



Enabling mobile messaging with OracleAS Wireless and Clickatell

April 2007

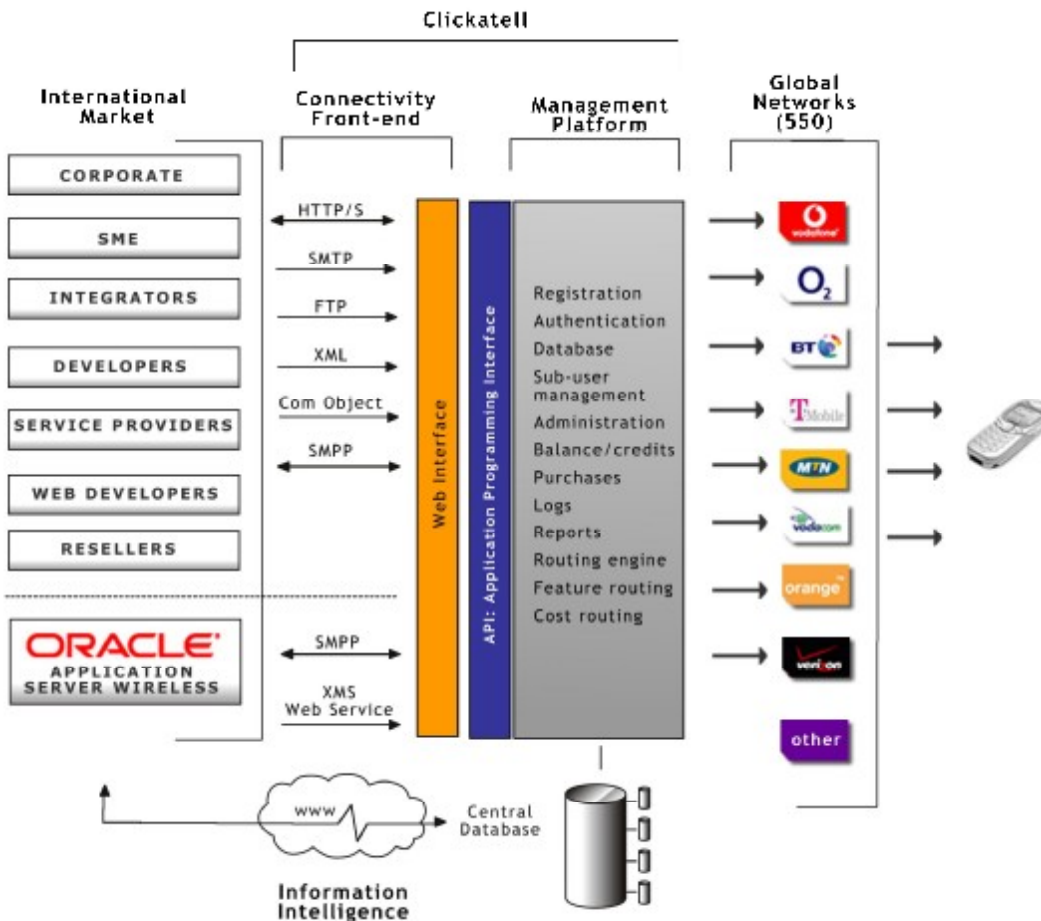
1. Introduction

Oracle Application Server Wireless, a component of Oracle Application Server, provides a comprehensive platform for extending the reach of your enterprise applications by providing a highly scalable mechanism to deliver messages to mobile devices. Mobile messaging has a multitude of applications such as system alerts, notifications, and information & content services.

Oracle and Clickatell have partnered to provide OracleAS with a single access point to over 550 global mobile networks in 180 countries for mobile message delivery. This provides the ideal solution to getting your messaging service up and running within minutes, without negotiating the unfamiliar terrain of mobile gateways and cellular operators.

2. Getting connected

Two methods are available to connect OracleAS Wireless with the Clickatell messaging gateway; an XMS web service and an SMPP service. Both use default drivers that ship with the OracleAS Wireless. A permanent Internet connection is required.



The web service is recommended for those only requiring mobile terminated text messaging. The SMPP service is suitable for high volume, two-way messaging and has minimum monthly volume requirements of 5000 messages. A comparison of the two services is shown below.

Features	XMS Service	Web	SMPP
Text messages	Yes		Yes
Other message types (ringtones, picture messaging, WAP push, etc.)	No*		Yes
Two-way messaging	No		Yes
No set-up or rental fees	Yes		Yes
Multiple connections	Yes		Yes
Delivery acknowledgment	Yes		Yes
Client specified Message IDs	Yes		Yes
Message status	Yes		Yes
Real-time set-up	Yes		No
Security	Yes(HTTPS)		Yes**

* Will be available in the future.

** Via leased-line or VPN. Cost dependant on configuration.

2.1 XMS Web service

OracleAS Wireless ships with a standard driver for mobile messaging web services. Each connection only requires three parameters to be configured. This connection method is the easiest and simplest way to instantly enable your application for one-way text messaging. Set-up is free and can be done in real-time.

Download our step-by-step quick start guide at <http://www.clickatell.com/solutions/developers/oracle.php>

2.2 SMPP

The short message peer-to-peer protocol (SMPP) is a protocol for exchanging SMS messages between SMS peer entities such as short message service centres. OracleAS Wireless provides a standard driver for this protocol that can connect to the Clickatell SMPP service for the enablement of two-way messaging and the delivery of many messages types such as binary (ringtones, picture messaging), MMS, WAP push and Unicode.

For more information visit <http://www.clickatell.com/central/campaigns/redir.php?cid=2042>.

3. Why use Clickatell

- Clickatell provides the widest coverage of any provider worldwide.
- Clickatell operates a carrier-grade, reliable and mature, network-independent infrastructure with automatic fail-over and redundancy capabilities.
- Dynamic, least cost routing ensures the best route is always chosen.
- Clickatell's router has the ability to ensure fair delivery should multiple batches from different customers be received that require delivery to the same destination, at the same time.
- No set-up or rental charges.
- Extensive online reporting, messaging tools and converters.
- Comprehensive sub-user management.
- 24 x 7 Service centre with highly trained staff providing rapid response.
- Clickatell has an impeccable record as far as data integrity and safety are concerned.
- Clickatell is members of the Mobile Data Association, GSM Association, Wireless World Forum, Open Mobile Alliance and various other prestigious organisations.

4. About Clickatell

Due to the historical focus of mobile operators on voice services, and the typical inaccessibility to mobile data services, Clickatell embarked on providing a single point of entry for mobile data delivery, and offered this capability to various 3rd parties, such as businesses, enterprises, integrators and application developers all over the world.

Today, Clickatell is a leading end-to-end mobile data solutions provider offering global message delivery, mobile messaging enablement, provider of developer-centric platforms, APIs and toolkits, to over 6000 clients in more than 180 countries. Clickatell's experience in the SMS field ranges from dealing with mobile networks, aggregators, SMS resellers, wireless application service providers (WASPs), enterprises, web-communities, ISP communities, consumers, SMEs, financial institutions and a range of other local and international clients.

Clickatell's customers utilise its carrier-grade technology platform for immediate deployment of various business services such as info on demand and subscriber data; and consumer services including alerts, interactive content and gaming. It is this real-time connectivity and global access to a stable, secure and trusted messaging environment that contributes to Clickatell being able to service more customers, including Fortune 500 companies, in more countries, through a single interface, than any of its competitors.

5. Contact information

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