



## Reseller Information

Version 2.00  
August 2016

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## Company Overview

### **24X Limited Overview**

Established since 2000, 24X is a market leading provider of business text messaging solutions to organisations across the UK. We are specialists in Outbound SMS, Bulk SMS, SMS Marketing, Email to SMS and Interactive 2-Way SMS. Our solutions are the preferred choice for over 7,500 users. 24X operates from its headquarters in the UK and has consistently achieved financial growth whilst maximising investment in the development of technology and the range of services provided to our client base.

24X is an established and successful organisation that has served the business text messaging industry for over 14 years. You can trust us - an Experian Financial Stability Assessment rates us at the highest 5 star level, 100 out of 100 - Very Low Risk.

Our ever-increasing client base includes some of the UK's most well known brands. Our clients send in excess of 120 million text messages per year. We are able to reference successful business text messaging implementations and management for a whole range of clients. Customers include corporate household named organisations such as Coca Cola, Hoover Candy; tourism and leisure including Radisson Hotels; and local authorities including many London boroughs. 24X has a wide variety of clients ranging from SME's to large corporations.

24X is truly committed to research and development. Our own in-house team of developers and support engineers are all Microsoft Certified and have an increasing programme of development to underline 24X's commitment to stay at the cutting edge of the business text messaging market.

### **Working with 24X Limited**

#### **Industry experience: Over 14 years experience**

24X Limited is an established and successful organisation that has served the business text messaging industry for over 14 years. We have a real commitment to delivering high level, total support to our clients and maintaining a sustained programme of product development across our suite of solutions and services.

#### **Client base: Over 8,500 clients**

Our ever-increasing client base includes some of the UK's most well known brands. Our clients send in excess of 60 million text messages per year. We are able to reference successful business text messaging implementations and management, for companies of the calibre of Coco Cola, Radisson Hotels, Hoover Candy and a number of financial institutions to name but a few.

#### **Corporate stability: Profit delivers investment in your future**

24X Limited has an extensive knowledge of the business text messaging markets, through prudent management and building long term profitable partnerships with our clients, we endeavour to maintain corporate profitability and stability for both our staff and our clients. This combination ensures that your investment is secure and protected. 24X also has a 5 star Experian credit rating, the highest possible.

#### **Continual investment: Investment in our future is investment in yours.**

24X Limited are truly committed to research and development. With our own in house team of programmers, systems engineers and developers, who are all Microsoft Certified and an increasing programme of development underlines 24X's commitment to stay at the cutting edge of the business text messaging market.

## Service Overview

24X Limited is an established, reliable and secure business text messaging solution for organisations of all types and sizes. Fully Microsoft Certified and with 14 years experience in the industry, 24X Limited enhances professional communications, skills and motivation, whilst improving business' earning potential and growth.

Powered by 24X's own software, developed in house by our team of developers, we offer clients a number of service options and levels.

24X only uses the highest quality and best communications routes within the UK ensuring that there are no delays or issues with your message getting to its destination.

Our servers run 24 hours a day, 365 days a year with a 99.9% up time and availability.

### Opening an Account: Easy and straight forward

- Ring Us: 01903 550 242
- Email Us: [info@24x.com](mailto:info@24x.com)
- Try Us Free: [www.24x.com](http://www.24x.com)

### Your Account: Simple easy access from anywhere with an internet connection.

- No setup fees, you only pay for the text messages that you send.
- Accounts can be set up instantly.
- Full reporting functionality with our Premium Service.

### Coverage: Reliably connect with your clients on a global scale

- Coverage is World Wide to the GSM network so you are never out of touch with your business and clients.
- Only reliable networks are used by 24X giving you added peace of mind.

### Receive Replies: Receive and track responses directly to your email inbox

- Receive replies directly to your email inbox.
- Track your responses and act on them in real time.
- Update your systems and marketing campaigns in real time.

### Service Pricing: Pricing to suit any budget

- Message costs sent using our standard account are subject to volume.
- Scalable services mean that pricing is designed around the pre-purchased volume required.
- Various flexible options.
- Credits are purchased online securely by Credit or Debit card. Other methods of payment available. Please contact us for more information.
- Message costs are deducted from the credits that are held on your account.
- Credits are purchased in advanced.

## API – Application Programming Interface

Our API solution allows your systems to communicate directly with our systems allowing for a seamless interaction. Our development and programming team can work with your business to provide an integrated solution without any additional software or training for your users, adding to your existing system functionality. <http://www.24x.com/24XAPIDoc.pdf>

## Web Interface

24X Limited have a simple, user friendly and feature rich online solution for sending your SMS messages directly to your contacts. Once logged onto your account you can easily send individual or bulk SMS messages. The functionality of this solution means that there are no hardware or software installations required or staff training to use the system. Visit: [www.24x.com/new](http://www.24x.com/new) to login and get started.

## Email to SMS

Email to SMS allows users to easily send text messages to customers, employees, suppliers or anyone else both nationally or globally from your preferred email program e.g. Outlook, Google Mail, Yahoo etc. Emails are an integral part of modern communications and combining that technology with mobile technology allows for a much broader and more reliable form of communication.

## Interactive | Two Way SMS

24X Limited have a range of interactive services designed to meet your business requirements. These are for companies who require an interactive text messaging service to receive and process inbound messages for building databases or for providing interactive services. Backed by a web infrastructure, the solution provides the resilience required to manage sophisticated applications, developed by you or 24X Ltd.

24X offers various methods of SMS receipt and data collection including a user friendly online interface via your 24X account allowing you to view, download, respond to and report on your messages. Incoming messages can be 'posted' to a page or script on your server for you to process or messages can be emailed to a designated email address.

### Long and Short Numbers:

**Short Numbers:** These are simple 5 digit numbers i.e. 82123. We offer both shared and dedicated short codes. Please contact us for further information. For example an advert which may read '*text JOBS and your name to 82123.*' *JOBS*' being the keyword.

**Long Numbers:** These are 11 digit numbers i.e. 07987654321. Keywords are not essential with dedicated numbers as all messages are routed back to you. If clients have an inclusive SMS bundle as part of their mobile contract then messages to an inbound long number come out of that bundle.

## Account Management

We know that all of our clients have different requirements and needs. So 24X have developed an account management solution. This is where we work alongside our clients to help them make full use of our services and solutions including phonebook management, working with you to draft great text messages and providing you with full support at all times.

## File Upload

Our File Upload function is an easy to use feature allowing bulk information to be 'uploaded' to our systems for simple and fast message sending. Primarily consisting of 2 options:

1. Upload a file of numbers you want to send the same message to.
2. Upload a file of numbers and messages where the message is different to each number.

See <http://www.24x.com/file>

## Data & Machine to Machine SIMS

Fully-managed airtime and connectivity service for transmitting data from device to device. 24X Limited can provide SIM-based data communication over GPRS, 3G and HSDPA networks. We help organisations in many different sectors to develop and manage their wireless applications for monitoring, metering, billing, supply chain, security, vehicle tracking, automation, logging, advertising etc. Using Europe's leading mobile data airtime providers – including Vodafone, O2 and Orange to deliver competitive and reliable connectivity, we are network-independent to ensure optimum coverage for any application, wherever devices are located. Including fixed IP, public or private VPN connections so no need for leased lines.

## Delivery

24X will do its best to ensure successful delivery of all messages. Successful delivery depends on additional parties such as ISP's, Telco's and Network Operators, hence neither 24X or any other supplier can guarantee delivery.

The networks covered may change from time to time and it is the responsibility of The Client to verify that the networks it wishes to send to are covered. The individual message credit cost currently allows the Client to send one SMS message per credit. In the event that a network(s) introduce reciprocal charges, 24X retains the right to use additional credits to cover the increase in the individual cost per message, for that specific network(s).

## Data Protection and Data Security

Your data security is very important to us. 24X work hard to secure and maintain your data.

All data is accessed, backed up and stored in the UK. We do not use off shore' or safe harbour countries' for any of our activities or data. All of the information stored on our servers remains the property of our clients and is never given to or sold to any 3<sup>rd</sup> parties.

24X is registered under the Data Protection Act.

Integrity - All staff with any access to data have been CRB checked (Enhanced Check).

## Pricing Structure

Description – Web Interface					
50 – 999	7.5p	20,000 – 49,999	4.5p		
1,000 – 4,999	6.5p	50,000 – 99,999	4p		
5,000 – 9,999	5.5p	100,000 – 249,999	3.8p		
10,000 – 19,999	5p	250,000 +	POA		
<i>*No Contracts   Worldwide Coverage</i>					
Description – Short Codes & Dedicated Long Numbers					
Short Number (e.g. 82777)		Setup	Monthly		
Shared per keyword		150.00	100.00		
Dedicated		850.00	950.00		
Long Number (e.g. 07987654321)		Setup	Monthly		
1 to 3 numbers		100.00	100.00		
4 to 7 numbers		50.00	80.00		
8 to 10 numbers		25.00	50.00		
11 to 20 numbers		15.00	30.00		
20+ numbers		5.00	25.00		
<i>12 month contract. 30 days written notice. Additional terms &amp; conditions.</i>					
Additional Options					
Voicemail		FREE	FREE		
*Call Divert		FREE	0.25 per min		
Description - Data SIMS (SMS Tariff can be added)					
Code	Network	Inclusive GPRS	Extra GPRS per MB	Setup Cost	Monthly Cost
24X - 921	02	3MB	1.00	5.00	4.20
24X - 753	02	2MB	1.00	5.00	3.40
24X - 321	Vodafone	256kb	1.00	5.00	2.25
Description – API					
<a href="http://www.24x.com/24XAPIDoc.pdf">http://www.24x.com/24XAPIDoc.pdf</a>					
Description – Account Management					
Contact Us to discuss your requirements		From 17.50 per month			
Description – Email to SMS					
Included in our Web Interface solution					
<i>Contact Us for Full Terms &amp; Conditions   All Prices GBP Sterling   Worldwide Coverage</i>					

## Becoming a Reseller

It is easy for you to become an SMS reseller.

All we need from you is a logo or company name and we will create a branded self contained interface similar to that shown below. It has the ability to allocate new accounts to people and for existing users to logon to the very powerful web sending interface. Credits can be purchased online via credit or debit card and 24X will pay you for every credit purchased on an ongoing basis, not just a one off payment.

the answer's always...  
**yescando.com**  
TEXT WEB PRINT

[Login](#)   [Free trial](#)   [Lost password](#)

**Username:**

**Password:**

Remember username

[Login](#)

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[Forgot your username or password?](#)   [Old System](#)

By using this system you agree to our [Terms and Conditions](#)



## Pricing Structure

Setup and configuration costs:

### Option 1 – Gold:

1. £200.00 one off setup cost, pre-configuration. Includes 100 free SMS credits!  
or
2. 50,000 credits purchased, pre-configuration. Credits do not expire. Priced agreed at wholesale price

### Option 2 – Platinum:

1. £500.00 one off setup cost, pre-configuration. Includes 500 free SMS credits!  
or
2. 150,000 credits purchased, pre-configuration. Credits do not expire. Priced agreed at wholesale price

White label configuration specification	
Gold Option	
Company Logo	Corporate Colour/s
Web Control Panel	Comprehensive Reporting Across All Accounts
Platinum Option	
Company Logo	Corporate Colour/s
Bespoke Automated New Account Email	Bespoke Automated New Account SMS
Suppression of Menu Items	Text Message Alert When New Account Setup
Personalised Help	Web Control Panel
Comprehensive Reporting Across All Accounts	

Our pricing is extremely competitive. Prices are tiered to offer increased cost savings for larger volumes.

Sample pricing options:

From	To	RRP (pence)	Commision (pence)	Wholesale (pence)
100	999	10	4.5	5.5
1,000	4,999	9	4	5
5,000	9,999	7.5	2.5	5
10,000	19,999	6.5	2	4.5
20,000	49,999	5.5	1.3	4.2
50,000	149,999	5	1	4
150,000	249,999	4.5	0.7	3.8
250,000+		POA	POA	POA

As a 24X Ltd reseller you have the ability to take advantage of our best prices with the flexibility to charge your clients according to any pricing structure above the wholesale price that you wish.

Description – Long & Short Codes	Setup	Monthly
Short Number (e.g. 87222)	One Off	
Shared per Keyword ( <i>min 6 month contract</i> )	£150.00	£75.00 per month
Dedicated ( <i>min 12 month contract</i> )	£850.00	£950.00 per month
Long Number (e.g. 07987654321)	Per Number	Per Number
1 to 3 numbers	£50.00	£80.00 per month
4 to 7 numbers	£25.00	£55.00 per month
8 to 10 numbers	£10.00	£35.00 per month
11 to 20 numbers	£10.00	£30.00 per month
20+ numbers	£5.00	£25.00 per month
Additional Options		
Voicemail	FREE	FREE
*Call Divert	FREE	25p per min

*NB: 1 – 3 numbers – 6 month contract, min 30 days written notice after first 6 months.  
4+ numbers – 12 month contract, min 30 days written notice after first anniversary.  
Keywords & Dedicated short codes are subject individual terms and conditions.*

## Thank you and Next Steps

Thank you for your interest in 24X limited. I hope that this document answers all your questions and that you feel our experience and solution fits your needs effectively.

Please contact us if you have any further questions, or wish to discuss any aspect of our product and service further.

### For more information, please contact:

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