

### Providing Affordable, Effective Communications Solutions

#### 2way Messaging

Sybase 365 provides outbound messaging as a core service. Some customers want their SMS recipients to respond to their messages. Sybase 365 provides a 2-way service that allows this to happen.

#### Benefits

2way messaging allows business customers to capture responses to their messages and forward them to different destinations. 2way messaging makes businesses more efficient and improves operations. You can react more responsively to customers and employees and increase business productivity.

**Why 2way Messaging** In today's ever increasing mobile business environment it is imperative that organisations obtain business information from employee and customers at lightning speed. It is impossible to gather information via email or via phone call from a large group in a timely manner using these traditional communication methods. Sybase 365 Messaging can gain you a competitive edge by allowing you to collect and forward information fast with minimal resources.

#### 2way Messaging

Recipient responses can be captured, and sent on to a range of destinations:

- We can forward it on to your phone as a text message
- It can be sent to your e-mail account
- You can read it on the web site in your personal reports section
- We can also send the message directly in to your data systems using XML

#### Typical uses

- Media Contest
- Field Force Management
- On Demand Marketing
- Emergency Response

#### Pricing

Full details of our current pricing are on our web site <http://www.Sybase365sms/cost.aspx>

#### How to contact us

- Call 44 (0) 1234 757 800
- Email [support@Sybase365sms.com](mailto:support@Sybase365sms.com)
- Web <http://www.Sybase365sms.com>