

The SMS@ddress™

– a new way of doing business

The SMS@ddress™, a key that unlocks a wealth of information, is set to revolutionise the m-commerce industry. Allowing users access to a range of information directly from their cell phones, the SMS@ddress™ is fast, easy to use and accurate. Its core function is powerful – it gives users access to vast amounts of information, without them having to remember a complicated range of identifiers.

“People are being bombarded with different short codes and other conventional identifiers. These web and postal addresses and ten-digit phone numbers are difficult to remember,” says Brandon Tancott, director of Sightings Design, one of the companies responsible for introducing the SMS@ddress™ to the market.

Conversely, the SMS@ddress™ is a friendlier and simpler name mapping solution that is readily associated with your brand, product and/or name. “It is thus easily remembered,” Tancott says.

Users can access valuable information such as banking details, telephone and fax numbers, web addresses and sales information. Customers can also access help and support or get directions to a company by having a map sent to their mobile, fax or e-mail. The possibilities are endless.

The SMS@ddress™, which allows for quick and easy interaction, acts as a central resource from where communication channels, information repositories and media campaigns can be consolidated. It provides companies with their own unique identity or address, thereby opening up a range of opportunities for any type of business.

The technology provides the ideal platform from which:

- Market research can be conducted
- Market feedback can be obtained

Promotional campaigns, reward programmes and competitions can be run

It also allows users to make bookings, engage with databases and run auctions while brochures, technical drawings or documents can be routed to them.

“The SMS@ddress can also be used to access multimedia features such as ring tones, MP3s, images and MMSs.”

For example, the owner of a small local restaurant who typically cannot afford to run large advertising campaigns will now be able to run successful promotional and marketing campaigns. “The SMS@ddress will enable the owner to promote his product offering and brand by running his own personalised SMS competitions,” Tancott says. All he would need to do is to display posters in and around the restaurant, which advertises a prize and entry details. Applicants then simply need to SMS words like “win meal tim’s” to South Africa’s universal short code, 33003.



Brandon Tancott

Tancott says many companies spend huge amounts of money on running temporary SMS or MMS campaigns. “The downside is that when the campaign finishes, the identity they have built up is lost. “With the SMS@ddress, the identity lasts, meaning that you can continuously run successful brand building campaigns,” he says.

Revenue sharing opportunities also exist. Users are charged a fee, which is determined by the SMS address holder, for each SMS. That said, the system provides an ideal means for companies or individuals to earn extra income.

Some companies will use it simply to provide their clients with better levels of service. An automotive company for example, could arrange for fleet vehicles to be booked into their premises via the SMS@ddress™. Clients could then be updated on the progress of the service via SMS.

In addition, while any cell phone will do, the more advanced your phone is, the more information you will be able to access. **S**



*This article has been commissioned by Sightings Design.
For more information visit
www.sightings-design.co.za, call 011 262 6290 or 076 189 4834,
or SMS book consultation sightings to 33003.*