

SMS/MMS Business Numbers

Simple settlement of tiny amounts via SMS/MMS

What is SMS/MMS Business Numbers?

- With SMS/MMS Business Numbers, you can offer your customers a straightforward solution for paying tiny amounts via SMS/MMS.
- It doesn't make any difference whether you want to bill them for competitions, mobile phone content or chat services.
- You can also use our services for mobile marketing activities.
- You decide what you want to offer, at what price, while we take care of invoicing and collecting the fees from customers.
- All your customers need is a mobile phone with a Swisscom SIM card.

How you benefit

- You can position yourself under your own brand.
- It's up to you to define the end customer price, and thus determine your profit.
- You have an attractive revenue-sharing model.
- It is possible to bill individual or subscription offerings (one-off or recurring) for Swisscom customers.
- You benefit from short activation times when launching your new services.
- You can test our product subject to attractive startup conditions.
- You receive individual support from our Customer Care staff.

You allow your customers to pay tiny amounts via SMS/MMS, and we'll take care of billing.

Properties

3 to 5-digit abbreviated numbers

SMS/MMS push and pull services can be implemented

Subscription services can be implemented

Transmission of customer phone number (MSISDN)

Transmission of the customer's preferred language (German, French or Italian) and handset information

The SMS/MMS can also be forwarded to the ordering party abroad (provided an active roaming contract including SMS/MMS transmission exists)

End customer prices between CHF 0 and CHF 10 per SMS/MMS are possible (scaled in increments of 1 centime), with the possibility of offering different services with different end customer prices via the same abbreviated number

Age checks are possible (threshold value: 16 years)

Uniform interface for SMS and MMS based on SOAP

Prices in CHF (Including VAT unless otherwise stated)

Your revenue share ¹	< 0.11	0%
	0.11 to 0.29	90%
	0.30 to 0.39	80%
	0.40 to 10.00	70% (6er Short-ID: 60%)
	10.01 to 100.00 (upon request)	
Installation fee (one-off per customer)		1000.– (exclusive VAT)
Monthly fee per short ID		90.– (exclusive VAT)
Transmission costs per SMS		0.08
Transmission costs per MMS		0.30

¹ Revenue share: end customer price × revenue share in % – transmission fee

The information in this document does not constitute a binding offer. It is subject to revision at any time.