

## Leveraging on independent platform for success

### Background

Proactive Professional Services (P) Ltd is one of the premium Mobile Marketing Solution provider across India. Mobile Marketing solution includes Bulk SMS, Voice Blast(IVR), Short code, Bulk Email etc. They have reachability to multiple operators, through whom they are providing quality service with hassles reduced.

### Challenges

The organization was vigorously seeking requirement of an independent SMS Aggregator platform, through which they would have provided better services to their customer. Company was using shared platform provided by a vendor for supporting different SMS services. Their bigger picture towards growth made them search for an independent platform provider, who can help them scale up their SMS services.



**Customer:** Proactive Professional Services

**Location:** Jaipur, India

**Line of Business:** SMS Seller

**Solution Replaced:** In-house product

### Solution & execution

Proactive Professional Services (P) Ltd counted on Aruhats product TeleOSS SMS Gateway, to expand services provided to the clients. With endurance of company, Aruhats made the product live in December, 2012 within the time line ensured.

#### Issues with Shared Platform for SMS platform

- Unavailability of required features
- Relying on Vendor for Support services
- Fixed SMPP Connection provided by one as per vendor only
- Fixed Credit provided by vendor, for clients

#### TeleOSS Independent SMS Aggregator

- Software with crucial features, providing high level of competition
- End to End Support
- Scaled SMPP connection requirement
- Virtual credit provided, whenever required

## Solution Diagram

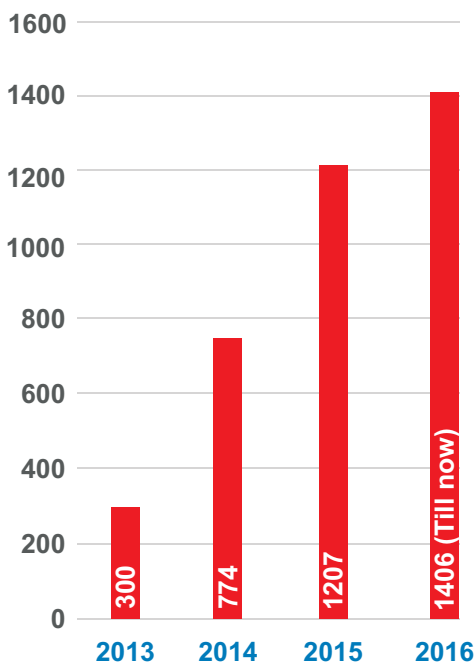


## Business benefits

- Easy to use interface and technologically advanced platform.
- Creating new services with their own pricing structure in administrator panel, installed on TeleOSS platform.
- Business Expansion, with SMS supported Sending services and Monitoring as well as, monitoring Live traffic.
- Enabled to establish Reseller White label panel and encouraging resellers, to provide their own branded website.
- Short code module implementation, for providing two way SMS services.
- Company has driven from Retail management to Corporate Channel Management with high volume requirement from client side.
- Current SMS Traffic has reached up to 2.5 Cr per month, increasing by 75% of its previous SMS Traffic.

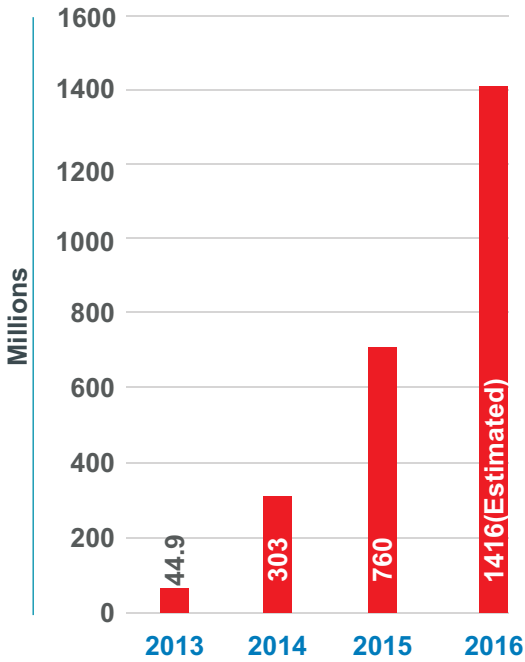
## Business Impact in Proactive Networks

### YoY Customer Growth



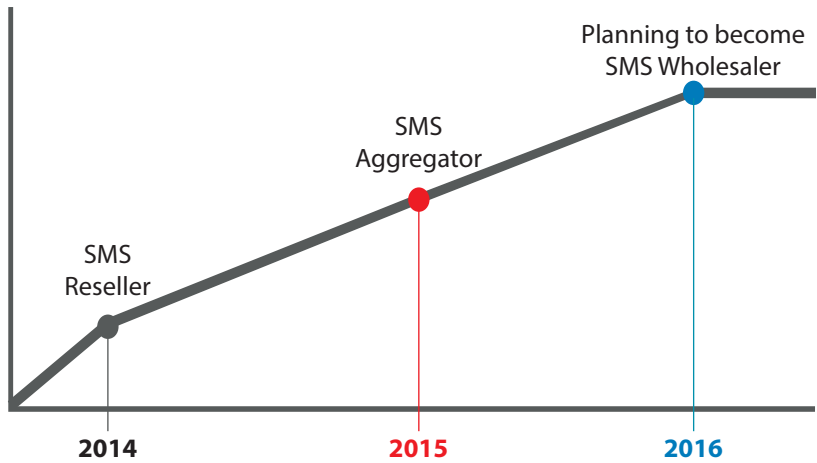
Average **55%** of growth  
in Customer Base from  
**YoY Basis**

### YoY SMS Traffic Volume Growth



Approximately **150%** of growth in SMS volume traffic YoY Basis

### Enhanced Business Results



TeleOSS platform has enabled Proactive to grow to the next level of business segment

For detailed case information, please refer Proactive case study.

Quality work & friendliness is why I choose to work with Aruhat Technologies.

Aruhat's TeleOSS enhanced our strength of delivering high quality service and optimal costs. It has been instrumental for us, to grow and establish trust among our customers. The feature rich product with scalable architecture, helped us grow our business many fold to be an independent SMS Aggregator. The R&D and project teams of Aruhat are well aligned to client objectives and we have always received quick resolution of our problems. We envision our brand to be well established in VAS domain with Aruhat as our technology partner.

**Aman Agarwal,**  
*Director,*  
*Proactive Professional Services (P) Ltd.*



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Technology Enabling Business

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