Wireless Information Server (WIS)
Fact Sheet

What is WIS?

WIS is a 7th generation, proprietary and customizable messaging middleware platform that enables mobile messaging business applications with SMS (short message service) text messaging.

WIS is the licensable technology behind all Upside Wireless products and services, including Upside Wireless' global text messaging service, www.ipipi.com. Users enjoy the functionality and interfaces provided by WIS, but do not see the technology itself.

How does WIS work?

WIS is based on open standards and enables the timely delivery of information to cell phones using standard SMS text messaging protocols. WIS is an intelligent bridge/relay that connects various networks, such as the Internet, various data wireless networks, corporate networks running legacy applications, and databases.

WIS is three servers in one: mail server (POP3 and SMTP), news server (NNTP) and SMS server. It supports SMS over any wireless network (CDMA, GSM and TDMA) using SMPP (short message peer-to-peer), SMS Modem or SMTP (simple mail transfer protocol) protocols.

This means WIS provides one-way and two-way messaging capabilities for business processes across all global SMS networks.

What is "60-minute-API?" How long does it take to deploy WIS?

"60-minute API" is an Application Programming Interface, which enables any enterprise application such as CRM, ERP, to be connected to the global SMS network in as little as one hour. "60-minute API" involves no up-front investment so businesses can solve enterprise problems without going through a complex budget approval process and IT resource scheduling.

How customizable and flexible is WIS?

WIS is easy to customize and re-brand for any use. WIS comes with a set of interfaces and pre-built modules to integrate mobile messaging solutions into enterprise applications. This allows for:

- White/private labelling. Create your own "label" by inserting your company information and logo into the WIS interface
- A customizable interface

A WIS administrative interface gives system administrators full control over user accounts, roles and permissions.

WIS is eCommerce enabled for financial transactions with several major merchant processors.

WIS also uses a flexible rule-processing engine, which means a user can apply rules to customize the type of SMS message they send and receive:

- Forwarding. WIS can forward messages to multiple destinations and devices. For example, an urgent email message from an important customer can be delivered to one or 30 employees, as an email or SMS message.
- SMS message compression. Since SMS devices have different display characteristics, WIS allows message text compression. Each device registered for a user account can have individual compression options. This can extend usable text by over 30 per cent.
- Customized marketing messages
- SPAM Control

How do I purchase WIS?

Upside Wireless licenses WIS and offers several different purchasing plans. For details, contact Branko Zurkovic, (604) 780-0592, or email info@upsideweb.com

Contact information:

Upside Wireless Inc.
503-535 Thurlow St
Vancouver, BC, V6E 3L2, Canada
(604) 780-0592
info@upsideweb.com
http://www.upsideweb.com
http://www.ipipi.com
http://blog.ipipi.com