



## HipText SMS Service

### *Text Message Aggregation Service*

Effective communication means having everyone on the same page. However, any time you need to coordinate communications across a diverse group, the biggest challenge is ensuring that messages are delivered reliably and securely, regardless of the mobile device or cellular carrier being used.

HipText solves this challenge, cost-effectively, by facilitating enterprise messaging to employees, external agencies, customers, and even supports emergency alerts at any scale.

---

In today's environment, highly reliable, enterprise-grade SMS text message delivery is essential. This type of messaging typically requires a special messaging plan to be established with each cellular carrier.

Many times, these plans are limited and they can be difficult to establish. The other challenge is using the cellular enterprise messaging products on a particular network for cross-carrier messages is not reliable long-term.

HipText is a cloud-based communication service that provides a specialized messaging platform geared specifically towards enterprise-grade use cases. This solution provides the organization with secure connectivity for submit messages to be delivered to any phone, worldwide.

The service supports both 1-way and 2-way text messaging aggregation service for individual, group, or mass notification providing enterprise message delivery, independent of carrier messaging plans. This is a natively developed service that is fully integrated into the HipLink platform and internally supported.

HipText provides access to the carrier gateways for high volume text messaging at an efficient pace with full 2-way reply features. The service can be sized and configured to meet any throughput rate, including the capability to handle high volume bursts of messages during busy hours with no blacklisting.

## HOW IT WORKS

### 1-way or 2-way alerting

Messages can be sent either 1-way for notification or 2-way when expecting a response, all this is logged in reports and can be programmed for further action.

To track and associate responses, HipText supports dynamic codes to allow unique association of replies to the original message for a given amount of time. The system supports pools of dynamic codes based on specific message routes depending on volume.

For 1-way messaging, a static phone number can be assigned for all messages originating from an organization.

### MMS Support

HipText has full support for Multimedia Messages and a User can send multimedia attachments to a HipText receiver. Currently the attachment size is up to 525 KB.

### Reporting

With full tracking, HipText can report success to the cellular carrier and the handset, while showing all responses in real-time. All of this is tracked in reports.

## USE CASES FOR HIPTXT

### HipText can be used to supplement carrier relationships

- Provides enterprise-grade SMS for regional carriers
- Uses a backup for carrier failures

### General Public Notification

- When its either difficult or not possible to identify an individual's carrier, HipText can be used

### Challenges of Tracking Internal Individual's Carrier

- In larger organizations, the cost of tracking an employee's carrier and changes that are made can out weigh the benefits of direct carrier connections

## HIPTXT FEATURES

### Reliability

- All HipText services are monitored 24/7
- Highly Scalable with Auto Scaling based on load
- Retry messages on failure and retry attempts count can be configured

### Security

- Communication between HipLink and HipText is encrypted via HTTPS using TLS protocol.
- IP Whitelisting: Only authorized accounts and IP(s) can access HipText using the account's IP whitelisting

### Outage Detection

#### Planned Outage Detection

- Usually maintenance windows do not impact messaging but there can be issues for high volume and slow network response time.
- The HipText platform allows all traffic to be completely routed through an alternate service provider if there is a problem keeping end-end messaging working without any interruption or delay.

#### Dynamic Code Outage Detection

- HipText has a mechanism to detect a problem with a number being used and if needed, mark that number inactive in the database for all future messaging.
- Other numbers from the shared pool are automatically used. In the case of customers who are using dedicated numbers, if they have an issue, they will also start using numbers from the shared pool. If all of the numbers from the shared pool become inactive, all traffic will route to the pool of numbers on the backup provider.

**HipLink Software**  
(408) 399-6120  
(800) 524-7503 Toll Free  
[HLinfo@hiplink.com](mailto:HLinfo@hiplink.com)

[www.hiplink.com](http://www.hiplink.com)