



Panacea
Mobile

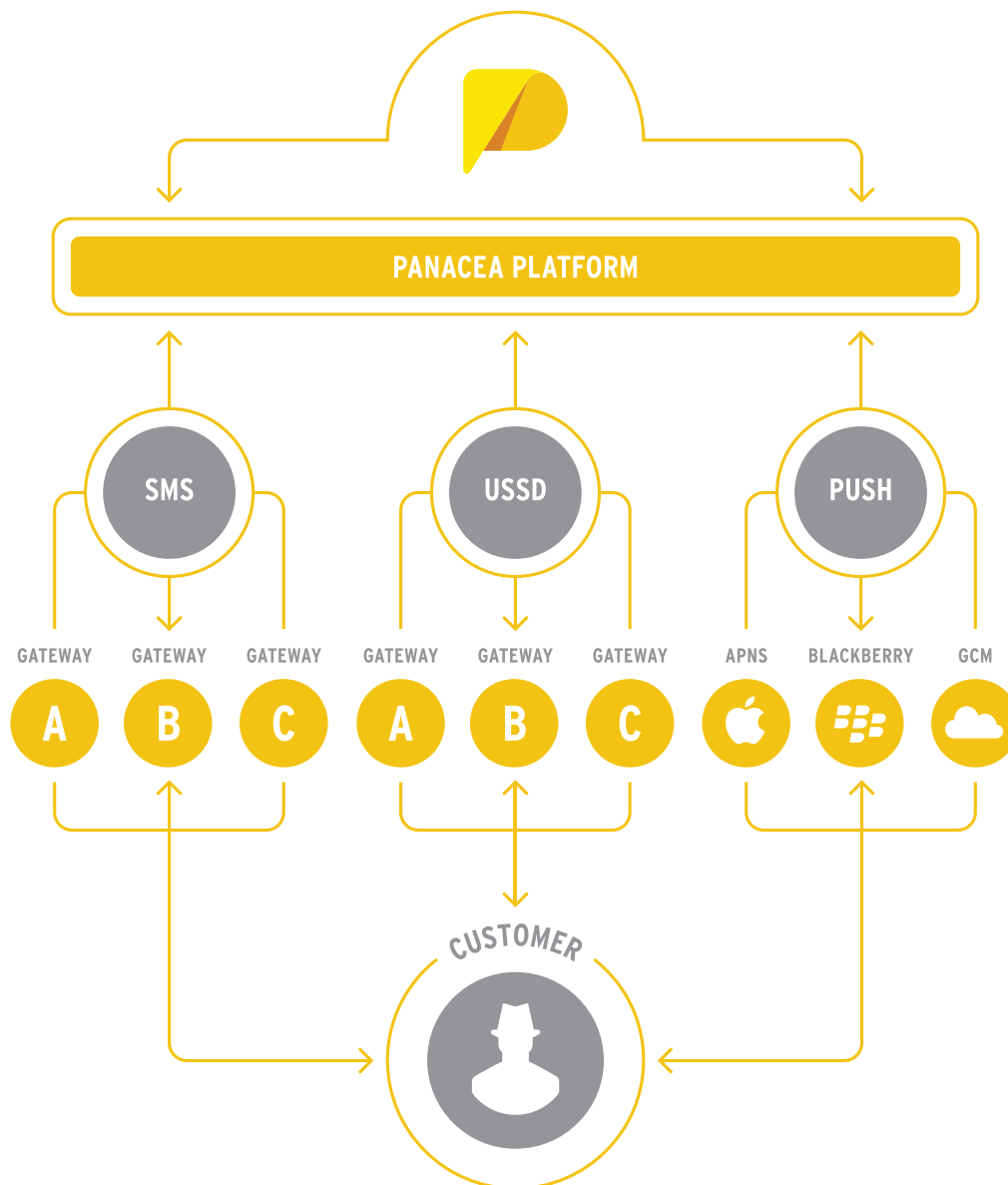
PANACEA PLATFORM

A unified communications
platform for SMS, USSD
and Push Notifications.



EXECUTIVE SUMMARY

The Panacea Platform is a unified communications platform that enables enterprises to communicate effectively with their large customer base through a variety of different channels including SMS, USSD and Push Notifications.

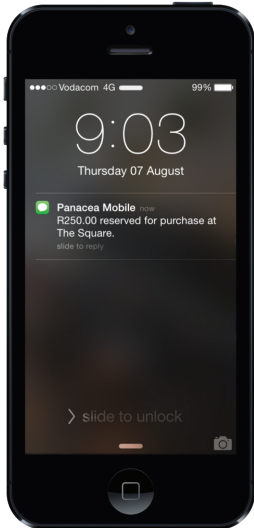


A central platform that connects to multiple vendors

- The Panacea Platform allows customer accounts to be accessed via a web interface, HTTP APIs or SMPP.
- Profiles are assigned to accounts which specify the applicable gateways and pricing.
- Multiple gateways can be added for each service, enabling a multi-vendor strategy.
- The Panacea Platform allows your business to consolidate its various SMS, USSD and Push communication services.
- Control what traffic is routed through your set of vendors all while accurately tracking volume and cost information.

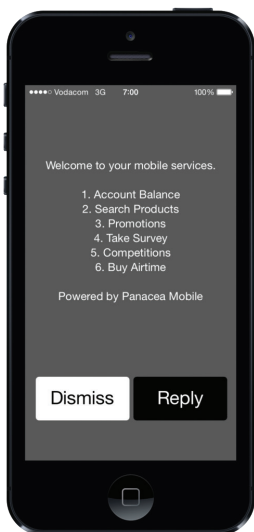
SERVICE MODULES

Manage all communication channels across vendors with a central platform.



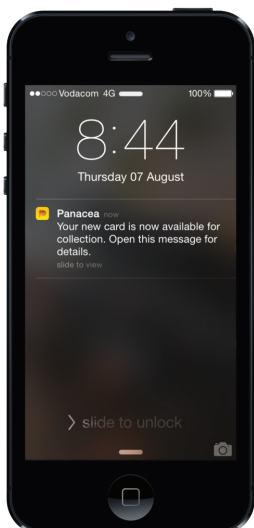
SMS

- Flexible routing capabilities for least cost and priority routing.
- Global routing ability with automatic delivery and quality monitoring.
- Quick campaigns and real-time stats via a simple user dashboard.
- Comfortably process more than 1,000 messages per second (IBM verified).
- Used by financial services, mobile networks and other large organisations to send one time pins and transaction notifications.



USSD

- Create mobile service portals (e.g. buy airtime, electricity and other utilities).
- Integrate with business systems to create customer portals (e.g. balance checks and other services).
- Build USSD campaigns using a simple front-end interface.
- Different USSD gateway protocols can be integrated into the platform's standard USSD API.



PUSH MESSAGING

- Available for iOS, Android and BlackBerry.
- Reduce SMS costs by diverting messages into your own application at a greatly reduced cost.
- Cleaner in-app messaging experience for customers.
- Support for Windows Phone and Rich Push coming soon.

FEATURES



Powerful SMS Routing

Least Cost Routing - route network traffic to different gateways based on lowest cost.

Priority Routing - prioritise important transactional SMS traffic over bulk SMS traffic.

Capacity Controls - set gateway limits to ensure that messages are submitted according to your allocated capacity, eliminating throttling errors.

Queue Settings - set gateway limits to route excess traffic through alternative gateways to ensure fastest delivery.

Prefix Validation - mobile numbers are checked against country and network prefixes in the system before messages are accepted and routed.

Mobile Number Portability (MNP) - databases can be imported to ensure ported messages are routed to the correct network.

Intelligent HLR routing - to confirm the correct network (for ported numbers) and the availability of the number before routing to the appropriate gateway.

Routing Filters - perform override actions based on conditions before submitting to the gateway. For example, if gateway equals 'x' then change source address to 'y'.

Automatic Opt-out - when recipients reply stop they are automatically added to an account or global blocklist. This can be disabled for transactional messaging.



Security

Carrier Grade Security - meeting the requirements of several financial institutions.

Encryption & SSL - all data is encrypted and transmitted over SSL where supported.

Configurable IP Whitelisting

Configure Access Profiles - for different types of system users or teams (e.g Customer Support, Operations, Finance).

Action Logging - all admin user actions are logged and can be searched in the event of a security audit.

Strong Passwords - that expire after 30 days and cannot be reused within 12 months.



Countries & Networks

Flexibility - countries, currencies, networks and prefixes can be created, modified or deleted.



High Availability & Performance

Highly Optimised System Architecture

Geographic Redundancy - with real-time database and file replication between master and slave systems.

Extensive Monitoring of Core Services - providing foresight into system status and allowing proactive management of potential operational issues.

Automated Database Archiving - routinely moving data from operational tables to archives. Archived data can be stored and searched for up to five years.



Interfaces

Admin Portal - for staff to manage accounts, configure service profiles and build reports.

Dashboard - for account holders to use and view reporting for all service modules including SMS, USSD and Push.

Full APIs - for all SMS, USSD and Push services.



Reporting

Report Builder - build and save reports that show SMS volume, delivery and expenditure grouped by any combination of gateway, account, country, network, price or time period.

Report Examples

- Total volume and gateway cost per gateway for the previous month.
- Total volume and revenue for month to date.
- Delivery percentage of each network ordered from worst to best for the last 7 days.
- Network delivery monitoring provides proactive alerts to degradation of SMS delivery on any networks.



Billing & Payments

Flexible Billing - manage and approve payments by bank transfer, credit card, PayPal and integrate any other payment gateway provider, if required.

Multi-Currency - conversion support for gateways and accounts that use different currencies.

Pre-Paid & Post-Paid - set accounts to either status.

Dashboard

A user friendly white-label interface to manage SMS, USSD and Push Communications.

Campaigns

Create and manage all SMS and USSD campaigns.

Inbox

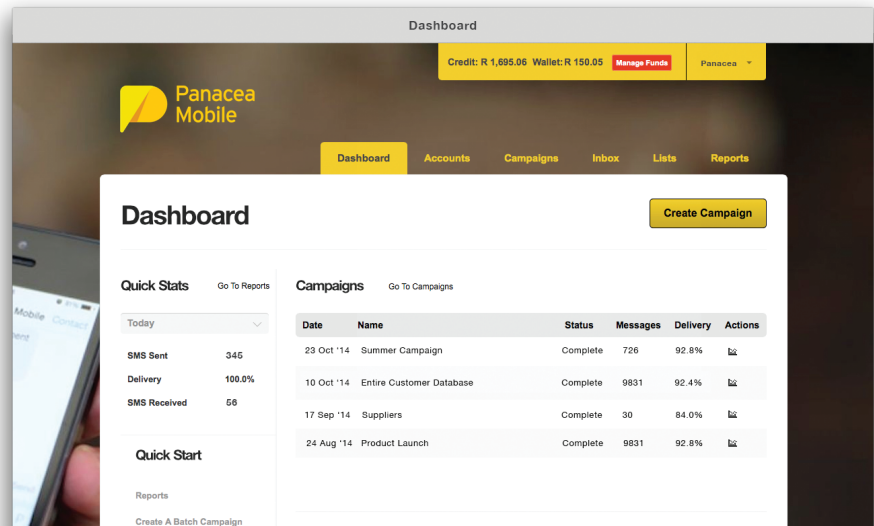
View all inbound SMS and Push messaging.

Reporting

View real-time message delivery and USSD session data.

Lists

Create and manage customer groups.



Admin Portal

A portal for staff to manage accounts, gateways, profiles, billing and system operations.

Accounts

Create and manage accounts that can use SMS, USSD and Push services.

Profiles

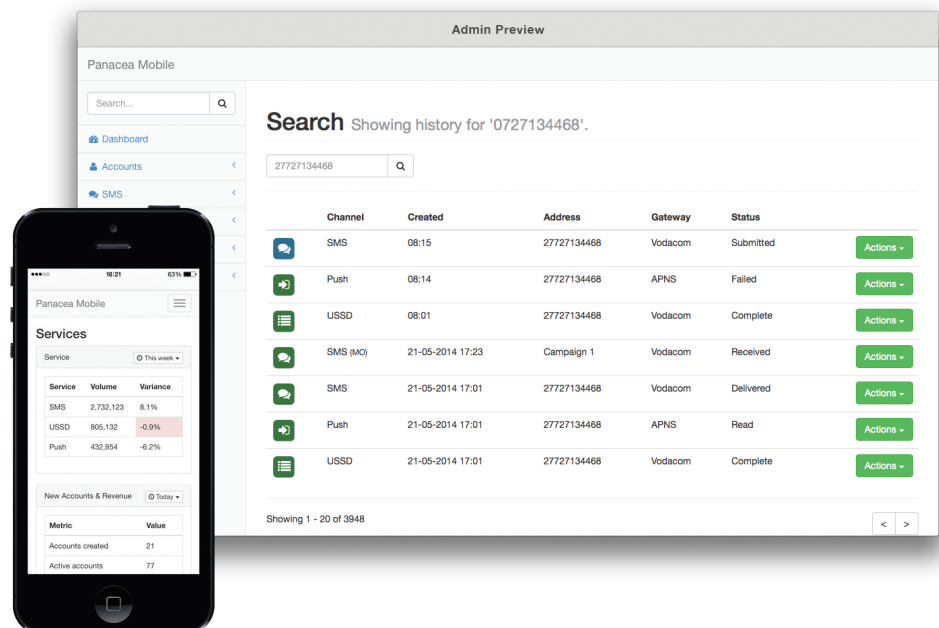
Create profiles for accounts that specify gateways and pricing to be used for services.

Gateways

Manage connectivity to all service gateways.

Reports

Provide tailored access to staff to monitor various aspects of system activity.



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