

Newsletter

September 2007



This month we're showing you how mobile technology can help in your business. From mobile internet to MMS messaging and all in between, Rapide has solutions that can help you!

Have your say – what do you think about our newsletter and the topics we've raised? email us at news@rapide.co.uk

Or call our automated feedback line
0870 428 0436

This Month's Stories

❖ Spotlight on Retail - Page 2

Online spending is increasing each year and you could be missing a trick not getting involved in the mobile internet – Rapide's WAP solutions

❖ Keeping secure on your mobile - Page 3

You see the value in using mobile phones to access the internet when you're on the go but how do you make sure you're safe? Rapide offers a solution that makes sure you're secure!

A question of sport - Page 4

Another year of sport is upon us. And keeping fans and journalists aware of latest updates is increasingly important. From football to athletics, Rapide has solutions that keep fans up to date and journalists in the know.

❖ MMS – can it help my business? - Page 5

MMS is the new SMS – but do you use it to its full potential? Read our top tips on what you can do with MMS and more importantly – why you should use it?

Spotlight on Retail

As a nation we love nothing more than shopping and online shopping is becoming increasingly popular. Figures out in May this year tell us that the average UK shopper spends £1600 per year online; and the IMRG have predicted that online spending will reach £42 billion this year - £12 billion more than last year.

But what does this mean for mobile? Well, increasingly people are turning to their mobile to access the internet, whether that's finding train timetables or keeping up to date with their favourite social networking site. In fact figures from the Mobile Data Association in March 2007 stated the number using mobile in this way was up to 15.52 million. And you could be missing a trick not incorporating WAP and mobile internet in your business.

After all WAP is so simple to use. It works just like your PC and gives you all the information you need right there and then, even when you're on the move.

And its not just online retail outlets that it works for. It can work for shops too. By using shortcode numbers advertised in store your customers can text through a link to a WAP site - or a mini version of your website to be more precise. And things are moving on.

You can use WAP to download ringtones and games from the internet as well as get more information on products and services.

But even more than that - WAP can help you in loyalty schemes. We all know we always have our mobile with us at all times so the easiest thing to do would be to send vouchers to your customers' mobile phones. That way, they'll have immediate access to it when they go in store.

We already have customers that use WAP as part of their daily business. One of our banking customers uses the service on advertising hoardings for their property developments.

Interested in how using the mobile internet could work for you and your business? Call us on 02476 430180 now.

Keeping secure on your mobile

When using the internet on your mobile you need to know you're safe. After all, you're protected with the latest spyware and anti-virus packages on your computer, so you expect it on your mobile too. But how do you keep secure on your mobile?

Well, Rapide offers a solution that keeps you and your customers safe from prying eyes. It's called 'Secure SMS' and it is a completely secure mobile messaging solution. And the beauty of it is that it's so simple.

Here's how it works. Our secure messages are encrypted – and although it sounds very technical, it basically means your customers need a PIN to access them. With this PIN they can access their bank statements and make payments safely from their mobile phones.

The messages are formatted like an html email so the information like bank statements can be laid out in an easy to read fashion which makes sense to the customer. The full colour text messages also give the customer the ability to interact securely and confidently with you.

Whichever industry you're in, you can use 'Secure SMS'. This solution enables your customers to not only receive vouchers and look up information like bank statements but also make secure payments through text.

For more information about secure messaging go to www.rapide.co.uk/securesms.html

Interested in how it could work for you? Give us a call on 02476 430180.

A question of sport

Fans are the backbone of any sporting club and you need to keep them up to date with the latest comings and goings of the team whether that's the most recent new signing or the latest score. But the question is how you tell your fans.

And it's not only the fans you need to keep updated. Journalists play a key part - but when you're on the other side of the world in different time zones that can become tricky.

Rapide keeps fans and journalists up to date with English Cricket

The England & Wales Cricket Board use Rapide's technology to communicate with both fans and journalists.

Rapide sends text messages to journalists with news about team selections, player injuries, practice sessions for photo opportunities and news conferences.

Journalists are rarely separated from their mobile phone, so by using text we ensure information is delivered straightaway, directly into their hands. It's also an unobtrusive form of communication when recipients are based all over the world and in different time zones.

The service is offered to all media contacts, who subscribe by email to receive the information. Rapide manages the list of contacts - adding and deleting members according to their instructions.

Andrew Walpole, England Team Media Relations Manager, is impressed with the service from Rapide,

"...It's been a vital communication tool for us."

And the fans aren't left out either. They are sent regular score updates throughout matches by sending a text to a shortcode number advertised on scoreboards during breaks in play.

To read more on how Rapide help the ECB go to www.rapide.co.uk/ecb-case-study.html

For more information about the communication systems we have available, give us a call on 02476 430180.

MMS – can it help my business?

MMS is the new SMS and you can do so much more with it. From picture messages and sound recordings to video clips - it's so simple and immediate. They say a picture paints 1000 words so why not prove it?

So what do you need to do?

- First things first, you need to make sure your camera phone is enabled to send and receive MMS messages. Most new phones today have those capabilities but you may have to phone your network to get them to enable the service for you.
- Get started taking those pictures! Instead of writing out a message (making sure you're sticking to 160 characters) why not send a picture instead. For example, instead of explaining your latest product, send a picture of it to your customers instead.
- The Mobile Data Association's market research has found that MMS is becoming more than just a tool for texting friends – it's being used more frequently in the work environment too. For example, when there's a problem on a site, a picture can be taken of the problem and text through to the maintenance department.

Whitbread already see the value in using MMS solutions. As part of their monthly newsletter, staff take pictures of their bar displays and submit them into the newsletter. The winning bar display is included in the following month's 'Liquid Gold' newsletter.

Natalie Skett, CRM Assistant highly recommends the service,
"Using MMS is a fun and easy way of getting staff involved with 'Liquid Gold'."

To read more about how Whitbread use MMS go to www.rapide.co.uk/whitbreadmms-case-study.html

Find out more about MMS messaging, call our sales team on 02476 430180.