

## Strikingly Informative

Inform and alert easily with SMS Campaign – in a targeted and reliable manner.  
For companies and institutions of all sectors and sizes.



### Reach Everyone with SMS Campaign

You are faced with the challenge of informing, notifying or even alerting a large number of people reliably, quickly and purposefully on the basis of individual characteristics? You want to ensure compliance with the latest data protection and telecommunications regulations, which are different worldwide, but don't have the time or experience to take care of the implementation? Messages are supposed to demonstrably reach your recipients – and be perceived and read by them promptly? An E-mail newsletter is too slow for your purposes and its perception too indifferent? Your recipient group is too heterogeneous to reach with one messenger?

Then you should get to know SMS Campaign – the Cloud-based service from Sophos MCS, for sending individual SMS campaigns to dedicated dynamic groups of recipients using preset filters.

### Use Scenarios:

- Marketing campaigns via SMS
- Sales: information about only short-term special offers and remaining stock
- Informing service technicians regarding failures and working times independent of a network connection
- Severe weather alerts in defined regions
- Alerting disaster relief forces in case of a disaster
- Critical product information or recalls
- and many other uses.

Whether you have to implement an internal company communication policy for compliance reasons, you want to inform your customers individually and context-dependent about short-term special offers or you need to inform your customers individually and directly via mobile alerts within the scope of institutional emergency communication - SMS Campaign can be easily adapted to your requirements, is available worldwide and offers the appropriate cost-effective tariff.

Starting on the individual registration page with the option to define customer-specific campaign topics, the data protection conformant management of subscriptions and subscription cancellations (double opt-in and opt-out) and the generation of target group-specific, dynamic recipient lists based on selected campaign topics up to the use of predefined text templates with placeholders and the possibility of delayed dispatch: SMS Campaign supports you in solving your communication challenges.

## How Does SMS Campaign Work?

The company itself uses MCS Web Suite to create a campaign and the campaign topics as well as to compile dynamic recipient lists based on the topics selected during registration and rights administration. There are neither additional set-up costs, nor are there added costs for the operation of the customer-specific registration page with an individual URL and for administration of the subscriptions.

### Dashboard and Real-Time Reporting

The real-time reporting with dashboard functionality provides a transparent overview of the delivery status for each individual SMS sent, as well as the status of entire message campaigns. Daily, weekly and monthly statistics, broken down by mobile network, user, recipient and campaigns provide the required data material to measure your campaign's success or to prove the receipt of individual messages.

### Sophos MCS Web Suite

MCS Web Suite is the clear, browser-based administration interface for all Sophos MCS products and communication offers, which allows easy configuration of users, campaigns, telephone directories and dynamic text templates. It is also easily possible to send individual text messages and entire SMS campaigns directly from MCS Web Suite. Granularly staged access rights allow the creation of user and administrator profiles that are tailored to the specific needs of the customer, therefore limiting the risk of operating errors and abuse.

### About Sophos MCS

Sophos Mobile Communication Services (MCS) offers secure communication and IT security solutions "Hosted in Germany". Sophos MCS is an independent business unit within the international Sophos Group and has more than 20 years of experience in ITC services and the development of communication products. Today, the offices in Dortmund focus on the operation and enhancement of professional, business critical, highly available, cloud based SMS and notification platforms. Sophos MCS service is available 24 hours a day, 7 days a week, all over the world.

## Feature Overview:

- Customer-specific registration page with an individual URL
- Registration with double opt-in, opt-out and login options
- Freely configurable topics and topic items
- Adaptable selection elements (table, drop-down lists)
- Pre-defined and ad hoc campaigns with dynamic recipient lists
- Text templates with placeholders for addressing recipients individually
- Complete configuration via the self-service portal MCS Web Suite
- Dispatch to all national and international networks
- Registered telecommunications provider
- Alternative E-mail dispatch (planned)
- Combined SMS messages (exceeding 1000 characters), binary, Unicode (China, Russia and Japan)

