



## News Release

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## Professional Teledata Announces New Commercial Grade SMS Solution

Manchester, NH – March 1, 2016– Professional Teledata, a pioneer of hosted and premise-based solutions for call centers, today announced the launch of its enhanced short message service solution, Pinnacle Cloud SMS. The new, cloud-based text messaging solution is commercial grade, developed specifically for the high volume, high availability usage requirements demanded by our customers.

The Pinnacle Cloud SMS solution enables users to communicate with clients faster, and with higher throughput, via text messaging. Throughput and availability are achieved by maintaining direct connections to major wireless carriers that are not subject to rate limits, monthly usage thresholds, or cell towers. Now, Pinnacle Cloud SMS users can easily and reliably exchange messages each month without worrying about service interruptions or rate limiting. Key features of the Pinnacle Cloud SMS solution include:

- 100% Software-based: The cloud-based SMS solution features complete mobility and delivers up to 160 characters in a single SMS for U.S. users and 136 for Canadian users.
- Fully Redundant System: Pinnacle Cloud SMS is housed in a SAS 70 Type II Data Center and tested to ensure near 100% reliability and uptime.
- Built-in Disaster Recovery: Millions of SMS messages are processed each month with proven reliability. Built-in disaster recovery provides users with the ability to exchange messages even during an unexpected event.
- Comprehensive Reporting: All SMS activity is tracked and monitored, and every SMS sent through Pinnacle provides status information about message delivery. Users can also retrieve both detailed and summary reports to use for client billing purposes as well as full audit trails.

“Since installing the Pinnacle Cloud SMS solution, we have had no service interruptions for our customers,” said Ken Goldenberg, president of Direct Line Tele Response. “The process to move customers to the new system was seamless and simple. The tight integration with our existing Pinnacle system was well executed and we are now experiencing much faster delivery times and delivery responses. Direct Line Tele Response and our customers are confident in this new solution!”

“We are thrilled to offer our customers with an enhanced, commercial grade SMS solution,” said Jim Graham, director of special operations for Professional Teledata. “By leveraging Startel’s current SMS infrastructure, we are able to provide our Pinnacle customers with a more robust text messaging solution that meets their clients’ expanding needs and enables them to focus on growing their business.”

The Pinnacle Cloud SMS solution is available now for integration with Pinnacle. For more information, or to transition to Pinnacle Cloud SMS, contact Sales at [sales@proteledata.com](mailto:sales@proteledata.com).