



---

## Sms2email client globalcoal.com sends trade alerts via SMS

[www.sms2email.com](http://www.sms2email.com)

sms2email.com is the award winning b2b SMS text solutions portal developed by (aq) limited. The powerful and reliable 2 way messaging services have created a springboard for innovative applications and new working practices.

Global COAL ([www.globalcoal.com](http://www.globalcoal.com)) is the premier world e-marketplace for trading coal and coal related services, information and instruments. The company was founded by leading members of the world coal industry to promote the electronic trading of coal.

### The Brief:

Global COAL require fast, reliable, global delivery of text messages in order to announce trades and prices.

### The Solution:

Sms2email.com offer several different text messaging products, ranging from lower cost messaging solutions for bulk marketing, to high-reliability solutions aimed at mission critical services.

The reason that some text message companies cannot deliver messages to handsets quickly (or at all) on some networks arises from the fact that they route their messages via high volume SMSC's. (an SMSC is a Short Message Service Centre). Typically, high volume service centers offer the lowest message price, but they also tend to be favoured by bulk marketing and text "spamming" companies. This can result in these message centers being blacklisted or deprioritised by certain mobile networks.

In order to try to avoid this scenario for clients needing low latency delivery, sms2email.com route messages via low volume SMSC's and also pay internetworking fees (a premium fee which some networks levy in order to route messages in a timely manner).

### Benefits and results:

Global COAL can send trade alerts and updates, knowing that they will reach their important clients quickly. They can also track the progress of messages in real-time via the sms2email.com website – which provides a "delivery-to-handset confirmation" log which can be used as an audit trail to assess the performance of the system. Daniel Bryk of GlobalCOAL says "We tried the rest. Sms2email is the only provider to deliver our service worldwide in the time scales required with zero problems. Whilst many providers offer worldwide delivery, only sms2email has been able to truly deliver and at a price that still beats the rest".