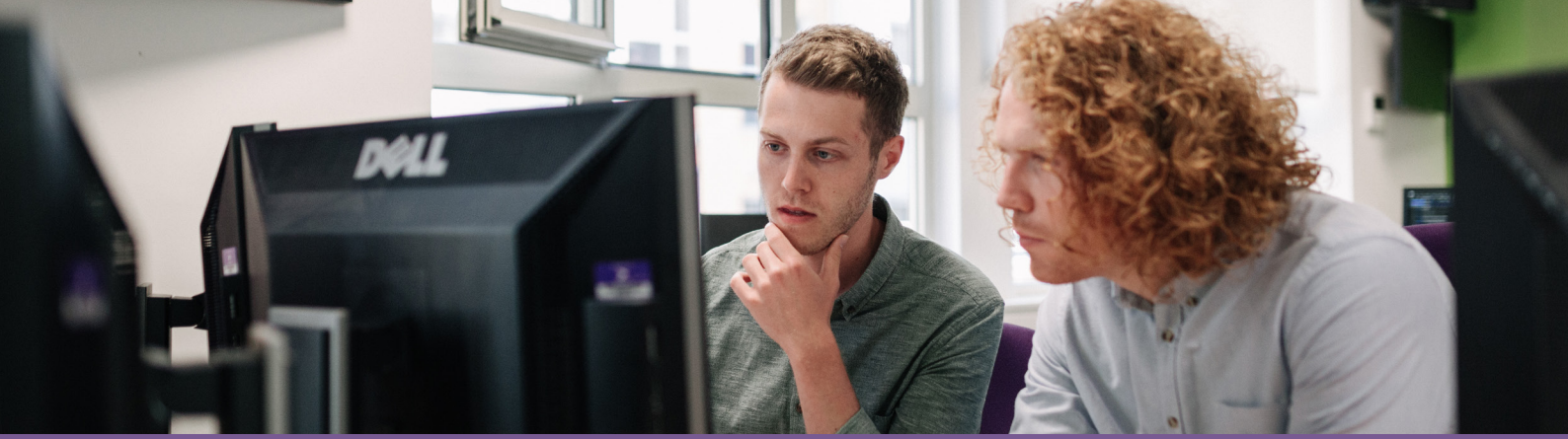**esendex**®

SMS integration with your business systems

White paper

Our SMS API explained

Software houses are increasingly integrating SMS into their applications, for system alerts, appointment reminders, promotions, delivery notifications or satisfaction surveys - after all you can send SMS to thousands of mobile phone users, across the world at extremely affordable rates. This white paper discusses the importance of an SMS API and what to look for in an SMS provider.

What is an SMS API?

API stands for Application Programming Interface. It allows developers to automatically perform actions that you may otherwise manually perform. An SMS API allows organisations to automate the sending of SMS directly from software, databases and websites.

Why use an SMS API?

More and more businesses are using SMS because they are realising the importance of integrated mobile communications as part of daily business activities. Automating the whole process saves both time and resource, allowing you to focus on what really matters; running your business. So, whether you sell software, websites or applications, your solutions needs to communicate effectively with the people that matter; customers, staff and suppliers.

Features

SMS message scheduler

Messages, such as appointment reminders, promotions, greetings and notifications can be scheduled in advance to ensure that messages are sent at a specific date and time. Text message scheduling is also ideal for messages that need to be sent outside of working hours.

From address

You can set a from address to let recipients easily identify who a message is from. The originator can include up to 11 characters and any alpha-numeric characters.

Track messages

Our Push Notification service allows your apps to receive automatic updates when a message has either arrived at its destination, failed to reach its destination or you have received a message from somebody else. Alternatively, you can simply request the current status of messages at any time via our API or Echo, our web-based platform.

What to look for in an SMS provider?

These answers detail how Esendex measures up against the questions that we get asked most frequently.

What language can we integrate with your API?

At Esendex, we don't like to put limitations in place, and that's why we support all major development environments - .Net, SOAP, JAVA, PHP and more.

Do you have direct connections?

We have direct UK connections to all the mobile networks which means we'll always use the best performing UK network at any point in time to deliver your SMS.

How is my data secured?

Protecting our customer's data is paramount. We are an ISO 27001 registered firm, this is an independent standard which sets a framework for establishing, operating, reviewing and improving Information Security Management Systems.

We don't just have one data centre. We also have a disaster recovery centre to ensure continuity of service. Both data centres have multi-point access controls. All data that is connected to our services is encrypted and verified by VeriSign.

We have around the clock system monitoring in all of our apps and hardware so that any issues can be seen ahead of time. There's also an on call support team available 24/7 if issues occur outside of working hours.

If a system outage was to occur, our communications manager will contact all customers affected.

ISO 27001
registered firm

Do you have developer documentation?

A well-documented API and sample code should be available to all developers. This saves vast amounts of expensive development time. Our developer site, developers.esendex.com, includes comprehensive API documentation, resources, downloads and SDKs. These are provided free of charge and are available for immediate download.

Do you offer a support service?

Our support service is free to all Esendex customers. We commit to responding to our customers quickly and effectively, meeting the service level agreements outlined on our website.

Our technical support Staff are available to answer any questions you may have and can be contacted by telephone and email during office hours 09:00 – 17:30, and by email out of office hours.

Furthermore we offer a wealth of customer support information on our support website support.esendex.com. You can also access API documentation, resources, downloads, SMS SDKs, FAQs and more from our Developer website, developers.esendex.com

Can I get free messages to test with?

We want you to be confident in choosing Esendex by encouraging you to trial our service with your software solution for free. In fact, it's more crucial to thoroughly test because you will be communicating directly with your customers and you'll want this to be 100% efficient and effective to protect both your relationships and your reputation. We provide a 7 day free trial of our service with 25 messages so you can test the quality of our service for yourself. Please refer to our website to set up a free trial and start testing straight away.
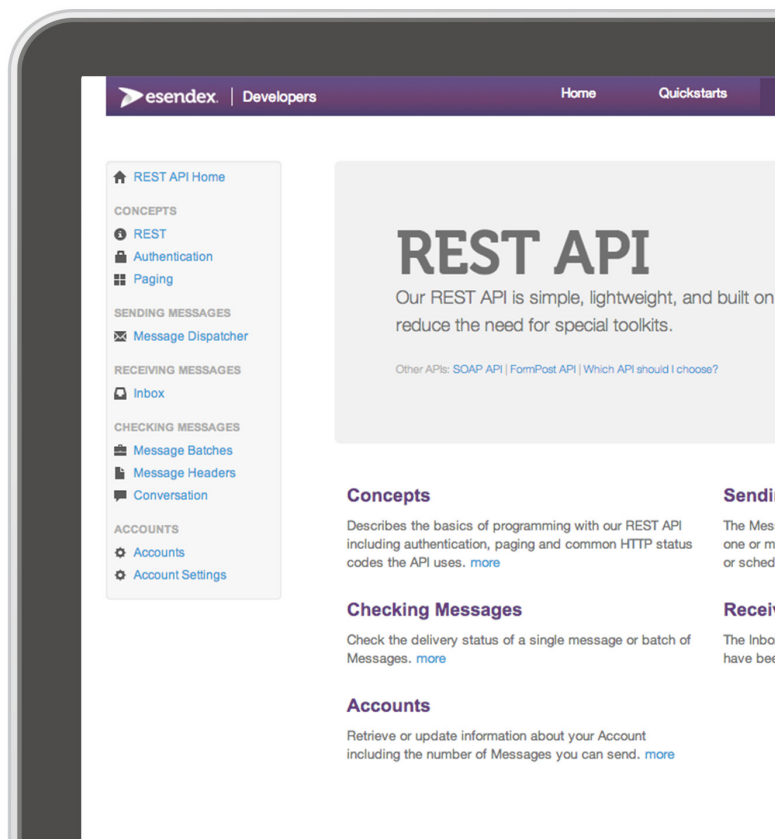
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