



**NEWS RELEASE**

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### **SMS Gateway now available from Sigma Software Distribution**

Sigma Software Distribution, an established UK distributor of technical, development and business software, has forged a new distributor relationship with Avanquest Solutions which sees Text Message Server being added to their portfolio of solutions for business, education and public sector users.

Avanquest developed Text Message Server to meet the growing demand from business users to include enterprise text messaging as part of their communications strategy.

Corporate text messaging continues to gather momentum. It improves communications - both internally and with clients and suppliers. Full email integration means little or no training for users and in-depth audit trails ensure legal compliance.

The addition of Text Message Server to Sigma's range of solutions supports their 2010 plan to branch out into new and growing markets.

"Sigma is delighted to be partnering with Avanquest Solutions to promote Text Message Server to the text messaging market - we plan to introduce Text Message Server to our entire customer base, with the initial focus on users in education and the public sector" says Jane Silk, Head of Vendor Relations Sigma Software Distribution.

Business users have integrated SMS technology to facilitate desktop text communications with clients – texting is discreet, instant and cost effective.

Users in Education have successfully used text technology to reduce the unauthorised absence rate by combining their electronic registration system with SMS notification of absence to parents and to communicate with pupils.

Public Sector users have introduced text messaging as part of their emergency planning procedures to communicate key information to stakeholders.

Text Message Server allows you to manage your business text messages, inbound and outbound – either system generated or ad-hoc from the user's desktop.

Text Message Server works with almost every business application, 'straight from the box', with the additional API (Application Programming Interface) covering any required 3rd-party software integration.

Quick overview:

- Text messaging to and from the desktop with full email integration - MS Outlook, Lotus Domino/Notes, SMTP
- SMS from any desktop application
- Little or no user training required
- Automated SMS for alerting/notification
- [SMS API](#) for application integration
- Complete audit trail and in-depth reporting

Further information about Avanquest Solutions at [www.avanquest-solutions.co.uk](http://www.avanquest-solutions.co.uk)

### **About Sigma Software Distribution**

Sigma Software Distribution is a UK value added distributor of specialist technical, development and business software with customers across the breadth of the UK, Ireland and mainland Europe. With over 25 years of experience to draw on, Sigma maintains trusted relationships with over 2,000 software publishers from around the globe and offers its resellers an unrivalled product range, competitive pricing, efficient software sourcing and a company ethos based on great service. Visit [www.sigmasd.com/](http://www.sigmasd.com/) for more information.

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