survey
- ❖ Multiple Package activation
- ❖ Customized Report on different criteria
- ❖ Control panel for Admin user (in Organizational usage)
- ❖ Works with short code, Long code and Mask
- ❖ Different Databases (MySQL, MS SQL, Oracle etc.) Support
- ❖ Free Android app for registered users!

PowerSMS System Value Proposition

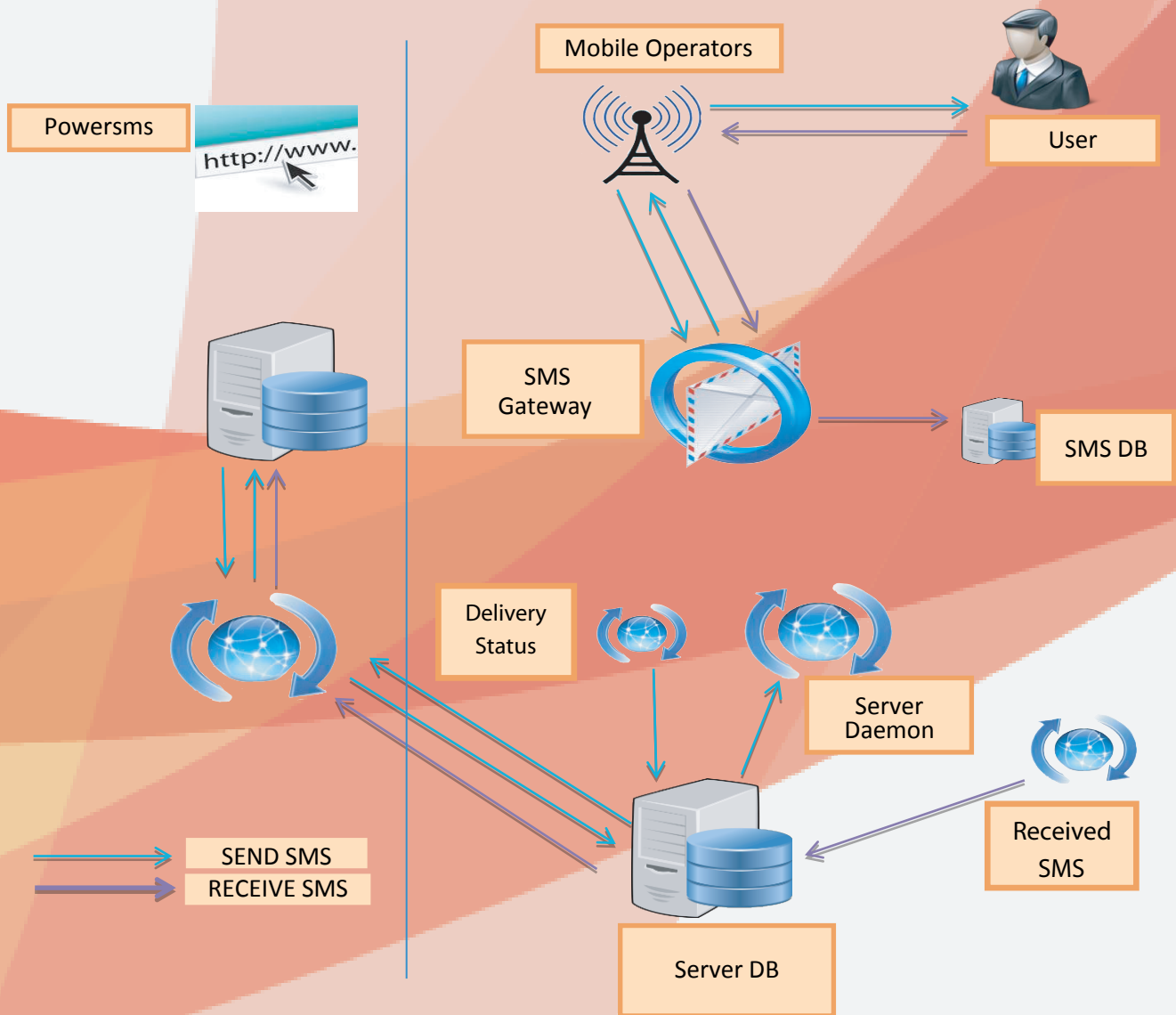
- ❖ Strong R&D team, comprising of 25+ BUET graduates
- ❖ 24*7 support by dedicated professionals
- ❖ Seamless user experience across all locations/sites
- ❖ It's web based, so No desktop tool/software is needed
- ❖ User is able to send SMS in Bangla
- ❖ No SIM or modem is required to send SMS
- ❖ Can be integrated with 3rd party system/software
- ❖ No upfront investment is needed to start using the solution
- ❖ Users can see SMS/ reply SMS from his interface
- ❖ GUI can be availed at client premises (if required)
- ❖ Brand/Masking is available
- ❖ It works for short code based push-pull scenario



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Architecture





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PowerSMS System Web Portal

Power SMS has web interface from where Administrator and users can do their respective tasks. The Scope of each Role is defined below:

Admin

- ❖ Manage own Profile
- ❖ Can Create New Company
- ❖ Create new Company Admin and Company Users
- ❖ Create and Assign Packages
- ❖ Allocate Numbers to Companies
- ❖ Reset Passwords
- ❖ Add/Edit/Assign Roles
- ❖ Create User Groups
- ❖ View Reports of all companies and operators
- ❖ Download the report file in word, pdf and excel format

Company Admin

- ❖ Manage own Profile
- ❖ View Details of Package assigned
- ❖ Create new Company Users
- ❖ View List of Allocate Numbers to his company
- ❖ Reset Passwords of own Company Users
- ❖ Create User Groups
- ❖ View Reports of all SMS traffic in his Company
- ❖ Download the report file in word, pdf and excel format

Company User

- ❖ Manage own Profile
- ❖ View Details of Package assigned
- ❖ Change own password
- ❖ Create New, Import and Manage Contacts
- ❖ Create Contacts Groups
- ❖ Send SMS to Individual and Group Contacts both in English and Bangla
- ❖ Create drafts and templates
- ❖ Receive SMS
- ❖ View SMS Status
- ❖ View SMS in Conversation format
- ❖ Create and Monitor Scheduled SMS



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Admin Overview

Welcome! bpladmin - Root [logout](#)

Bangla Phone Ltd.
Power SMS

Account Administration Report

Add a New User Account
Number Registered

Company: COMPANY_USER

Personal Information

Full Name:

Father's Name:

Mother's Name:

Date Of Birth:

E-mail:

Summary

Maximum Users: 20
Current Users: 4
Remaining Users: 16

Company Admin Overview

Welcome! tcadmin - testcomp [logout](#)

Bangla Phone Ltd.
Power SMS

Account Administration Report

Add a New User Account

Company: testcomp Type: COMPANY_USER

Personal Information

Full Name:

E-mail:

Mobile:

Address:

User Id:

Summary

Maximum Users: 50
Current Users: 3
Remaining Users: 47



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Company User Overview

Welcome! tcuser - testcomp [logout](#)

Bangla Phone Ltd.
Power SMS

Contacts | SMS | New SMS | Schedule | Account

SMS

Inbox	<input type="checkbox"/>		
Sent	<input type="checkbox"/>	01817562900 Ok	Aug 26
Draft	<input type="checkbox"/>	01686721029 Ok.	Aug 26
Queued	<input type="checkbox"/>	03590000005	Aug 26
Failed	<input type="checkbox"/>	this is another test msg	Aug 26
Template	<input type="checkbox"/>	03592000011 Your password has been changed by Admin. Your New Password is: r85yq29aj. It is recommended that you must change this password	Mar 03
<input type="button" value="New Label"/>	<input type="checkbox"/>	03592000011	

SMS Report

Bangla Phone Limited
Power SMS

SMS | Contacts | Schedule | Profile | Report

Sms History

Filter Criteria

From: To:

Operator:

Delivery Status: All Pending Sent Failed

History from 01/10/2013

Time	Sender	Receiver	Operator	Delivery Status	Message Count
26/01/2014 11:48:02 AM	saifullah[03593451174]	8801912048388	Banglalink	Failed	1
20/01/2014 05:26:44 PM	saifullah[03593451174]	8801833103909	Robi	Sent	1
20/01/2014 05:26:44 PM	saifullah[03593451174]	8801833103911	Robi	Sent	1
20/01/2014 04:03:32 PM	saifullah[03593451174]	8801722817250	Grameenphone	Sent	1



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Bangla SMS

Technical Specifications

System Performance	10,000 SMS per Minute
Supported Operators	All Mobile operators of Bangladesh
Supported SMS Languages	English and Bangla
Management	Web based GUI
Supported SMS types	Single/Bulk SMS, Push - Pull SMS
Database	Two SQL server databases are used in the system. They are Server DB and client DB.
Integration	Can be integrated with 3 rd party system/software
Security	Role based access control for all type of users. It will protect Remote code execution, SQL injection, Format string vulnerabilities, Cross Site Scripting (XSS), Username enumeration etc. vulnerabilities
Operating System	The System will run on Any Operating System



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Features and Benefits

Features	Description and Benefits
Contact Import and Management	Power SMS allows you to import hundreds of contacts just at a mouse click. It has options to add multiple numbers for a single Contact. Create Unlimited Contact Groups. Add/Delete/Edit Contacts easily.
Send/Receive SMS	Power SMS allows you to send Single and Bulk SMS. Send SMS to multiple groups and contacts at once. You can Receive SMS on your web interface. This allows you to hold polls or surveys. You can also send/receive Push-Pull SMS for short codes.
SMS Scheduling	With Power SMS you can create customized schedules to send SMS within time span of minutes to years. Manage, monitor and edit schedules all from your web interface.
Branding/Masking	Power SMS gives you option to use your own name (within 11 characters) as the SMS sender.
Reporting	Power SMS generates Hourly, Daily, Monthly or Yearly Reports on Incoming and Outgoing SMS, SMS Costs etc with one click. Admin can search and view the reports on different Companies. Company Admin can view reports of the SMS traffic of his own company. Download all reports in word, pdf and excel formats.
System Accessibility	Power SMS has web-based graphical user interface is extremely user friendly. The Admin can monitor/manage Companies as well as monitor the whole system. Company Admin can view/manage the Company Users under him. Company Users can manage all SMS traffic from his web interface.
Real Time Monitoring	Power SMS allows the Company user to monitor the SMS on queues, sent, failed status on real time.
Create Drafts and Templates	You can create drafts and templates with Power SMS. The templates can be used to send SMS quickly and more efficiently. These are highly useful for campaigns and promotions.
Security	Power SMS uses role based access control for all type of users. It will protect the following vulnerabilities <ul style="list-style-type: none"> ✓ Remote code execution ✓ SQL injection ✓ Format string vulnerabilities ✓ Cross Site Scripting (XSS) ✓ Username enumeration
Overall Features	<ul style="list-style-type: none"> ✓ Web-to-Mobile/Mobile-to-Web SMS sending ✓ Single/Bulk SMS ✓ Push-Pull SMS ✓ Bangla SMS sending facility ✓ Delivery report Notification ✓ GUI at client premises (if required) ✓ Scheduled SMS sending ✓ Branding/Masking facility (11 character) ✓ Personal or Organizational usage ✓ Unlimited User group creation/management ✓ SMS marketing/campaign ✓ SMS Poll/survey ✓ Multiple Package activation ✓ Customized Report ✓ Control panel for Admin user (in Organizational usage)

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