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SMS Gateway: Great Way to Communicate via SMS by Avena Sowell

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One of the most used services in the telecom sector today is short message service (SMS). In 2010, over 6.1 trillion SMS were sent globally. This means nearly 200,000 SMS were sent every second. These numbers will only increase with increase in penetration by service providers in developed and developing nations. Obviously this would lead to traffic congestion at the service providersâ€™ end, which in turn would lead to delay in delivery of the messages and, in some cases, failure of delivery.

With over 35% of the 7 billion world population connected to the World Wide Web in 2011, another popular means of communication is e-mail. It was only a matter of time when the demand to send emails via mobile phones would arise and this would add to the complexity of telecom service providers.

The above two areas of concern led to the development of SMS software called SMS Gateways. SMS gateways are special SMS softwares and networking facilities that allows sending and receiving of SMS from Internet or mobile devices to other mobile devices.

Each telecom company has its own SMS centres (SMSCs) that use their own propriety communication protocols. When an SMS is sent from any device it is routed through these centres. Now as each company has a unique protocol, it is difficult to send SMS, especially bulk SMS, from a device using one service provider to another device using another service provider. The solution for this situation is SMS gateways, which acts as a bridge between two or more SMSCs. SMS gateways help convert the communication protocols of one service provider into that of another and thereby allowing SMS messages to be delivered between different providers. With the help of SMS gateways, messages can be delivered faster, without delays and drastically reducing chances of delivery failures.

SMS gateways are also useful for delivery of content from the Internet to mobile devices via SMS. For this purpose SMS API, a special programming application, is used to help SMS messaging. SMS API is in-built in the SMS software and easily allows the conversion of Internet content to be sent to different SMSCs. SMS gateways help control the SMS traffic amongst users, they act as the individual server or storage unit for delivery of SMS just like Yahoo or Gmail for delivery of emails.

There are several benefits of SMS gateways such as faster and more accurate delivery, easy conversion of web content to SMS content and quick delivery to recipients, provides the provision of sending bulk SMS, which cannot be done on an individual mobile device. Mobile devices can send messages to multiple recipients but that can be done one at a time, whereas SMS gateways send all the messages in one go. There are also several benefits of SMS gateways in the corporate world such as lower cost, increased visibility, quick responses, regular interaction with existing as well as potential customers, etc.

SMS gateways are a breakthrough technology that helps facilitate delivery of SMS messages directly to and from recipients without any delays or delivery failures. At present, several such gateways are in existence and benefiting millions of users around the globe.

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a Text shortcode Provider, Gateway Mass Text messaging software is generally a web, desktop or email based application that allows you to access - and send messages. a bulk sms messaging are applications or interfaces that enable you to send SMS messages from your desktop or laptop PC to one or many contacts. Use our service and save valuable time and money on your communications.

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