



CASE STUDY

SMS Web Service

PROFILE



Industry
IT / Various

Founded
1999

Website
www.styletech.co.uk

Category
B2B

Partner Since
2010

PROJECT

Objective

StyleTech wanted to partner with an organisation that was not only flexible but could help it integrate reliable and efficient SMS into its bespoke solutions.

Solution

StyleTech partnered with M:Science to benefit from the range of products available, especially SMS Web Service which easily integrates into its bespoke solutions.



Business Impact

The partnership provides StyleTech with a reliable and stable SMS service that is also backed up by full support for all its clients. M:Science also helps develop new products.

M:Science helps StyleTech integrate SMS into its bespoke software solutions

Founded in 1999, StyleTech Solutions is a bespoke software development specialist for both public and private sector organisations with a focus on NHS and Council through to retail, manufacturing and distribution. Based in Hull, with clients throughout the UK, its solutions provide clients with a competitive edge and the opportunity to deliver cost savings by improving the efficiency of internal and web-based business processes with the integration of bespoke software.

Specialising in bespoke software development means that every development it undertakes, whether it's via an SMS route, a mobile application or a software system, is specifically designed for the client.

"Every single development we are involved with is individually built," explained a Project Manager at StyleTech Solutions. "We run SMS text messaging via a number of bespoke systems – from health improvement support programmes and promotional tools, through to job planning and job management solutions for facilities management. We therefore use SMS on a number of different levels for a variety of different reasons."

The Selection Process

M:Science prides itself in delivering products that can help partners embed powerful SMS solutions into their own applications and web portals to form specialised solutions for their own vertical markets or functional applications. M:Science is always on the lookout to foster these relationships and, in 2010, received a tender from StyleTech that it eagerly responded to.

"A new opportunity arose and we were looking for an organisation that we could partner with that was not only flexible but could provide us with the ability to develop solutions in a bespoke way and integrate SMS services. We issued a competitive tender and M:Science's response shone through – mainly due to the volume of detail and flexibility that M:Science could offer. It was the service that M:Science delivered throughout the tender process as well as the final, delivered tender. M:Science's offerings far superseded the offerings of other participants."

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The Solution

StyleTech Solutions has been working with M:Science since June 2010 and mainly uses SMS Web Service to integrate text messaging into its own bespoke solutions.

"The bespoke solutions that we develop will generally have an administration tool that we pass through to our clients, so it enables them to use the text message facility and technology very easily. We then manage the service internally. It's mainly used for notifications, but we have used SMS as a marketing tool in some bespoke solutions, for example as a sign posting tool for health improvement services. We have also developed an SMS support programme that delivers long term support for clients travelling through their journey of quitting smoking. The system also integrates with local pharmacy systems to support the delivery of client vouchers via SMS for smoking cessation products."

Industry research has found that over 97% of mobile subscribers will read a text message within 15 minutes of receiving it, making it extremely useful for business critical communication. According to Sarah, the use of SMS messaging is growing and is still the most appropriate technology to apply to a bespoke system, particularly if the focus of the bespoke system is to reach people instantly.



SMS is a sure way of getting a message to the key contacts. It's still the best possible way to get an urgent, or business critical message through to the right people.

"If you take a job planning system, for example, you might have a break in, a flood or a shop that has to be closed down for the day. SMS is a sure way of getting a message to the key contacts or the regional store manager. An email will filter through with every other email, but with a text message – generally you will have an alert or a vibration on your phone set – it's still the best possible way to get an urgent, or business critical message through to the right people. We have definitely seen more of an interest in applying SMS for this use over recent months."

The Results

M:Science's SMS service delivers over 99% reliability thanks to dual redundant servers and automatic failover. M:Science also prides itself with the level of support it offers and is always willing to help partners develop solutions that work.

"It's the stability and reliability of the service, and also the support that you receive from M:Science that we are extremely impressed with. M:Science is always eager to consider different options and always willing to assist and adapt the way that they work to try and help us meet the needs of our clients. You don't always find that in businesses nowadays. Our clients obviously benefit from the reliability of the service as well, and that has a knock on effect. If they are happy, we are happy."

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Future plans

With the continuing adoption of mobile technology and a rise in interest of using SMS for business, StyleTech Solutions is constantly developing new bespoke solutions that it can provide its customers.

"I'm sure there is a long term need for bespoke SMS developments, particularly as mobile technology comes even more into the fore. The M:Science service delivery approach enables StyleTech to develop, integrate and support its bespoke SMS service, instant messaging and push notifications with ease. The quality service levels that M:Science continuously delivers, support the StyleTech team with its innovative approach to bespoke SMS service delivery and bespoke software integration."

For more information about StyleTech Solutions visit www.styletech.co.uk



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