Aculab Cloud – message broadcasting platform

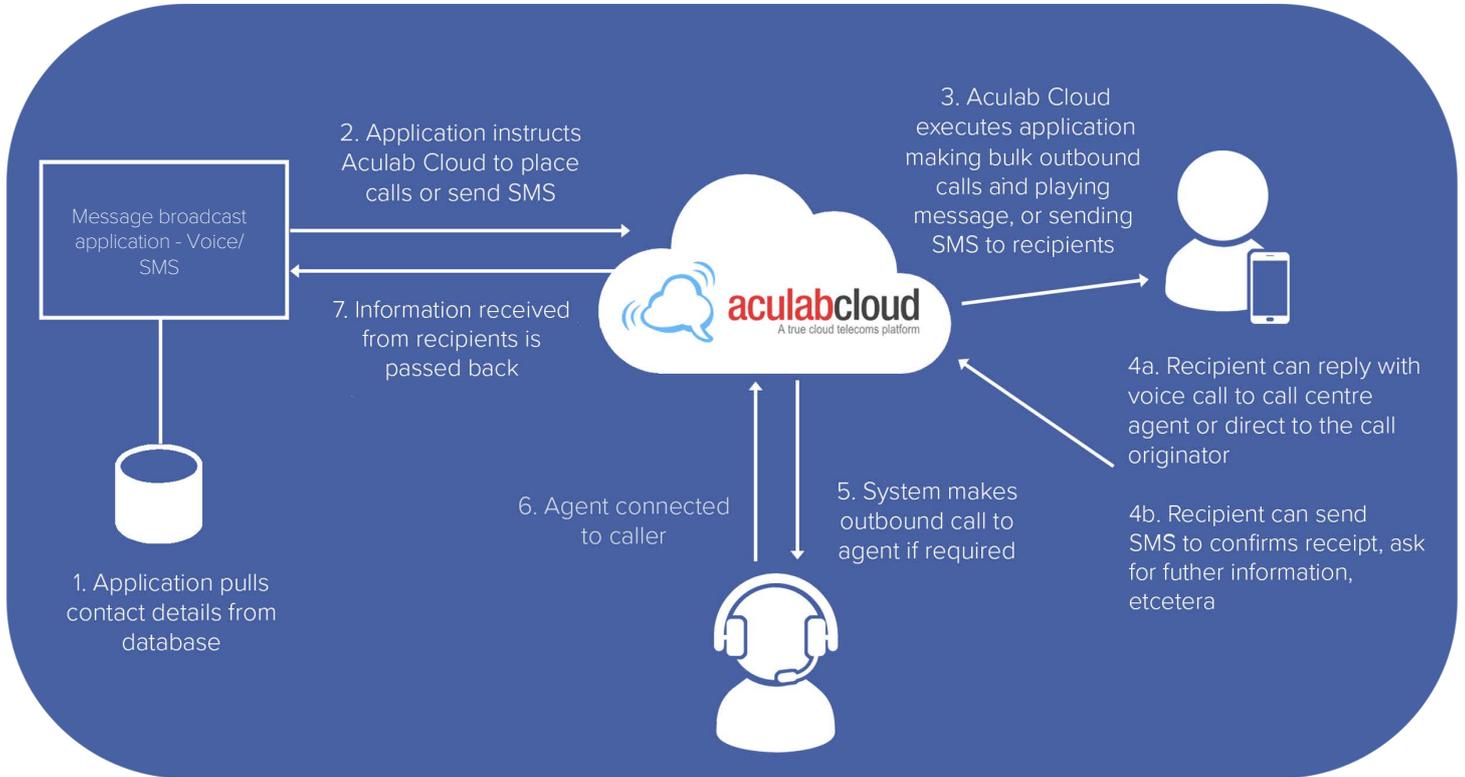## Product deployment note

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.

The Aculab Solution

Aculab Cloud based message broadcast system

2. Application instructs Aculab Cloud to place calls or send SMS

3. Aculab Cloud executes application making bulk outbound calls and playing message, or sending SMS to recipients

Message broadcast application - Voice/ SMS

7. Information received from recipients is passed back

4a. Recipient can reply with voice call to call centre agent or direct to the call originator

6. Agent connected to caller

5. System makes outbound call to agent if required

4b. Recipient can send SMS to confirms receipt, ask for futher information, etcetera

1. Application pulls contact details from database

The Aculab Solution

Aculab Cloud based message broadcast system

Key Features

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

Voice-based broadcast system requirement	Aculab Cloud capability
Message sending rate	Thousands of simultaneous calls; queueing system for outbound calls; system capacity will scale according to load
TTS	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.
SSML	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.
Call transfer	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
Call connect (tromboning)	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.
Media files	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).
DTMF	Collection of DTMF digits, terminated by programmable timeout, character count, or terminating character. This allows voicemail menus to be navigated and options selected
Record	Prompts and messages can be recorded and stored as media files via a highly reliable, distributed storage system.
Playback	Media files can be accessed and played, with or without barge-in, for example playback of messages and menu options.
2-way communications	Local and toll-free numbers in over 50 countries enable you to give your customers the ability to respond to your message.

The Aculab Solution

Aculab Cloud based message broadcast system

SMS-based broadcast system requirement	Aculab Cloud capability
Message sending rate	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.
Longcode and shortcode numbers	SMS-enabled longcode numbers and shortcodes available.
Local numbers	Provides return path for 2-way SMS. Supported in an ever increasing number of countries. See inbound coverage page for details.
Global reach	Outbound SMS globally.
Delivery reports	Get status reports for your outbound messages.
2-way communications	2-way SMS via SMS-enabled local numbers provides the ability for the message recipient to respond to your message by text.
Message concatenation	Support for multipart SMS; enables the sending of long messages
Alphanumeric Sender ID	Use your business name as Sender ID. Note: not supported by carriers in all countries, check Aculab Cloud website for details.

About Aculab

Aculab provides deployment proven telephony products to the global communications market

Whether you need telephony resources on a board, on a host server processor or from a cloud-based platform, Aculab ensures that you have the choice. We are an innovative, market leading company that places product quality and support right at the top of our agenda. With over 35 years of experience in helping to drive our customers' success, our technology is used to deliver multimodal voice, data and fax solutions for use within IP, PSTN and mobile networks – with performance levels that are second to none.

For more information

To learn more about Aculab Cloud and Aculab's extensive telephony solutions visit:

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