



sms
56070

In this Case Study

- Introduction
- Business Needs
- Solution
- M-Powering TAGGtivity Applications
- Benefits
- ValueFirst USP
- Service Architecture



M - Powering Social Networking A Case Study

March 2009

Introduction (Tagg.in)

Time accelerates very fast and it becomes very demanding to keep oneself updated with latest happenings. Social networks are designed and probably best suited to connect people at low cost and are beneficial to businesses as well in expanding their reach.

Tagg.in is a social networking group that provides a web based micro blogging service. It is a group of young, energetic and enterprising professionals endeavoring to create a high-quality offering. Tagg.in enables individuals to interact with each other and/or within groups that share common views, business interests and goals. Tagg.in manages several groups which enables users to allows the latest business news, stock updates, cricket scores etc. directly on their mobile, while on the move.

Business Needs

A Group renders a **fast** and **free web** service for people to keep them in touch with each other. It also enables users to manage a particular group identity to public or private so that updates from the group are visible only to members of the group. **TAGGtivity** is a group or a live community on Tagg.in that is used for micro blogging (life streaming), sharing info on some specific area of interest, or spreading the word on an event / activity streaming and also functions as online meeting place for business and industry professionals.

Tagg.in enables users to create their own group termed as TAGGtivity and then group updates are sent to all the group members via email. In an effort to be most preferred social networking group, Tagg.in was looking for a solution where group updates could be both e-mailed and SMS alert could be sent to group members, even if the group member are not connected with internet.

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com



sms
56070

In this Case Study

- Introduction
- Business Needs
- Solution
- M-Powering TAGGtivity Application
- Benefits
- ValueFirst USP
- Service Architecture



Further, Tagg.in desired that users could send or receive information by both, web interface and SMS. They also wanted to endow its end-users to subscribe to other popular groups like CricScores, BrkgNews, SportsNews, and JokesGuru...etc to get free updates on their mobile phones.

Solution

After a thorough examination & analysis of Tagg.in requirements, ValueFirst proposed, **ValueFirst short code** with unlimited **keywords** on its extended code **560700** as a solution to Tagg.in. Complete MIS Report for all incoming SMS to short code is made available to communicate with its existing members and prospects alike via both internet and now with the more popular medium of communication, **SMS**.

M-Powering TAGGtivity Applications

- New users, who wish to join TAGGtivity, can subscribe through their mobile phones by sending a SMS to 560700.
- Users can create groups and update their group by sending a SMS to 560700 from their mobile phones.
- Invitation to join the group can be send through a SMS.
- Users can also ask for HELP from Tagg.in via SMS to find out more about the services offered/ available.
- Users can post their message using Shortcode.

Benefits

- Users do not need to be connected with internet to use the service.
- Users can subscribe to other popular groups by sending a SMS to Shortcode.
- MIS reports ensure the close of loop between publisher and subscriber of various groups.
- Highest availability of phone ensured delivery of information anytime, anywhere.
- Easy to recall shortcode 560700.
- Benefit from increasing reach and penetration of mobile telephony in the country, especially among the youth and young adults.

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070

www.vfirst.com



sms
56070

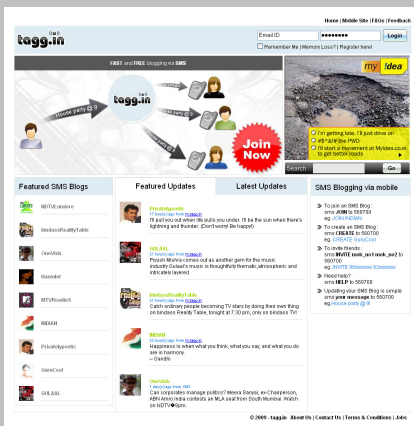
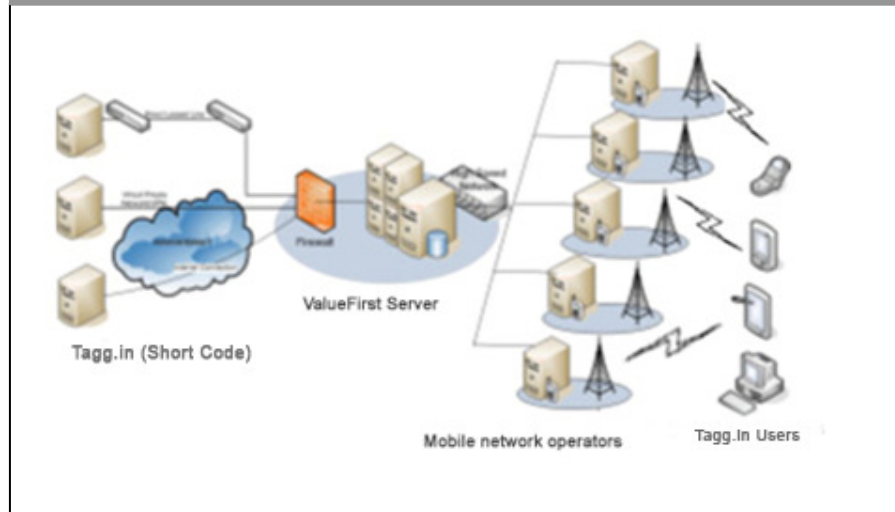
In this Case Study

- Introduction
- Business Needs
- Solution
- M-Powering TAGGtivity Application
- Benefits
- ValueFirst USP
- Service Architecture

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day.
- Scalable solution in terms of architecture.
- Highly configurable products - processes can be configured on-the-fly.
- Redundancy of servers with load balancing, failover mechanism and least cost routing.
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown.
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally.

Service Architecture



ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
 Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com