

## **9 out of 10 Sage Resellers believe that SMS text messages will lead to improved communications**

In a world of automated call handling, offshore call centres, email and Spam, mobile communication is emerging as the most efficient way to target and manage relationships with customers. According to the Mobile Data Association's latest information September 2007 saw 4.825bn texts sent by UK mobile subscribers. This is a staggering 1 billion texts a week and represents a 25% increase on September 2006.

To widespread acclaim, leading Mobile messaging applications developer, Dynmark International showcased their new e-txt Mobile Features plug-in for Sage CRM at the Sage Visions 07 show in Telford earlier this month. This is just the latest e-txt Mobile Features plug-in to be added to Dynmark's award-winning e-txt product range.

The e-txt Mobile Features plug-in for Sage CRM, to be launched in January 2008, adds a host of mobile features to Sage CRM including two way SMS text messaging, SMS text campaign design and deployment and workflow integration. These features complement existing traditional communication methods such as email, letter and fax. Operating in a similar fashion to emails, text messages can be sent to individuals or groups, reviewed in the history and tracked for the delivery status.

Oscar Jenkins, Dynmark's CEO, commented "products like ours that are driving SMS growth by allowing UK business to communicate with people on their own terms", he goes on to say "in contrast to mobile messaging, traditional forms of communication seem rather quaint".

Dynmark conducted a poll at the Sage Visions 07 show asking Sage Resellers whether they believed the ability to send and receive SMS text messages using Sage CRM will lead to improved communications. An astounding 91% of participating resellers felt that it would improve communications, signalling the increasing importance for UK firms to adopt SMS text messaging as a communications channel.

**-ENDS-**

### **Notes to editor**

#### **Dynmark International Limited**

Dynmark International Limited is a leading UK mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

Dynmark's range of e-txt™(e-text) applications are powerful bulk SMS text message management and distribution tools which resembles popular email applications and add mobile functionality to leading business applications. All allow PC users to send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites and set-up email to SMS and SMS to email.

Dynmark's e-txt™ message manager was the winner of the New Product Award at the DM Business/ International Direct Marketing Fair (IDMF).

Dynmark was also the winner of the 2007 Gloucestershire Citizen & Echo Business Innovation Award, a finalist in the Gloucestershire Citizen & Echo e-Business Award and a finalist in the British Computer Society Award for SME Organisation of the Year. The company has also been named as a finalist for the Organisational Excellence SME Organisation Award for the BCS IT Industry Awards 2007.

**Further information**

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