

Interactive Messaging Service – Fact Sheet

Overview

Interactive Messaging Service (IMS) is a service that provides premium SMS connectivity to mobile operators in Malaysia. It allows you to provide premium SMS services such as ringtone downloads, picture messages, operator logo, SMS contests or any other SMS services and collect the revenue directly from the mobile operators. You can apply & obtain a short code from the mobile operators and use the IMS to manage & operate your SMS services using your short code. This allows you to directly receive your revenue from the operators since you are the owner of the short code.

Features of the IMS

The main features of the IMS are described below

- SMS connectivity to Celcom 019 & 013 networks, Maxis 012 & 017 networks & DiGi 016 network
- Sending SMS for text, mono ringtones, picture messages, operator logo, Chinese characters & service message (i.e. WAP push for polyphonic tones, colour wallpaper etc)
- Integration with your application server for sending & receiving of SMS
- 24 hours monitoring of the connectivity to the mobile operators
- Web based traffic reporting (up to midnight the day before) showing breakdown of different services
- MMS connectivity when the mobile network operators open up their MMS connectivity to external parties
- Provision of customized applications according to your requirements such as for ringtone downloads, contests etc.

Here is how the IMS will operate & manage your short code.



