

# Payments on the go.

## Mobile Billing Solutions

“txtNation connects your products and services to millions of mobile phone users.”

**txtNation** empowers organisations to charge for products and services via a user’s mobile phone. txtNation takes the unpredictability and complexity out of leveraging mobile billing solutions to end-users around the world, across countless networks. Compatible, cost-effective, and consistent: txtNation connects your products and services to millions of mobile phone users in the UK and internationally.

**txtNation’s Gateway** is a sophisticated service, without the complexity and lead time of other customised billing solutions.

Not so long ago, putting together the people and technology to offer payments through mobile was a daunting prospect. Imagine trying to connect infrastructure from diverse locations all over the world. Imagine trying to maintain the security of mobile transactions. Imagine the headache of technical and regulatory compliance. Above all, imagine the costs.

Whilst messaging and voice calls were taking hold on handsets, providing a way to use them for billing was difficult. Compatibility between handset manufacturers and individual networks are significant hurdles.

“ Security methods for protecting you and your customers. ”

Mobile has taken off sufficiently over the last decade to make the technology and the worldwide infrastructure more compatible than ever. With mobile becoming ubiquitous in most parts of the world, the market has invested heavily in services that take advantage of the fact that communities from Albuquerque to Zurich have ready access to mobile technology.

Wireless messages and phone calls are made every second of every day. No one can be in doubt about the power of those platforms to connect people. In many nations, mobiles outnumber fixed landlines. In the UK, there is a handset for every man, woman and child.

Fortunately, things have come a long way and the technology has become more streamlined. Unity has created an opportunity to invest in mobile billing.

For businesses who want to offer product and services to the largest possible market, mobile is an attractive prospect.

Mobile is personal, secure, convenient and quick. Consumers are themselves quick to grasp the advantages of making a payment by simply sending a text message.

But how does a business start to offer mobile billing? It can all seem a risky investment. Putting money into getting the right experts, the right technology and the right on-going support is not for the faint-hearted.

txtNation knew there had to be a better way to utilise mobile billing across the SMS and MMS platforms. A philosophy of “plug and play” has been at the heart of txtNation developments since the beginning. There’s no need for a overhaul of your business.

Integration of txtNation services was designed from the ground up to be simplicity itself.

txtNation is the platform of choice for those who want the advantages of an ease-of-use mobile payment platform that is available quickly, but which retains the international connectivity and flexible gateways that will open your business to customers all around the world – however they wish to pay.

txtNation is geared towards flexible solutions in a world of payment platforms. From premium and non-premium SMS, one-way billing, to billing through an automated phone call, our Mobile Gateway can deal with the demands of consumers on countless networks around the world.

With Premium SMS solutions through txtNation you can deliver first-rate billing through SMS technology, either using a cost-effective shared short code or through the superior flexibility of a dedicated short code. Either way, txtNation offers you robust solutions for billing through global messaging.

Non-Premium SMS solutions centre on a virtual number that allows two-way communications between your service and your consumers. This is ideal for creating interactive SMS text games, SMS coupons and tickets, text-in opinions for television and big screen broadcast, and on-demand sports news and weather information.

If you have a promotional message to send to a global audience, One-Way SMS is the platform of choice. We use a proven network of operators to send messages to consumers across the globe. Whatever you want to say, say it with One-Way SMS from txtNation. Leading companies across the world have

used this technology to keep in touch with their customers and clients, and txtNation makes it easy to add this service to your own marketing arsenal.

Despite the reach of mobile technology in most parts of the world, it is always wise to offer alternatives, particularly in the developing world. With Phone Billing, also known as Interactive Voice Response (IVR) or AudioTel, consumers can dial a number and follow multi-lingual voice prompts to pay for goods and services. txtNation brings you access to millions of mobile phone users, and with Phone Billing you can reach even those without a handset.

“ Integrating our services couldn't be easier. ”

Integrating our services couldn't be easier. With txtNation, ease-of-use is built in. We use industry standards to ensure that our services are available to you in robust, consistent, and proven forms. With HTTP, XML and SMPP (API) technology at the heart of txtNation, you can be up and running quicker than you might think.

Contact us today for further information on how txtNation can benefit your business, wherever you are.

## Talk to us.

### Main enquiries

Email: [sales@txtnation.com](mailto:sales@txtnation.com)

Phone: +44 (0)1752 484 333

txtNation

15 Billacombe Road

Plymouth

PL9 7HX

### Worldwide



London, United Kingdom

Email: [sales\\_uk@txtnation.com](mailto:sales_uk@txtnation.com)

Phone: +44 (0)203 283 8828



New York, United States

Email: [sales\\_usa@txtnation.com](mailto:sales_usa@txtnation.com)

Phone: +1 866 736 0022



Paris, France

Email: [sales\\_france@txtnation.com](mailto:sales_france@txtnation.com)

Phone: +33 (0)17 070 0499



Frankfurt, Germany

Email: [sales\\_germany@txtnation.com](mailto:sales_germany@txtnation.com)

Phone: +49 (0)692 222 7307

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Registered in England & Wales with company no. 5642278. Registered address: txtNation, 15 Billacombe Road, Plymouth, PL9 7HX.  
VAT No. 816346724.

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