

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."

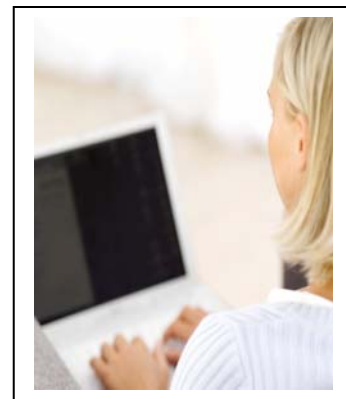
**Steve Wunker**  
UK Director, Mobile Marketing Association

### 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.

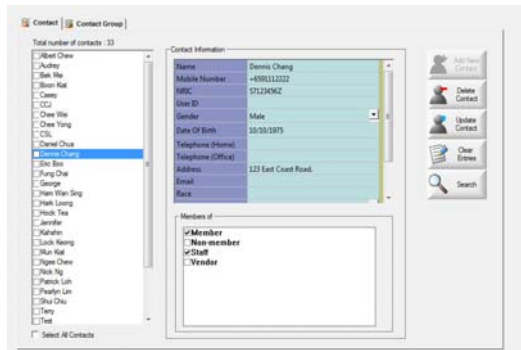
### Systems Requirements:

- IBM compatible PC or laptop running Win XP/ 2000/ 2003/ Vista
- 400MHz or faster Pentium compatible processor
- 40Mb haddisk 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.



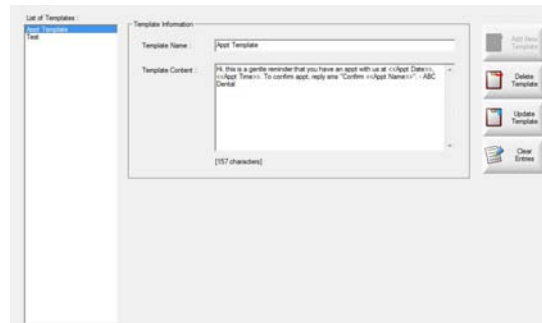
### Real-Time Scheduler

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



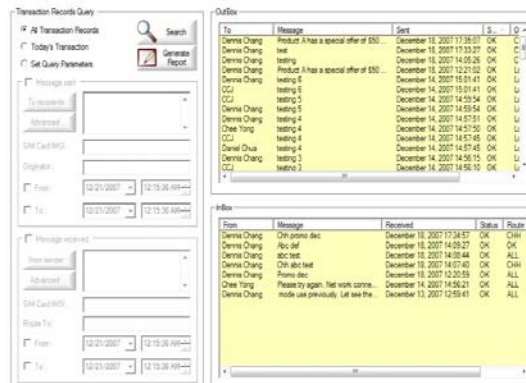
### Template Editor

- Create customized and personalized message templates.



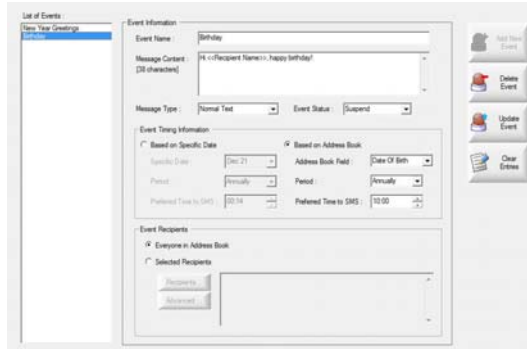
### Transaction Manager

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



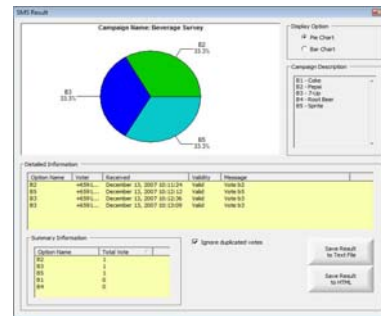
## Event Management

- 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.



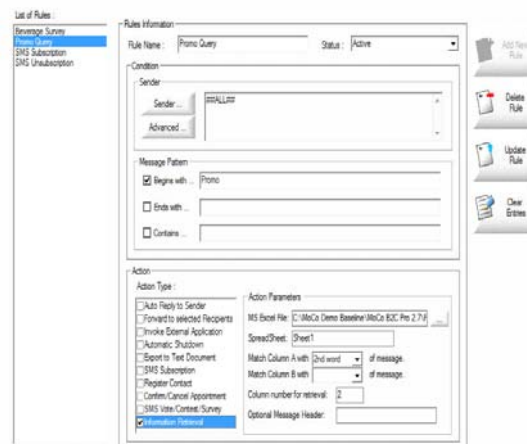
## Campaign Manager

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



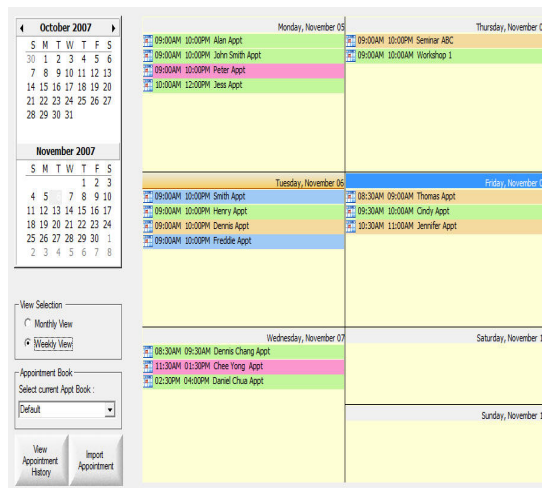
## Automatic Response System

- 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



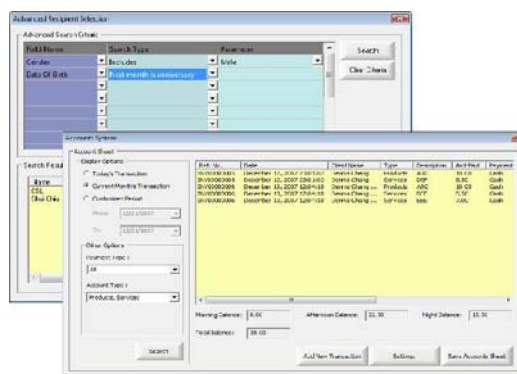
## Appointment Book System

- MS Outlook-like Calendar-based SMS Appointment Reminder System
- Monthly, Weekly and Daily 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
- Printing of Appointment Lists

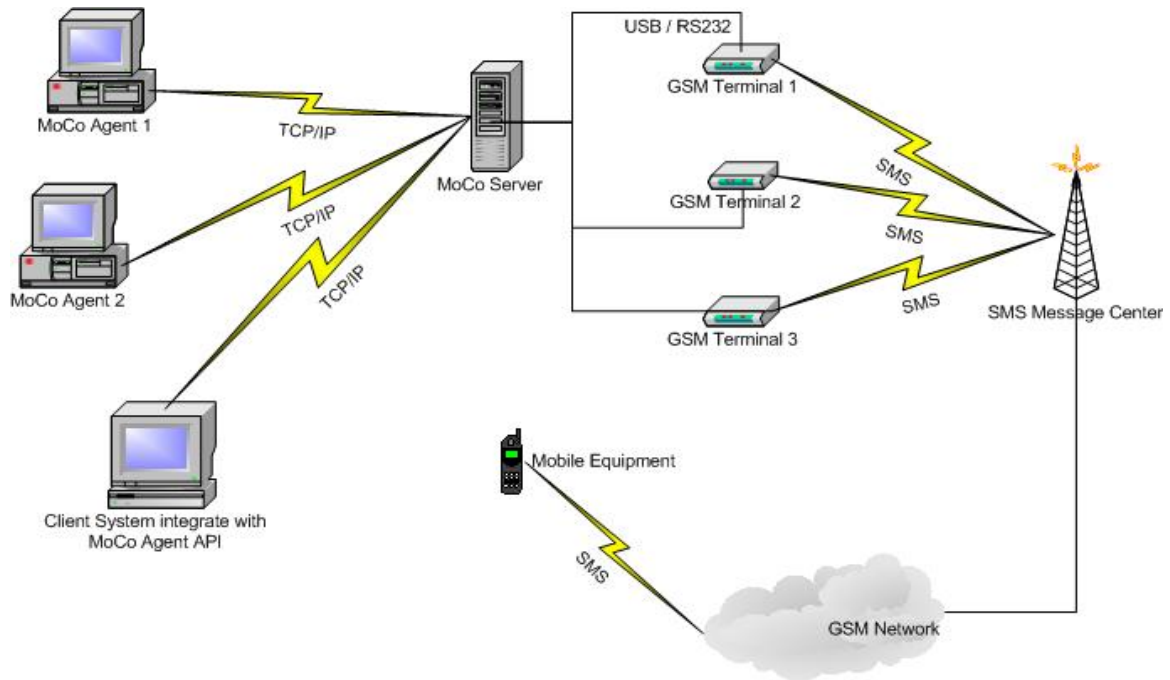


## Comparisons of different MoCo™ Editions:

- For Single-PC:

S/N	Features	MoCo™ Lite	MoCo™ Marketeer	MoCo™ Professional
1	Address Book Management	YES	YES	YES
2	Real-Time Scheduler	YES	YES	YES
3	Template Editor	YES	YES	YES
4	Transaction Manager	YES	YES	YES
5	Event Management	NO	YES	YES
6	Campaign Manager	NO	YES	YES
7	Automatic Response System			
a	Send automatic replies	NO	YES	YES
b	Forward incoming SMS	NO	YES	YES
c	Invoke external application	NO	NO	YES
d	Remote shut down / reboot of PC	NO	NO	YES
e	Export incoming SMS to Text documents.	NO	YES	YES
f	SMS Unsubscription	NO	YES	YES
g	Registration of Customer Information into Address Book	NO	YES	YES
h	Appointment Confirmation & Cancellation.	NO	NO	YES
i	Retrieve information from MS Excel file	NO	YES	YES
8	Appointment Book System	NO	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.

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.....

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