

LEXEL

MoCo™ SMS Suite G2

Stay Connected

.... your total SMS solution.



"Imagine a letter that was always opened as soon as it went through the mail slot, allowing an instant response, delivered for pennies."

Steve Wunker

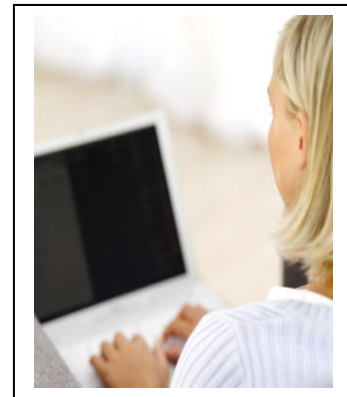
UK Director, Mobile Marketing Association

What is SMS ?

SMS stands for "Short Message Service". It is the technology that enables users to send and receive text messages via mobile phones.

What can SMS do ?

- Advertising of products and services
- Marketing Promotions
- Information dissemination and Query
- Birthday or Festive Seasons greetings
- Appointment Reminder and Confirmation
- Voting System
- Collection of Survey and Feedback
- Conducting of Quiz / Contest



Just plug-in MoCo™, and you are ready to send or receive SMS, anytime, anywhere.

Why use SMS ?

SMS is an extremely efficient, cost-effective and high-response-rate medium.

What is MoCo™ ?

MoCo™ SMS Suite G2 is your complete SMS solution. It is a package consisting of a windows-based software and a GSM/GPRS modem. With MoCo™, you have a powerful SMS tool to stay connected with your customers, anytime, anywhere!

Why use MoCo™ ?

- Simple installation.
- User-friendly interfaces
- Cost Effective: No need for expensive servers, no need for internet connection, no monthly subscription fees.
- No need to reveal your customer database to third-party companies.
- Tested and Proven in various sectors.

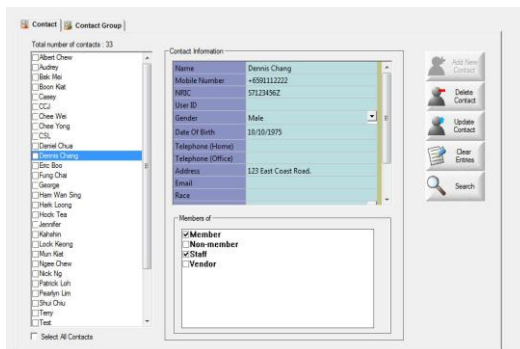
Systems Requirements:

- IBM compatible PC or laptop running Win XP/ 2000/ 2003/ Vista / 7 / 8
- 400MHz or faster Pentium compatible processor
- 40Mb harddisk space or more
- At least 256Mb RAM
- One free USB port for the supplied GSM modem

Features of MoCo™

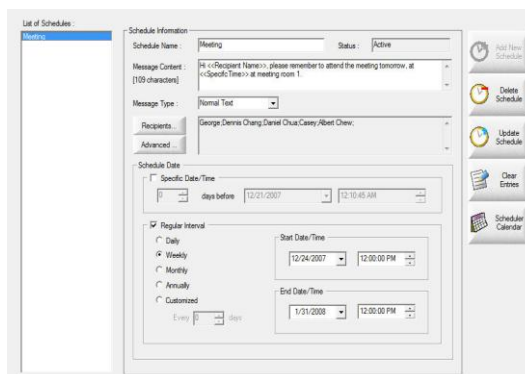
Address Book Management

- **Categorize your customer database using Contact Groups**
- **Import / Export capabilities to allow seamless integration with your existing customer database.**
- **Powerful Search Engine to select your SMS recipients according to their gender, date of birth, age group, and other information.**



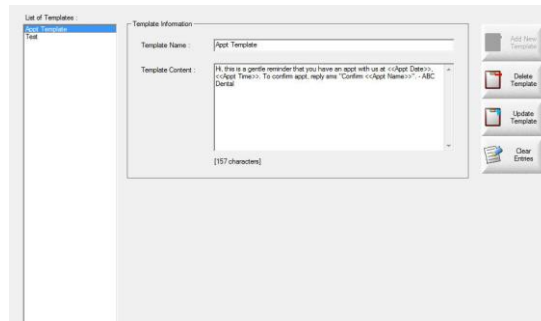
Real-Time Scheduler

- **Send scheduled SMS on specific date or in regular interval over a period of time.**



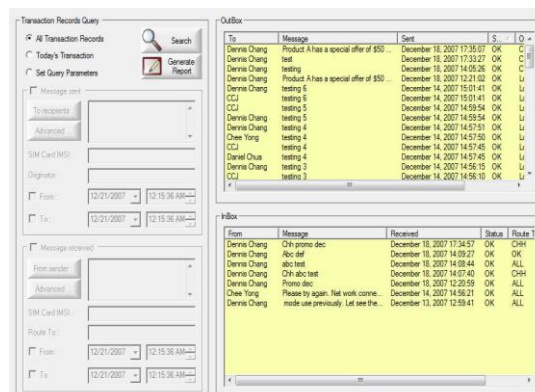
Template Editor

- **Create customized and personalized message templates.**



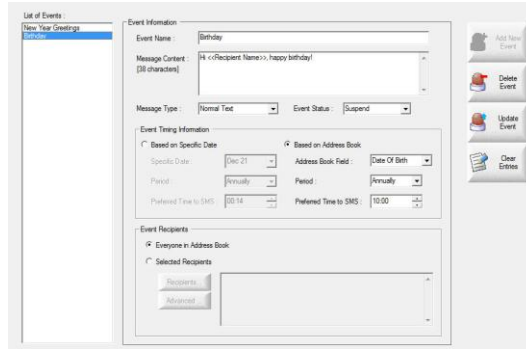
Transaction Manager

- **Keep track of all incoming and outgoing SMS traffic.**
- **Generate customized reports**



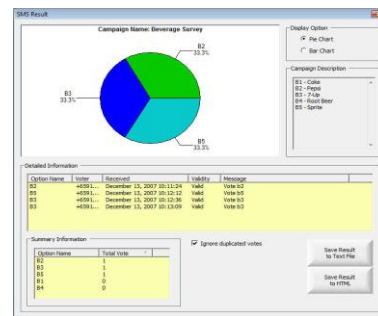
Event Management

- Send automated and personalized SMS greetings upon customers' birthdays, anniversary, etc.
- Send automated and personalized SMS greetings upon festive seasons like New Year, Christmas, etc.



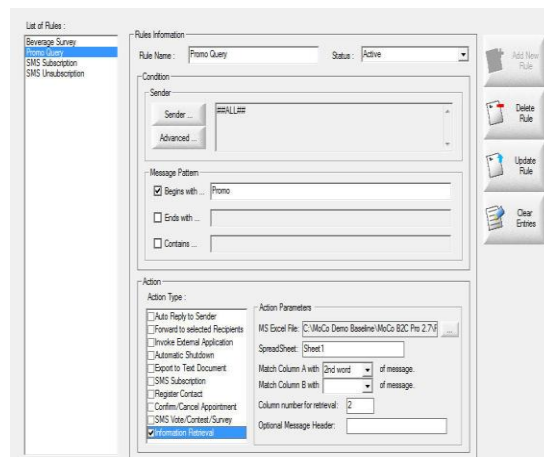
Campaign Manager

- Conduct SMS Voting campaign
- Conduct SMS Survey on your company products and services
- Conduct SMS Contest / Quiz
- Graphical presentation of campaign results



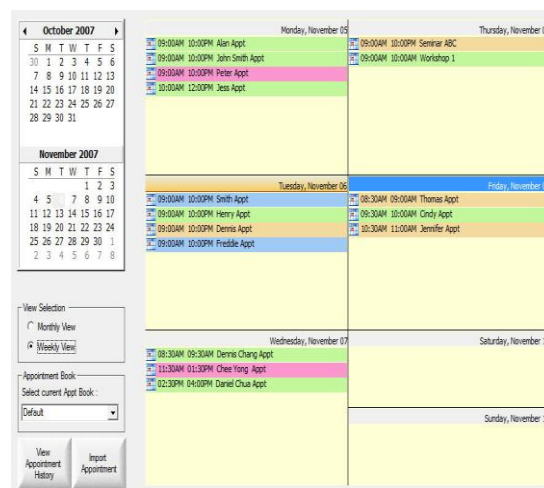
Automatic Response System

- Send automatic replies
- Forward incoming SMS to selected recipients.
- Invoke external application
- Remote shutting down / rebooting of PC.
- Export incoming SMS to Text documents.
- SMS Unsubscription
- Registration of Customer Information into Address Book
- Appointment Confirmation & Cancellation.
- Retrieve information from MS Excel file



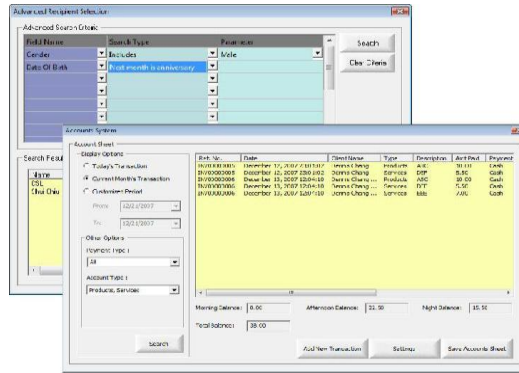
Appointment Book System

- MS Outlook-like Calendar-based SMS Appointment Reminder System
- Monthly and Weekly view of Appointments
- Fully automated Appointment Confirmation & Cancellation
- Viewing / Printing of Appointment History
- Support Multiple Appointment Books
- Import Appointments from your existing system
- Statistically analyze response rate of each reminder and generate reports in HTML



Miscellaneous

- Support multiple GSM modems with various load balancing schemes
- Support multi-language SMS
- Built-in Accounts System
- Targeted Advertising
- Printing of Labels, Invoices and Appointment Lists
- Compatibility with DNC (Singapore)
- Dual way of sending SMS (Modem/Internet Gateway)

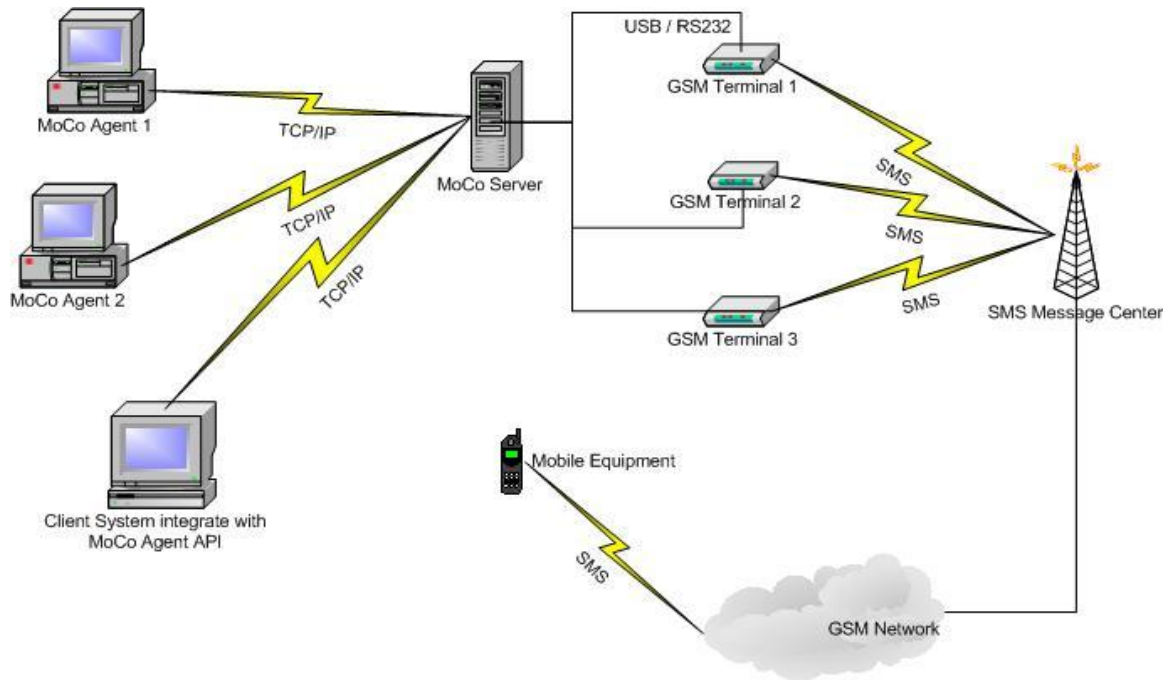


Comparisons of different MoCo™ Editions:

- For Single-PC:

S/N	Features	MoCo™ Lite	MoCo™ Professional
1	Address Book Management	YES	YES
2	Template Editor	YES	YES
3	Transaction Manager	YES	YES
4	Real-Time Scheduler	NO	YES
5	Event Management	NO	YES
6	Campaign Manager (SMS Polling)	NO	YES
7	Automatic Response System	NO	YES
8	Accounts System	NO	YES
9	eVoucher System	NO	YES
10	Appointment Book System	NO	YES

- For Multiple PCs :



For companies / organizations that have multiple users/PCs, an enterprise architecture as shown above is recommended. The enterprise architecture consists of :

- One MoCo™ SMS Suite G2 Server Edition
- One or more MoCo™ SMS Suite G2 Agent Edition

Both the MoCo™ Server and Agent Edition have the same features as MoCo™ SMS Suite G2 Professional Edition, and can be installed in any PCs running Win XP/ 2000/ 2003/ Vista / 7 / 8.

MoCo™ SMS Suite G2 Enterprise Edition can be deployed on the following areas:

- Insurance Companies
- Marketing Department of Companies
- Academic Institutions
- Building Management
- And many more.....

Our Contact Information

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