Messaging Engine

Intelligent communication platform

The Messaging Engine is a powerful intelligent notification tools that provides alert notifications to targeted mobile devices instantly. With multiple delivery options, comprehensive retry and routing capabilities, the Messaging Engine has the capability to deliver the notification optimally.

Applications would be able to utilize the Messaging Engine to deliver notification to the users intelligently where feature phone would receive SMS, smart devices would get in-app notifications or via socket connections and also users who may not have phone but with an email account, the user would receive an email. Packed with other functions allows Messaging Engine to be able to get the notification reach to the targeted user successfully.

Messaging Engine empowers enterprises to provide notification for triggered events (location based notifications), reminders such as an overdue payment or even promotions and many more.

Delivery Options

The messaging engine offers both alert subscription and delivery of mobile services to mobile subscribers. This service supports both dynamic, time-sensitive content as well as static subscription-based content.

The notification can be delivered through In-App notification via Apple, Google, or even through direct socket connections, SMS and SMS class 0, and also email.

The value proposition for the delivery of subscription-based content which can include entertainment, weather, news, sports, stock quotes, traffic conditions, and more.

Content or messages may be distributed either when new information is available (event-triggered) or on pre-determined time intervals (schedule-based).

Usability

Messaging Engine is tightly integrated to the MLEB suite of products including Mobile Lifestyle Banking, Mobile Advertising, Mobile Point of Sale, Mobile Stock Brokering and Mobile Virtual Real Super Mall. It also allows third party content source integration through pre-defined parameters through web services.

Mobile Lifestyle Banking interface offers mobile alert for overdue loan repayment, one-time-password for electronic banking transactions, transactions alert for withdrawal of funds and fraudulent alert for credit card usage.

Mobile Advertising interface offers current or upcoming sales and promotion alert for products and services.

Virtual Real Super Mall interface offers alert to inform buyer of shipping details that is in progress. It also alert users' of the replenishment and availability of items that was previously out-of-stock in the wish-list folder.

Key Features

➤ Dynamic Retry and routing to be able to redeliver the notification if the first attempt fails and also route to a different method to ensure the success of the delivery.

➤ Schedule delivery to ensure that the message is sent at an appropriate time.

➤ Bulk Broadcast to be able to quick notify targeted users.

➤ Delivery Report to ensure that the notification has been successfully delivered.

➤ Responsive Notification for user to be able to respond to.

➤ Attachment support (image, VCS, files).

➤ Flexible and scalable platform architecture.

➤ Standard messaging and content management interfaces.

➤ Secure web based portal for viewing traffic, reports and statistics.

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➢ Customize the type of alerts to receive by user through configurable parameters.
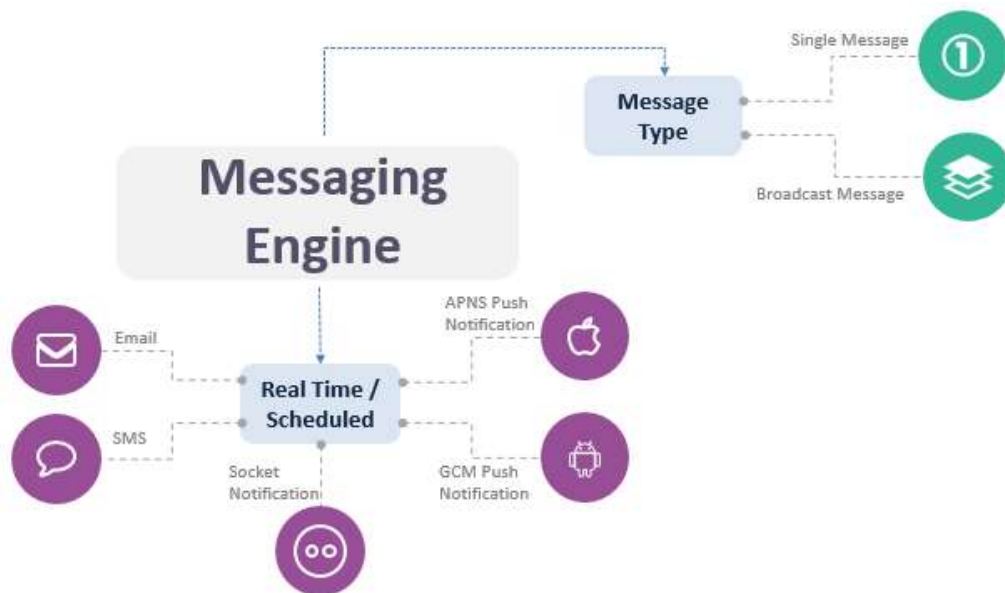
Key Benefits

➢ Direct to mobile devices

➢ Cost effective

➢ Fraud prevention

➢ Promotion and offers

For further information on Messaging Engine, please email us at **mobility@silverglobe.com**.

Messaging Engine

Product Specifications

Features	Description
Multi-Delivery Platforms	Support Email, SMS, APNS Push Notification, GCM Push Notification & Socket Notification.
Single / Broadcast Message	Send individual message or batch messages.
Attachment Support	Attachment support (image, VCS, files).
Retry Mechanism with Failover	Dynamic retry and routing to be able to redeliver the notification if the first attempt fails and also route to a different method to ensure the success of the delivery.
Scheduled Message	Schedule delivery to ensure that the message is sent at an appropriate time.
Configuration Parameters	Customize the type of alerts to receive by user through configurable parameters.
Reporting	Delivery Report to ensure that the notification has been successfully delivered.