



# REDCOAL

redcoast is a wireless innovations company specialising in SMS, MMS, mobile internet and location-based service solutions. It provides off-the-shelf desktop to mobile messaging and mobile workforce management solutions as well as developer Application Program Interfaces for corporate customers looking to optimise communications spending and business processes.

redcoast also has extensive experience developing custom mobile applications and messaging solutions for corporate customers. redcoast integrates SMS, MMS, WAP and Java functionality into existing systems to provide custom business solutions. It was the partner of choice for the development of the Optus Mobile Directory service.

## SOLUTIONS

- **SimPoint – mobile workforce management.** Uses the latest mobile phone tracking technology to provide a low-cost field force management solution. SimPoint displays the position of field staff on a Google map through a hosted web interface and allows the office to communicate with mobile staff using SMS.
- **Email SMS – desktop-to-mobile messaging.** Allows users to send and receive SMS messages from a standard computer. The solution is designed specifically for enterprises that need to communicate with a mobile workforce or customers using SMS messaging.
- **SMS Toolkit – seamlessly integrate SMS into existing software.** Gives companies with in-house software developers the tools to build their own custom SMS and MMS messaging solutions.
- **Custom-built mobile solutions.** redcoast leverages the unique capabilities of its technology platform to develop custom SMS, MMS, WAP, voice, Java and location-based service solutions that can integrate directly into existing IT systems.



## BENEFITS

Implementing an SMS or MMS solution from redcoast will provide:

- Outstanding ROI by replacing expensive calls to mobiles with convenient SMS messages
- Optimisation of existing business processes
- A customised solution without the costs of additional software and hardware
- Enhanced communication between staff and customers, resulting in greater customer satisfaction.

