

SMS Application Pricing

This document refers to our SMS application which you can install on your own computer and manage independently. Alternatively, if you wish us to provide an SMS service for you, please refer to our document "SMS Service Pricing".

All prices are quoted in GBP and exclude VAT.

SMS Text Message Server Solution

SMS one way application – includes single user licence & 30 days support	1,399.00
SMS two way application – includes single user licence & 30 days support	799.00

Options

Multi user licence – per extra terminal	375.00
Multi user server application – required if using 2 or more terminals simultaneously	645.00
Consultancy / Bespoke development (per day) – please call for quotation	595.00
Training (per day)	595.00
Changes to user settings (usually applied within 24 hours)	10.00
Annual reregistration (required annually)	25.00

Credits

Quantity Credits	Cost in GBP £ excl. VAT	Pence per Credit	Equivalent cost per message (in pence) on route 2 at 1.5 credits per message
Starter Pack* 500	33.33	6.66	10.00
2,000	113.46	5.67	8.51
5,000	254.50	5.09	7.64
10,000	462.00	4.62	6.93
20,000	888.00	4.44	6.66
50,000	2,175.00	4.35	6.53

Credits are required in order to send outgoing messages and will normally be applied to your account within 24 hours of your order / payment.

*The starter pack (500 credits) is an option if your initial requirements will be very low. However, if your initial requirements will be greater, then purchase the appropriate quantity of credits. The starter pack can only be purchased with the application; thereafter only quantities of 2,000 or greater are available.

Please note that 1 credit is not always 1 outgoing message as it depends upon the 'route' selected by you in the SMS application. We generally recommend use of route 2.

- Route 1 (economy) currently uses 1 credit per message but will usually incur delays before delivery.
 - Route 2 (standard) currently uses 1.5 credits per message and experiences rare delays.
 - Route 3 (premium) currently uses 1.7 credits per message which are normally delivered without delay.
- For a more detailed explanation on the quantity of credits per outgoing message and the differences between the routes, please refer to our "Network Coverage" document.

Terms & Conditions

By using our SMS software, you agree to the following terms and conditions. You also agree to abide by any changes to these terms and conditions that will be made available on our website and / or emailed to you.

These terms and conditions are in addition to our standard terms & conditions of business which are available from our website.

1. You must comply with all applicable laws, regulations and network operator requirements. Any complaint from a network operator would be regarded in a very serious light and the responsible user could be suspended without a refund of its credits. You are therefore advised to include your own contact details in your messages to ensure that complaints are directed at you and not at us or the network operator.
2. You may not send unlawful, obscene, abusive, harassing, threatening or obscene messages.
3. Spamming (unsolicited marketing) is not permitted under any circumstances. Recipients must either have requested the service from you or be subscribers or paid members of a group where the rules of subscription/membership explicitly grant you permission to send SMS messages.
4. You understand that messages sent are stored and can be audited at any time.
5. You agree to indemnify us and our suppliers against all and any losses suffered in the event that you don't comply with the terms and conditions.
6. The default maximum number of messages that you can send per day is 1000. Please contact us if you need to increase this limit (subject to agreement by our network suppliers).
7. We will do our best to ensure successful delivery of all messages. Please note however that successful delivery also depends on additional parties such as ISP's, telcos and network operators, hence we cannot absolutely guarantee successful delivery for every message.
8. Once a message has been sent you cannot recall it to cancel it or resend it on a different route.
9. The service is provided as is. Changes may occur as to which networks are covered (currently 500 networks in 166 countries).
10. The number of credits used per message is subject to change without notice, and also depends on the cost route used.
11. The cost per credit is subject to change without notice.
12. Changes to prices per credit and / or credits required per message take immediate effect.
13. Notices of changes, where possible, will be posted on our website and/or sent to you via email.
14. Bespoke development and training costs exclude travel expenses.
15. Your initial 30 days support commences the date after we ship the solution to you, not the date you install it. Additional support is available on an annual contract or on a pay per call scheme. Please refer to our "Support for Products" document for more details.

E&OE.