

## The Driving Technology

At the heart of the ValueFirst Solutions suite resides the Pace Server, which is responsible for inbound and outbound delivery of SMS. The ValueFirst Pace Server manages the transmission and receipt of SMS messages, incorporating any required data encoding, splitting and concatenation.

The Pace Server also acts as a data store for all ValueFirst Solutions components ensuring data resilience and integrity. The database provides a historic repository of usage, from which reports are produced.

# Features

## Ease of Use

### XML Based:

Provides easy-to-use service offerings via XML over http access for easy integration into existing Internet application environments (Content Management Systems, CGI, PHP3, PHP4, PERL, PYTHON, Java etc.)

### Administrative Console:

User friendly, web based administrative console that provides easy manageability, message logs, reports, and statistics

### Multi-mode Messaging:

Use API to send SMS, WAP Push, Ring-tones, and Flash SMS.

### Help Support:

Comprehensive documentation and technical support. Explore context-sensitive help for assistance

## Flexible

### Connectivity:

Connects through SMSC protocols like UCP/EMI, SMPP ver.3.4, SMPP ver.3.3, Nokia CIMD ver.1.37 and ver.2.0, Sema group SMS200 OIS ver.4.0 and ver.5.0, SM/ASI and GSM Modems

### Protocol Support:

Underlying services connected with a multitude of protocols like XML over HTTP, text over HTTP, UCP over TCP/IP or SMPP over TCP/IP.

### Billing Engine:

Comprehensive built-in Billing Engine receives instruction from external applications (Credit Card application, MIS module of Pace Server) to award message credit to User Accounts

## Efficient

### Cost Effective:

Uses IP connectivity to reduce costs and dependence on any specific mobile network

### Framework:

High bandwidth connectivity with leading mobile operators' SMS gateway ensures instant and reliable delivery

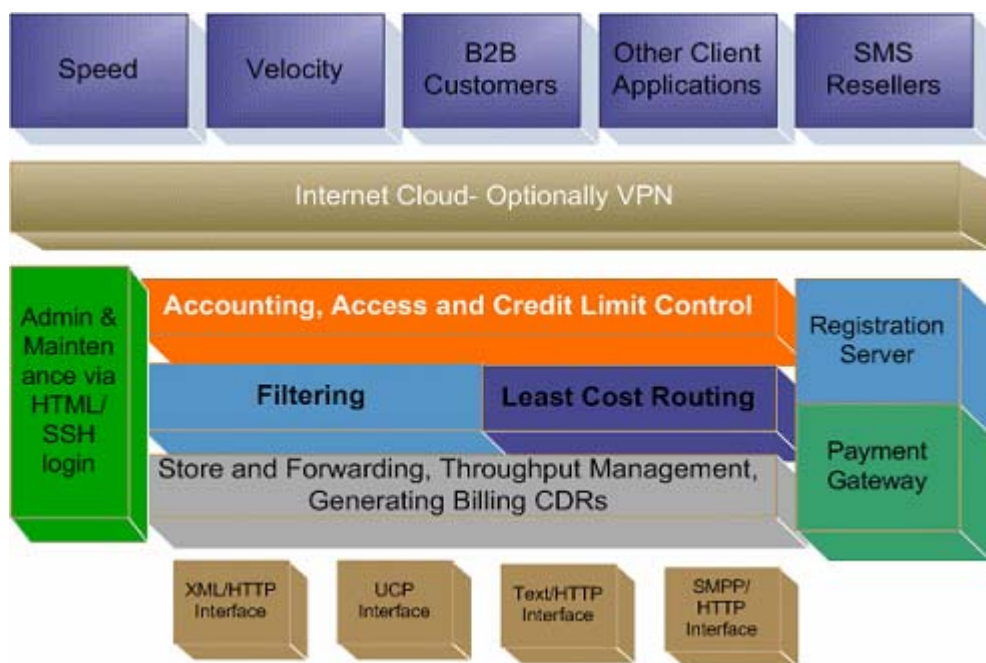
### Failure Backup:

Fail-Over Server to load balance and manage failure, if any

### Security:

Provides customers with high message security through the implementation of 128 bit algorithm based encryption for all traffic

### ValueFirst Pace Architecture



# Contact Us

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