



# hexadimensional

## Corporate Profile

## INTRODUCTION

Hexadimensional is a communications software & systems development company, specialized in mobile messaging applications and messaging delivery channels.

Hexadimensional's core competency is the in-house development of carrier-grade data communication engines. Hexadimensional is an OEM vendor to operators and integration partners in the Middle East and Africa.

## PRODUCT LINES

### **The Bulk Messaging Platform**

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The Bulk Messaging Platform is Hexadimensional's flagship carrier-grade product, targeted at Mobile Network Operators. First launched in 2006, it has delivered over 2 billion sms.

### **The Database Connector**

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The Database Connector is a corporate product for effortless automation of SMS messaging. Its one-of-a-kind integration mechanism allows code-free integration with third-party databases in minutes.

### **The SMPP Gateway**

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The Hexadimensional SMPP Gateway is a high-performance low-latency gateway for SMPP traffic to and from an operator's SMSC. The SMPP Gateway platform helps Mobile Operators provide messaging services to customers, SMS Aggregators and VAS effortlessly and securely, while securing access to the SMSC.

### **The Embeddable SMS Engine**

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The Embeddable SMS Engine allows VARs and ISVs to build their own messaging applications effortlessly. Existing applications can also be easily messaging-enabled, leading to additional revenue sources. The Embeddable SMS Engine can be whitelabelled to any brand, to maintain the ISVs brand identity.

## SERVICES

### Managed Services

Hexadimensional provides comprehensive technical, business and operational support to MNOs, as well as on-site end-user integration support to the MNO's subscribers through its team of engineers.

### Message Delivery Services

Hexadimensional provides messaging services to corporates and advertisers through their SMS Gateway and related infrastructure. Hexadimensional is a key aggregator to Zain Bahrain.

### Software Development and Customization Services

Hexadimensional is involved in several custom projects in the Middle East region. Details and references can be furnished on request.

## CLIENTELE

Hexadimensional's clientele include

## WHY HEXADIMENSIONAL

**Specialized:** Hexadimensional is a specialized vendor in SMS and related applications, and owns substantial intellectual property in the SMS domain. This provides a substantial advantage over generic software companies.

**Tried and Tested:** Hexadimensional's product is tried and tested with billions of messages sent through it.

**Corporate Focus:** Hexadimensional's Bulk SMS system is focussed on features required by corporates, who are the drivers of volume on SMS messaging.

**Local Knowledge:** Hexadimensional has considerable knowhow in local markets, and is able to effectively consult on key commercial and technical issues.

**End-customer-support:** Hexadimensional is optionally able to provide first-line support to end-customers of the operator, at the customer premises. Assisting customers with integration of their applications drives further revenues to the operator.

**Experience:** Hexadimensional's key personnel possess over 12 years of experience in development of SMS messaging systems, being the first to introduce Bulk SMS and SMS notifications in 2003, predating most telecoms in the Middle East.

**Independence:** Hexadimensional has developed its own SMS engines and SMPP connectivity libraries, which give it an edge over generic software companies who merely license components from other vendors.

**Adaptability:** Hexadimensional's inhouse expertise allows it to react quickly and cost-effectively to changes in requirements, and provide prompt support, since it is not dependent on third-party vendors for core functionality.

**Flexibility:** Hexadimensional's independence also provides it considerable flexibility on commercial license terms, since it is not dependent on license limitations from third-parties.

## PRESENCE

### Middle East (Operational HQ)

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