

Your regular tasks can be scheduled to be auto-triggered as per your defined pattern. For e.g. if you want that everyday at 5 pm, a THANK YOU sms should be sent to all customers whose payments are received during the day, then you can create a schedule for such service in less than a minute. Once a schedule is created, your task will be done even if MagicSMS application is not running at that time of the day. Needless to say, your system, internet connection and Tally must be on at that time.

Some scenarios where Auto-schedule will be immensely useful:

- Auto-sending of "Thank You for Purchasing" message within minutes of transaction
 - Auto-sending of "Dispatch information" immediately after a challan is made
 - Auto-sending of "Cheques Dishonored" messages at a particular time everyday
 - Auto-sending of Birthday greeting messages at a particular time everyday
- ... imagination is the limit!

Other Value Features

Broadcast SMS

You can use this feature for running marketing campaigns, sending festival greetings, etc. to anyone. You can import numbers or simply cut & paste numbers and shoot the SMS to the list of numbers. It's that simple!

Bulk E-Mail

Apart from powerful features available for messaging, MagicSMS Tally gives you a bonus feature of sending bulk e-mails. It can pick-up e-mail IDs from your Tally database or from your address book or even copy-paste a list of e-mail IDs from MS-Excel worksheet. You can send plain, rich-text or HTML e-mails with or without attachments. It can use your POP3 account or even Yahoo / Gmail accounts for sending mails.

Batch Update of Tally Data

You can get a list of all contacts from the Tally Database and update their Mobile numbers as well as E-Mail IDs using this software

Address Book

You can use this feature to maintain information of all your contacts. You have a facility to input all the details or import from MS-Excel or MS-Outlook. This address book is available for broadcasting SMS or sending Bulk E-Mails

Task Reminder

A very handy tool to input your important tasks and receive alerts by SMS

Personal DND List

Many a times when we send SMS to our target audience, some people do not like to receive them. Hence on their request you may want to block future campaigns to them. This application allows you to maintain a DO NOT DISTURB list which is referred every time you are doing bulk SMS.



ENHANCE THE VALUE OF YOUR TALLY SOFTWARE

AND EXPERIENCE EXCLUSIVE BENEFITS IN YOUR BUSINESS

NOW!!!

ADDITIONAL VARIANTS AVAILABLE



M.R.P.: Rs. 4490/- (Plus Taxes)



M.R.P.: Rs. 1990/- (Plus Taxes)

Authorised Dealer

MagicSMS Tally Edition - M.R.P.: Rs. 4990/- (Plus Taxes)



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Add The **POWER** of Communication
To The Power of Simplicity



Make your favourite software Tally capable of communicating with your business associates

Presenting



THE SMS BROADCASTER FOR YOUR TALLY SOFTWARE



- Payment Receipt Acknowledgment
- Payment Outstanding Reminder
- Cheque Bounce Intimation
- Payment Intimation to your suppliers
- Goods Dispatch Intimation
- Debit Note / Credit Note Intimation
- Birthday Greetings
- and many more.....

TALLY has been the backbone of your business management for many years. Your entire **BackOffice** is driven by this simple yet the most powerful business software ever delivered by an Indian company. You reckon Tally for many purposes, such as:

- Maintaining your complete financial accounts
- Managing your inventory
- Generating customer invoices
- Keeping your outstandings in control
- Generating MIS data for monitoring business efficiencies ... and much more.

This list can go on and on. Imagine, being able to add the power of instant communication to Tally! Well, **MAGICSMS TALLY** is just the right solution to take your business automation to the next level



What is MagicSMS Tally?

MagicSMS Tally Edition 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, suppliers and associates in seconds. It is specially designed to work seamlessly with your Tally database and provides a host of useful services to enhance your communication with your customers and suppliers.



How does MagicSMS Tally work?

MagicSMS Tally is an independent software application that connects and reads the data from your Tally database. It allows you to create custom queries to get specific data from your business database. Using this data, it generates dynamic and personalized text messages which you can transmit to your target audience via SMS.

There are 2 ways in which MagicSMS Tally can send text messages:

- Via an internet based SMS sending service (SOTS) to send messages to hundreds of Indian mobile numbers at a click of a button
- Via a compatible GSM / CDMA handset connected to your PC using a bluetooth connection to any mobile number in the world

While you can define your own services, MagicSMS Tally comes pre-configured with a set of useful queries to enable you to get started immediately and reap its benefits instantly

MagicSMS Tally Pre-configured Services

Payment Receipt Acknowledgment

This is a THANK YOU sms that will be sent to your customers when a payment is received from them. A small gesture that can put a smile on your customer's face. e.g.



Dear Mr. Ajay Gupta, thank you for your payment of Rs. 52000/- vide Chq. No. 762277 of ICICI Bank – ABC Enterprises.

Payment Outstanding Reminder

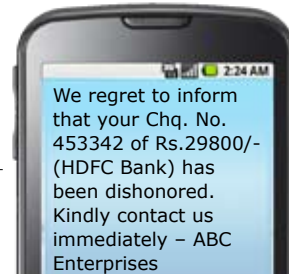
With this service you can remind your customers to remit their outstanding payments e.g.



Payment Reminder: Your Payment on our Invoice No. 5655 of Rs. 45000 is overdue for 66 days. Kindly remit the same at the earliest. Thank you – ABC Enterprises.

Cheque Bounce Intimation

Act immediately on failed transactions! Use this service to send intimation about cheque dishonour to your defaulting customers.



Payment Intimation to your suppliers

This SMS informs your suppliers that their payment has been dispatched and provides them with the details of the cheque. e.g.

Dear Mr. Agarwal, your payment of Rs.38500 has been dispatched vide chq no.435573 dated 23-2-2010. Plz acknowledge the receipt – ABC Enterprises

Goods Dispatch Intimation

Keep your customers aware of their order status. Use this service to inform them about dispatch of goods against their specific orders. e.g.



Dear Sharmaji, we have dispatched goods against ur order no 423552 on 22/02/2010 through Bluedart Couriers (Doc.No 628822)–ABC Enterprises

Debit Note / Credit Note Intimation

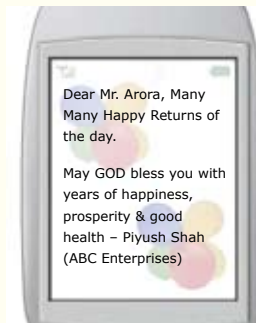
With this service you can inform your customers / suppliers / associates about any Debit note raised on their account or a Credit note issued to them.



Birthday Greetings

Personal bonding with your associates, whether customers or suppliers, will always prove healthy for your business.

This is the very purpose of this service. You can send out birthday greeting SMS to your associates at a click of the button.



You can configure your own services

While the software comes preconfigured with the above services (which again are editable), your limit does not end there. You can define and store your own services for sending personalized messages, based on your business needs. Your services can be based on:

Tally Database

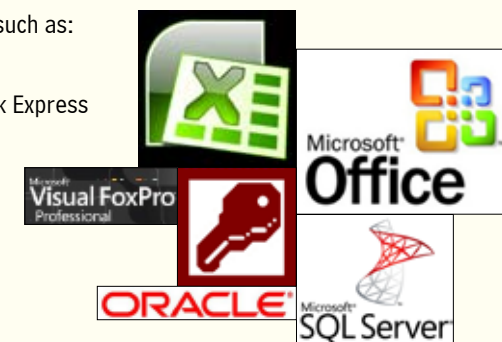
We have exposed 2 types of data lists for building your custom services, viz.:

- All Party List:** This is a list of all customers, suppliers, associates, etc. For e.g. to run a marketing campaign, you can filter this data on Group – “Sundry Debtors” and define a suitable marketing message to be sent to them or maybe use the entire list to send festival greetings.
- All Vouchers List:** This is a list of all transactions entered in your tally database. You may filter and use this data suitably for your various business communication needs.

Other Sources of Data

In addition to connectivity with Tally, MagicSMS also allows you to collaborate with other data sources such as:

- MS Excel
- MS Outlook & Outlook Express
- CSV Text files
- MS Access
- MS SQL Server
- Oracle
- MS FoxPro



Automate your SMS Sending

This advanced feature will surely take your communication automation to the next level! While you need to use Tally on almost daily basis for updating the transactions, you need not use MagicSMS on daily basis and yet ensure that your SMSes are sent out promptly everyday. The AUTO-SCHEDULE feature of MagicSMS makes this a child's play.