

2-way mobile messaging from your desktop

with a new business tool aimed at reducing costs and improving communication

Taledo is an internal tool which can be used to contact clients, update employees with information and target customers mobiles with a text message, at the touch of a button....

You could save up to 77% on the cost of a call to a mobile phone and at the same time increasing productivity.

You can do all this with SMS via Taledo

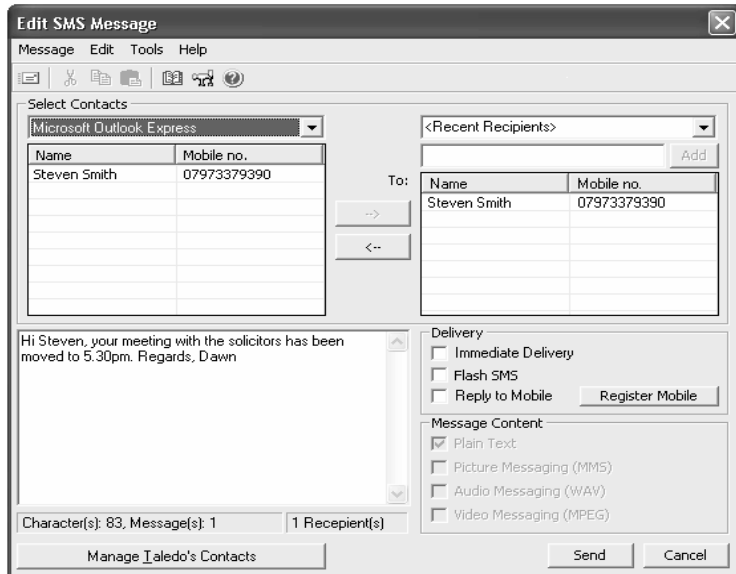
There are over 45 million mobile handsets in the UK sending 55 million text messages a day – making SMS the most prolific communication medium since email. SMS is set to be a massive growth area for UK businesses over the coming year as it offers a cheap, traceable, instant and very easy way of contacting a mobile phone.

Text Gateway Ltd, a leading independent Data Mobile Network Operator, has a new desktop solution, Taledo. A feature-rich application that lets you send *and* receive text messages from within Microsoft® Outlook® and Microsoft® Internet Explorer®.

Professionally packaged in a DVD case and retailing at £19.99 plus VAT for a single user with discounts for additional licenses. Each license comes with 100 FREE messages and a reply number (MSISDN). It also allows replies to be directed to your mobile.

Taledo is also supported by a web-based billing platform that enables users to view their traffic, view their reply number and set up forward-to-mobile functionality.

For more information contact Philip Stubbs at Text Gateway on 020 8892 9342 or phil.stubbs@textgateway.com



The Send Message Window

License Costs

tariff	£ per annum (ex. VAT)
Single User License	19.99
Additional accounts	
2-100	17.99
101-250	15.99
251-500	12.99
501+	9.99

The initial license is packaged in a DVD box, complete with an instruction book. Additional, non-packaged licenses, or accounts, can be purchased via the billing platform. These also come with 100 FREE messages and a reply number.

Message Costs

tariff	monthly messages	unit cost p (ex. VAT)
1	1-5,000	7.5
2	5,001-50,000	7
3	50,001-100,000	6.5
4	100,001-500,000	6
5	500,001 plus	5.5

Messages can be purchased in advance to improve unit cost, via cheque, credit card, on account and collected via variable direct debit.

A perfect cost saving tool

"Taledo offers a valuable new method of keeping in touch with customers and staff". ITReviews.co.uk

Examples of the Taledo Management Platform screens.

Direction	Status	Count
MT	MESSAGE_DELIVERED	24
MO	INBOUND_DELIVERED	4
MT	TOTAL	24
MO	TOTAL	4

Direction	Status	Count
MT	MESSAGE_DELIVERED	28
MO	INBOUND_DELIVERED	6
MT	TOTAL	28
MO	TOTAL	6

User's Name: Gary Andersen-Jones

Account number: 000011

Password: *****

Confirm password: *****

Contact name: Gary Andersen-Jones

Contact email: gaj@textgateway.com

Contact phone: 0207 3732222

Contact address: The New Building
Newtown

SAVE CANCEL

Taledo's operating requirements are;

Microsoft® Operating Systems - Windows® 98, Windows NT® Version 4 (service pack 6A), Windows® 2000, Windows® ME and Windows® XP Professional, Windows® XP Home and Windows® XP 64.

Email Clients

- As a plug-in - Microsoft® Outlook® 97, Microsoft® Outlook® 98, Microsoft® Outlook® 2000 and Microsoft® Outlook® XP
- Address book connectivity - Microsoft® Outlook® 98 upwards, Microsoft® Outlook Express® 4.0+, Microsoft® Exchange® (contact public folder only).

Browser Compatibility - Microsoft® Internet Explorer® 4.0+

Taledo is a feature-rich application and these features include;

- **Reply number** – each license comes with its own reply number that allows text messages to be received into the application.
- **Forward-to-my-mobile** – register your mobile with the Taledo Management Platform (TMP) and re-direct replies to your mobile.
- **CSV import** – export data from any database and import it into the Taledo address book.
- **Group Send** – send messages to groups of numbers with just one click.
- **LAN-independent** – No network or server required. Install Taledo on any number of machines – multiple licenses are available.
- **Does NOT use email to transport text messages** – All messages sent direct to our billing and delivery platform.
- **Firewall & Proxy Server compatible** – Simply enter the firewall parameters within the Application options.
- **Status report functionality** – showing delivery and failure of messages, along with the relevant time and date stamp.
- **Flash SMS functionality** – Send messages direct to a phone screen and bypass the phone's message inbox.
- **Multi-message functionality** – send messages of over 160 characters including status reports for each part.
- **Ideal for SFA regulated companies** – Taledo is supplied with data mining functionality and full 128-bit encrypted SSL connectivity, via the Taledo Management Platform – enabling the data warehousing of all traffic passed via Taledo.



Developed by a
Microsoft
CERTIFIED
Partner

mda
MOBILE DATA ASSOCIATION