

Feature Comparison

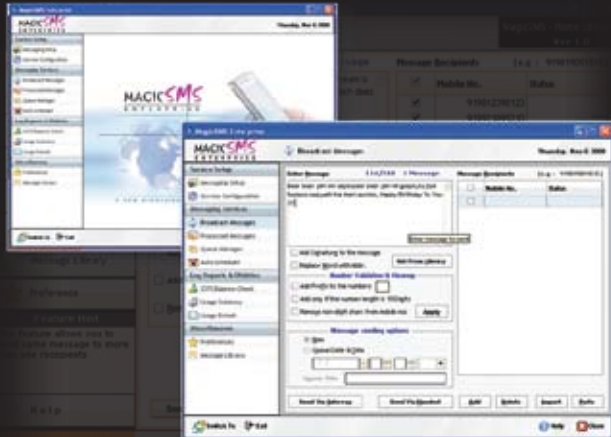
MagicSMS Lite v/s MagicSMS Enterprise Editions

Feature	Lite Edition	Enterprise Edition
• Message Broadcasting	✓	✓
• Processed Messages	x	✓
• Personal Contact Management	✓	✓
• Integration with MS-Excel, MS-Outlook & MS-Outlook Express	✓	✓
• Integration with MS-Access, MS-SQLServer, Oracle, Foxpro & Delimited Text files	x	✓
• SOTS Option	✓	✓
• Handset Connectivity	✓	✓
• Message Library	✓	✓
• Message Queuing	x	✓
• Message Auto-scheduling	x	✓
• Maximum Message Length using SOTS	480	480
• Personal Black List Number (DND)	✓	✓
• Message MIS	✓	✓
• Free SOTS Credits	100	1000
• MRP*	1990/-	4490/-

* VAT extra as applicable

SOTS Plans	Cost*	Credits	Cost Per SMS	Validity (Mth.)
Basic Plan	499	1760	0.25	12
Standard	999	4480	0.20	12
Saver	1999	11955	0.15	12
Super Saver	4999	34495	0.13	12

*Inclusive of Service Tax (10.30%)



Speed up your success story !!!

System Requirements



Operating System

Windows 2000 / XP
(Recommended) / Vista.

Connectivity option

DKU-5,DKU-2, CA-53 Cable, Infrared Port,
Bluetooth Dongle, Internet connection
(SOTS Gateway).

Hardware

Compatible GSM / CDMA Handset*
(Refer the list at www.datacompwebtech.com).

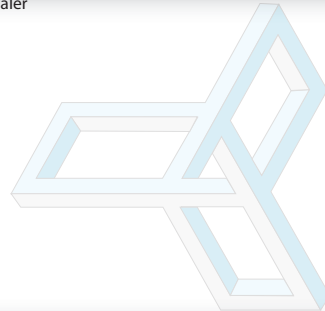
Note:- MagicSMS is compatible with a wide range of **Nokia, Sony, Motorola** and other handsets.
However, Datacomp does not warrant that your phone will work successfully with MagicSMS.
Please test your handset model with MagicSMS before purchasing the software.

* Also available Magic SMS - Tally Edition

MAGICSMS

Tally Edition

Authorised Dealer



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Banks Medical Auto Dealers Brokers



Retailers Institutes Multiplex Travel Agency



Consultancy Clubs Hospitality Parlours

.....the list is endless

Introduction

Gone are the days when people preferred paper communication, Today email & SMS is fast replacing the traditional paper communication. Mobile phones have reached the hands of millions of people & SMS has become a new revolution in mass communication.



MagicSMS is a powerful productivity enhancing tool, brought to you by **Datacomp**. It harnesses the power of revolutionary SMS technology to enable you to reach out to your customers, associates or friends in seconds.

How does MagicSMS work?

- It uses an internet based SMS sending service (SOTS) to send messages to hundreds of people in India at a click of a button
- It can also send messages from your PC through a compatible GSM / CDMA handset using a bluetooth connection

MAGICSMS

Salient Features of MagicSMS*

- User friendly software application to send SMS to masses in the simplest possible way
- Available in 2 editions – Lite & Enterprise
- Can integrate with your business database. Integration possible with MS-SQL Server, Oracle, MS-Access, MS-Outlook, MS-Outlook Express, MS-Excel, Delimited Text files, Foxpro

- Generate personalized messages by picking data from compatible database. For e.g



Dear Mr. Deepak, your Maruti Zen car MH-02 MA8655 is due for quarterly checkup on 15-Sep-2007. Kindly contact us on 26735564 for pick up. Thank you. Excel Services™

- Auto-Schedule – you can configure

repetitive services and then leave it to **MagicSMS** to do the SMS sending task automatically. For e.g. If a doctor wants to send an appointment reminder SMS to his patients 2 days before the appointment, then he just needs to configure this once. **MagicSMS** will automatically do this task daily at the specified time.

- Message Queuing – If your office is closed on Saturdays and Sundays, you can send the messages on Friday with instructions to be delivered to the recipients on Saturday / Sunday. For e.g. – Birthday Greetings
- Message MIS – **MagicSMS** provides a rich MIS of all the messages sent via handset or internet. You can filter the MIS on various parameters such as date, delivery status, mode, etc.

* Some features are available in Enterprise edition only. Refer to the comparison chart in this brochure. Also some features are available through SOTS only



Where can you use MagicSMS?

Marketing Campaigns

Special Offers

New product / Schemes information

Greetings

Alerts / Reminders

Jokes / Inspiration

What is SOTS?

SOTS or "SMS on the Spot", is an Internet driven SMS service developed specially for **MagicSMS**. Using **SOTS** you can send out messages from your **MagicSMS** software to your customers over the internet. No extra hardware or mobile phone is needed. And of course, needless to say, the sender's number will be your GSM number.

Advantage of SOTS

- No extra hardware or mobile phone is needed.
- Instantly and easily usable
- If you use your mobile phone, it will remain blocked while you are sending messages. **SOTS** frees your mobile phone so that you can conduct your business without any interruption.
- Highly Affordable – very low transaction cost per SMS anywhere in India. Flat rate for local and national SMS. No weekend / holiday surcharge.
- Much faster in sending SMS as compared to handset.
- Easy refilling / balance checking procedure.



Who are we?

Datacomp Web Technologies Pvt. (I) Ltd. has been providing innovative software solutions in the insurance and personal finance market since 1985. It has produced an array of software solutions using cutting edge technologies on the desktop, mobile and web platforms. Currently it boasts of over 50,000 successful software installations of its products in India. **MagicSMS** ranks amongst its top selling products with over 5000 users.



 **DATACOMP**
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Building Relationships Through Technological Excellence