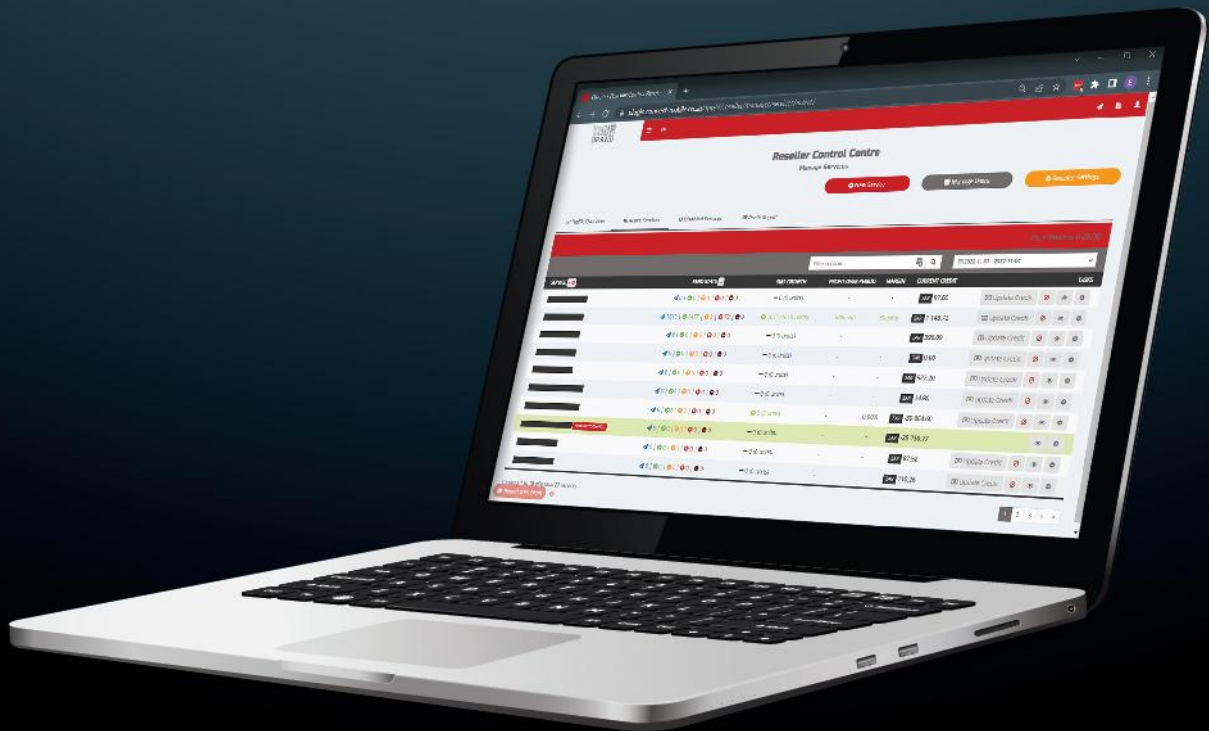# plug in | PREMIUM

powered by Connect

Superior Messaging Software

We are excited to introduce you to our communication platform, a powerful communication tool designed specifically for mobile operators in Africa.  Our platform offers a range of features and functionality that can help you streamline your communication efforts, increase engagement with customers, and ultimately drive business growth.

## Get Plugin Premium!

Use our internet-based Plugin platform to send messages, manage contact databases, view replies to short codes, monitor USSD sessions and more.  Reserved for mobile network operators that require a powerful web-based tool to manage SMS routes, client accounts, integration requirements, reporting and more, **you** can now become a licensee of our Plugin platform.

## How SaaS Changes the Game

- No need for SaaS users to install, maintain or update the software.
- No upfront hardware costs.
- Robust security.
- Flexible payment methods, such as pay-as-you-go models.
- Quick feature improvements and bug fixes.
- Easy scaling to accommodate an increasing load.
- Ability to access from any device, any time.

## Premium Functionality

- Access to master SMS route templates to configure SMS collections.
- Ability to create client SMS accounts, manage users and more.
- Manage the allocation of SMS credits.
- Access to a white labelled API site that you can share with your clients.
- Manage email styling, password resets and more via the settings panel.
- A clever dashboard to monitor inbound and outbound SMS traffic.
- Access to traffic and profit reports to manage invoicing, forecasting and more.

## Premium Features

*Alpha Sender ID Selection*
Need to transmit messages to Africa and beyond with preset alpha sender IDs?  Easily select a sender from a pre-registered ID list when creating SMS campaigns.

*Auto Response Links*
To utilise where two-way SMS routing is unavailable.  Automatically generated and added to the end of SMS text, destination contacts can navigate to these links, which will allow them to opt in, opt out or capture custom replies.  Replies are captured on the Message Inbox page and sent via API if a reply endpoint is set.

*SMS Parts Limiter*
The feature will limit the total amount of concatenated parts (SMS units) allowed to be sent by a user on Plugin for a specific service - ultimately preventing overruns on accounts.

*Customised Messages*
Placeholders can be used to insert extra data into SMS messages like names, surnames, account balances and more.

*Real-Time Reporting*
Our platform provides real-time reporting and analytics, giving you immediate insights into SMS, short code or USSD campaigns. You can track message delivery, engagement rates, and other key metrics to optimise campaigns and improve results.

## Premium Integration

The platform allows for integration with our core system using a set of powerful API endpoints:

HTTP APIs (Single/Bulk SMS)
Delivery Report and Reply Callbacks
SMPP
Contacts
Genius SMS
Genius Bots

## Custom Development

Relying on the experience from a multitude of IT projects, we deliver powerful unique software solutions for large and midsize businesses – fast and with the closest attention to quality, ROI, and your users. Custom software development is a way to get superior software due to the advanced and tailored functionality a custom solution provides.

*Software Consulting*
We gather and analyse your business needs, conceptualise software to cover them, and help you get the best value from its development. We can assist with both product management and development of SaaS applications.

*API Development*
We design, develop, and integrate scalable and reliable APIs in your SaaS to enrich its functionality and simplify workflows.

*Solution Engineering*
By sharing your use cases or enterprise hurdles our team of product experts can easily advise how using our products could be the solution to your communication or engagement woes.

## We Know Your Industry

Connect's team accumulated profound knowledge of challenges, technologies, trends, and regulations in the mobile industry. This helps us create truly beneficial applications and do it as fast as possible. Our platform is designed to be easy to use and flexible, allowing you to adapt to changing business needs and client preferences. We offer a range of pricing options to suit your budget and requirements, and our team is always on hand to provide support and guidance whenever you need it.

We believe that our communication platform can help you take your communication efforts to the next level and achieve your business goals. We look forward to working with you to drive success and growth for your business. Contact us for a demo today!

# Premium Packages

| | GOLD<br>Our most advanced tools, unlimited contacts, and priority support; built for teams. | SILVER<br>Sell even more with personalisation, optimisation tools, and enhanced automations. | BRONZE<br>Send the right content at the right time with scheduling features. |
|---|---|---|---|
| **Dedicated Onboarding Specialist** | ✓ | ✗ | ✗ |
| **Role-based Access** | 5 Roles | 3 Roles | 1 Role |
| **Customer Support** | Phone & Priority | 24/7 Email & Chat Support | Email & Chat Support (OH) |
| **Branded API Documentation Site** | ✓ | ✗ | ✗ |
| **SMSC Setup** | ✓ | ✗ | ✗ |
| **SMS Route & Traffic Monitoring** | ✓ | ✗ | ✗ |
| **Lead Management System** | ✓ | ✗ | ✗ |
| **Customised Messages** | ✓ | ✓ | ✓ |
| **Auto Response Links** | ✓ | ✓ | ✓ |
| **Automatic Opt Out Strings** | ✓ | ✗ | ✗ |
| **Alpha Sender ID Selection** | ✓ | ✓ | ✗ |
| **SMS Parts Limiter** | ✓ | ✗ | ✗ |
| **Automated Do-Not-Contact Management** | ✓ | ✓ | ✗ |
| **Automated Exclusion Configuration** | ✓ | ✗ | ✗ |
| **Genius SMS** | ✓ | ✓ | ✗ |
| **Personalised Genius SMS E-Flyer Design** | ✓ | ✓ | ✓ |
| **Genius Bots**<br><br>***WhatsApp Business API Telegram*** | ✓ | ✗ | ✗ |
| **Airtime & Mobile Data Sender (RSA)** | ✓ | ✗ | ✗ |
| **Short code Reporting Interface** | ✓ | ✓ | ✗ |
| **USSD Reporting Interface** | ✓ | ✓ | ✗ |