

# **Aculab Cloud – message broadcasting platform Product deployment note**

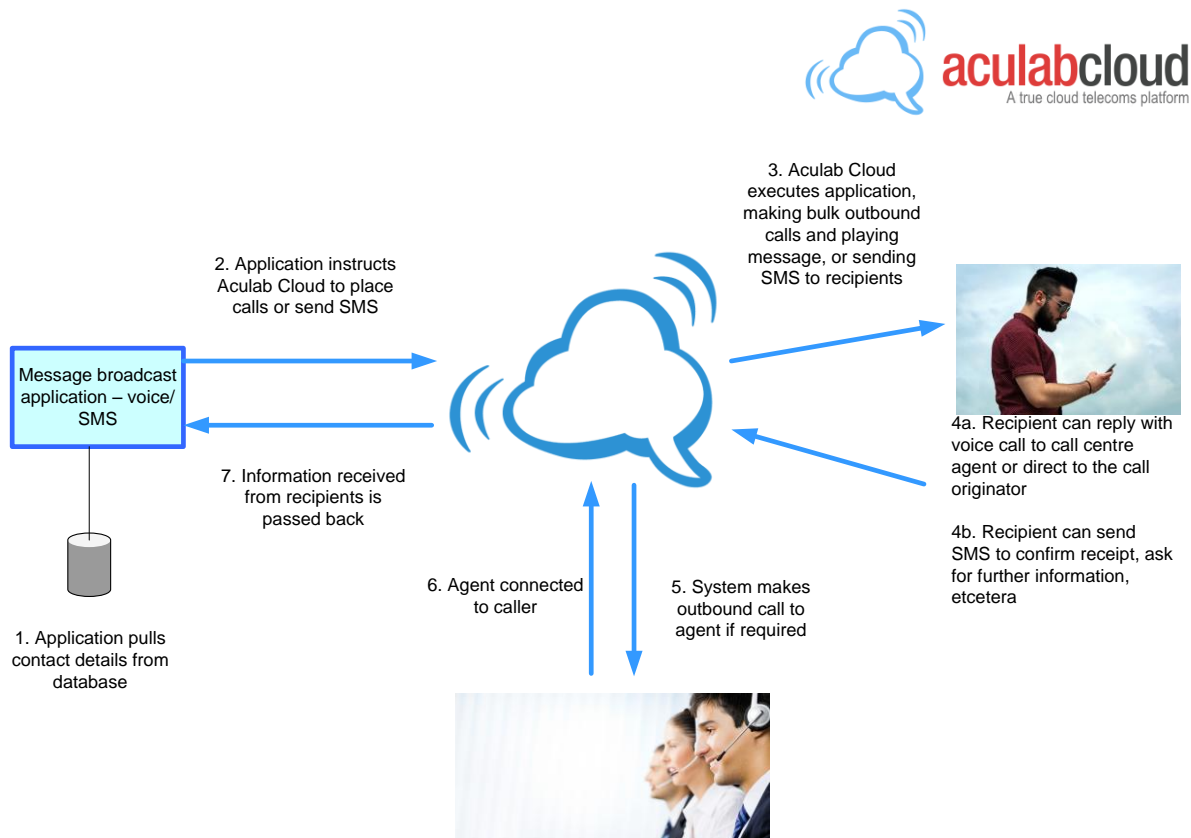
## The Aculab solution

Message broadcasting is a mass communication technique that broadcasts telephone messages, based on voice or SMS, to hundreds or thousands of recipients at once and has both commercial and community applications.

Using Aculab Cloud's voice and SMS APIs you can build broadcast applications that allow users and subscribers to manage a database of phone lists as well as digitally-recorded phone messages; simultaneously broadcast thousands of phone messages on-demand; personalize information using TTS; ensure answering machines are detected and managed properly and allow recipients to interact with the system on hearing the message.

Depending on the type of message broadcast application you plan to build a number of options are available, for example whether you want the message broadcast system to simply broadcast a message or be interactive.

## Aculab Cloud based message broadcast system



## Key Features

Aculab Cloud supports all the telephony resources required for voice broadcast and SMS broadcast platforms:

Voice broadcast system requirement	Aculab Cloud capability
<b>Message sending rate</b>	Thousands of simultaneous calls; queueing system for outbound calls; system capacity will scale according to load
<b>TTS</b>	Aculab Cloud supports text-to-speech (TTS) in 22 languages, allowing quick and easy application prototyping and, more generally, the ability for your applications to 'speak' text to users.
<b>SSML</b>	The TTS methods support the embedding of Speech Synthesis Markup Language (SSML). This is a very flexible way of adding expression to how your text is spoken. Further details on the SSML features and voices supported are available in the Aculab Cloud TTS documentation.
<b>Call transfer</b>	The ability to transfer a call is provided in the form of retrievable transfer. This re-routes the audio to another destination but maintains control over the call, allowing it to be retrieved. This allows a caller to 'opt out' of an automated system and be switched to an operator, for example
<b>Call connect (tromboning)</b>	Call connect or tromboning allows additional features such as DTMF-recognition during connected calls - e.g. the original called party dialling # to drop out of the call, interact with the system and then drop back in.
<b>Media files</b>	Aculab Cloud allows media files to be stored via a highly reliable, distributed storage system. Encrypted storage is supported for sensitive data applications, e.g., healthcare (patient/doctor calls).
<b>DTMF</b>	Collection of DTMF digits, terminated by programmable timeout, character count, or terminating character. This allows voicemail menus to be navigated and options selected
<b>Record</b>	Prompts and messages can be recorded and stored as media files via a highly reliable, distributed storage system.
<b>Playback</b>	Media files can be accessed and played, with or without barge-in, for example playback of messages and menu options.
<b>2-way communications</b>	Local and toll-free numbers in over 50 countries enable you to give your customers the ability to respond to your message.

<b>SMS-based message broadcast system requirement</b>	<b>Aculab Cloud capability</b>
<b>Message sending rate</b>	High throughput system – many messages per second; actual message per second rates vary from country to country and carrier to carrier. In addition, Aculab Cloud has a number pooling feature that can be used to increase the overall send rate for a system.
<b>Longcode and shortcode numbers</b>	SMS-enabled longcode numbers and shortcodes available.
<b>Local numbers</b>	Provides return path for 2-way SMS. Supported in an ever increasing number of countries. See inbound coverage page for details.
<b>Global reach</b>	Outbound SMS globally.
<b>Delivery reports</b>	Get status reports for your outbound messages.
<b>2-way communications</b>	2-way SMS via SMS-enabled local numbers provides the ability for the message recipient to respond to your message by text.
<b>Message concatenation</b>	Support for multipart SMS; enables the sending of long messages
<b>Alphanumeric Sender ID</b>	Use your business name as Sender ID. Note: not supported by carriers in all countries, check Aculab Cloud website for details.

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