

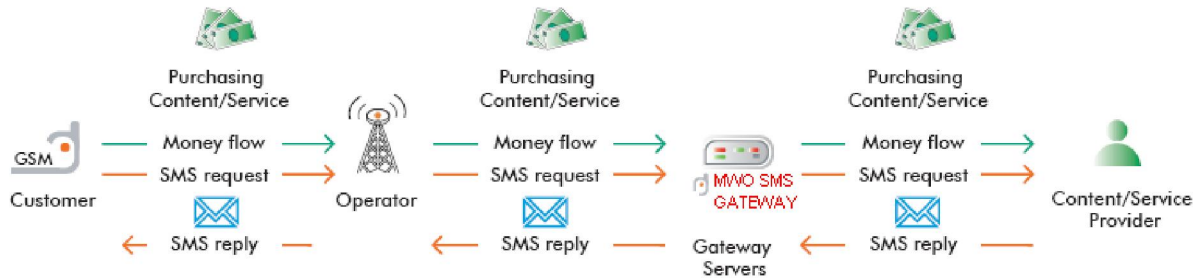


# MWO SMS Gateway

## Products and Services

### ✓ What is SMS Gateway?

- ✓ Interconnect your application with Namibian mobile networks
- ✓ Sending and receiving SMS messages by short codes (e.g. 247) that will be charged at a premium rate



### ✓ Features

- Sending and receiving SMS
  - With any external application/server connected to the internet
  - To/From any Namibian mobile network
- Bulk prized SMS @ competitive rates (Namibia and International)
- Premium SMS rates available: from N\$1 to N\$50
- Sending/receiving SMS through HTTP requests
- Short Codes
  - Dedicated Short Code
  - Shared Short Code
- Detailed statistics
  - 24/7 real time access via Internet
  - Itemization by dates, by keywords etc





## ✓ Usage Examples

**ENTERTAINMENT**

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Games  
Logos and ringtones  
Content delivery  
Regular info sending  
Chat/Dating

**MARKETING**

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Notifications  
Information requests  
Promotional contests  
Interactive applications  
Vouchers/Coupons

**VARIOUS**

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Mobile payment  
Service activation  
Emergency messages  
Charity/Donation  
Real Estate

## ✓ Revenue Sharing

- A revenue sharing model is applied by the network operators, content/service providers and MWO SMS Gateway:
  - Mobile operator +- 40%
  - MWO SMS Gateway 25% (minimum of 30 cents per SMS)
  - Content/Service provider take the balance
- Example: out of N\$5 a mobile subscriber pays for a service, the network operator receives N\$2, MWO SMS Gateway receives N\$1-25 cents and the content/service provider receives N\$1-75

## ✓ Technical Specifications

### ✓ Content service provider

- Connect to MWO SMS Gateway by HTTP requests using a specific file format (web service)
- Web server with dedicated IP
- Provide URL where incoming SMS are posted by MWO SMS Gateway



### ✓ Security

- Access protection by username/password
- Dedicated IP only - access is limited by one or more IP addresses by our firewall
- Option: SSL 128 bit encryption (HTTPS requests port 443) - tariff: on demand

### ✓ Technical Environment MWO SMS Gateway

- Direct MTC, Cell One and Telecom connections
- MWO SMS gateway hosting services available on request
- Physical location in Windhoek (Old Power Station Building)
- Access protection, state of the art fire/water protection



## ✓ Interested?

- Ask for the complete MWO SMS Gateway documentation on [www.mwo.com.na](http://www.mwo.com.na)
- Phone us on +264811249886
- Fax us on +26461303186
- Email us on [delano.january@mwo.com.na](mailto:delano.january@mwo.com.na)
- SMS "marketing" to the number 247 and we will contact you shortly

