

PrimetexT

The home of business text messaging

Welcome to PrimetexT - the home of business text messaging.

According to the Mobile Data Association (MDA) the total number of person-to-person text messages sent across the four UK GSM networks in December 2003 totalled 1.9 Billion, taking the annual total to 20.5 Billion. Whilst Business Text Messaging only accounts for a small but rapidly growing fraction of that total the MDA believes that text messaging has moved beyond a 'teenage fad' to become an essential business tool.

PrimetexT does what no service has done before.

PrimetexT was founded in 2001 to create compelling business applications based on the SMS text messaging capability of GSM mobile phones. The core offering is a web based service which allows users within an organisation to send and receive text messages to and from a PC using a standard browser.

It has taken the phenomenal success of text messaging and make it usable for everyday businesses as an integral communications tool by stripping away the mystery, complexity and cost of business text messaging.

PrimetexT provides solutions to a wide range of businesses in industries as diverse as the media, the contract labour market, garage services, local authorities, financial institutions and the security industry.

Why does my company need another communication channel?

There are a number of specific characteristics of SMS text messaging which make it particularly useful for business communication and a number of benefits which companies can accrue from licensing the PrimetexT solution.

- A text message is permanent, so it saves taking notes – it's with the person all the time so they can refer back to it.
- If the message contains a telephone number, in a text message it can be dialled without re-keying – a time saver for the recipient
- Sending to a group of recipients is no more complicated or time consuming than sending to one.
- The sender receives a confirmation that the message has been received, so no more "didn't you get my voicemail?" conversations.
- Text messaging is much more tolerant of bad or noisy lines.

Why is PrimetexT the right channel?

Put simply because it meets the needs of a wide range of organisations in a cost effective manner. PrimetexT has divided the business benefits into 5 areas.

1. It's based on proven technology
2. It's simple to set up and use
3. It's fast
4. It's flexible
5. It's cost effective



Very rarely can an organisation improve its internal communications and cut costs, but that is exactly what PrimetexT achieves.

It's proven technology

SMS, as the MDA shows, is massive. Worldwide over 1 billion phones are able to send and receive SMS messages and billions of messages are being sent – so it's familiar, people understand it, they see it working all around them – they trust it as a communications channel because it works.

PrimetexT constantly liaises with the major networks and aggregators to ensure that the delivery rate for PrimetexT messages exceeds the norm for the industry, with full audit trails available.

For a new customer the fact that PrimetexT is already working with a wide range of clients across industry sectors has to be a major benefit. Reference customers can reassure prospective PrimetexT licensees that the solution "does what it says on the tin".

It's simple to set up and use

Users need no special equipment other than an Internet browser, an access to the Internet and will have no trouble learning how to use PrimetexT. The user interface has been modelled on a typical email package since this is the way of working that most people are now familiar with.

- Messages are stored in familiar folders (Inbox, Sent, etc). Just like an email system, it allows users to create groups of users, and to send a message to a whole group with a single click.
- As well as text messages, it can also be used to send messages to other PC based PrimetexT users, creating an internal "chat" service.
- For mobile PrimetexT users, they can send a text message into the organisation, either to an individual, to a group, or as a reply to an outbound message.

PrimetexT Ltd.

Address: 14 Tiller Road, London, E14 8PX, United Kingdom

Telephone: +44 (0)20 8874 0353

E-mail: info@primetext.com

Web address: www.primetext.com

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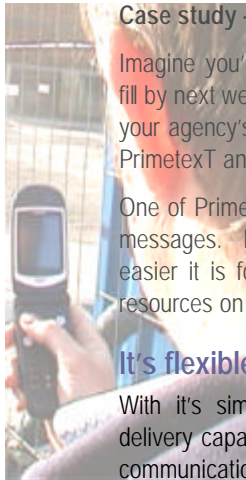
Because PrimetexT runs as a managed service, there is no equipment or software to be installed – which makes the decision to use PrimetexT a much simpler one as it doesn't touch your existing IT infrastructure!

It's fast

Where PrimetexT comes into its own is when you need to get information to your staff fast. If you have remote workers, or staff that are travelling without a PC and only have a mobile phone with them sending a text message has all of the benefits of email, but instantly.

PrimetexT has the added benefit that it's easy to see if any messages have not been delivered for any reason, and remedial action can be taken to ensure that everyone gets the message. If you're a retailer who needs to organize a product recall – could you guarantee to do it quicker?

If you need a fast response then the benefits are doubled!



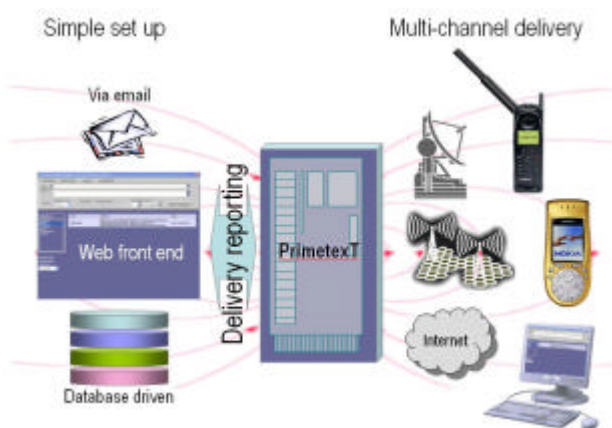
Case study – contract labour

Imagine you're a construction company with 10 vacancies to fill by next week. Do you phone up every carpenter on your or your agency's books to see if they want the job or do you use PrimetexT and text the details to them?

One of PrimetexT's customers has already sent 250,000 such messages. Imagine the cost saving and imagine how much easier it is for the site manager to ensure he has the right resources on site at the right time.

It's flexible

With its simple set up, Web front end and multi-channel delivery capability PrimetexT offers the flexibility that business communication requires today – and in the future.



PrimetexT can accept messages via email, via the web interface or from the output of a database driven system. This allows customers to match the service to their needs as they develop over time.

Case study – PrimetexT reaches the remotest parts

The addition of the satellite delivery channel was in response to the requirements of a customer who needed to communicate with their employees in hostile terrains. No GSM coverage existed and the employees were unable to access the internet from a computer so PrimetexT enabled the service to be accessed over satellite networks allowing important messages to be received anywhere on earth.

It's cost effective

PrimetexT will save you money – we're convinced of that. Even if you want to communicate with a single mobile individual your business could end up paying for 3 calls.

Many calls to mobiles cannot complete because the phone is either switched off or out of coverage. In these situations, the caller usually leaves a voice mail and often the cost is that of 3 phone calls! Yes, the original call to the mobile, the call to pick up the voice mail and finally the call back. Now imagine trying to reach 10 people or a 100.

Sending a text message costs a flat 10p, regardless of whether the message is to a UK user, or anywhere in the world.

Case study – PrimetexT can also save you money associated with handling inbound calls.

One of PrimetexT's clients found that a significant amount of staff time was taken up dealing with calls from weekly paid employees who wanted to know when they were being paid and how much! Using the PrimetexT solution the payroll department is now able to text all their employees with that information every week and the time saved can be applied to improving the service they offer.

Next steps

For further information or a trial of the service, visit our website www.primetext.com or call us direct on +44 (0)20 8874 0353 or by e-mail: info@primetext.com

PrimetexT is a privately held company with over 3 years experience of Mobile Commerce in general and SMS in particular. We believe that for Mobile Commerce to realise its true potential, it needs to be made accessible and have genuinely useful applications. These are the principles which have led to the creation of the PrimetexT service - built by businessmen, for businessmen.

PrimetexT is an example of that rare breed of technology company in that it is revenue generating and profitable.

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