



“Software plus services for SME’s”

FAB Enterprises & Innovations Ltd.
FAB House
56 Castle Hill Road
HASTINGS
East Sussex
TN34 3RH

☎ 44(0)844 884 2535
☎ 44(0)1424 400007
✉ info@fabit.com
🌐 www.fabit.com

FAB SMS for Schools DATASHEET

What is FAB SMS for Schools?

FAB SMS for Schools is a suite of applications and SMS Text Messaging services suitable for use by UK Primary Schools and Nurseries.

FAB SMS allows schools to contact parents, carers, staff and suppliers quickly and easily using text messaging and for the same groups to contact the school using a dedicated number.

What applications & services make up FAB SMS for Schools?

The suite of applications & services that make up FAB SMS for Schools are as follows:

- A 10 user license of our popular **FAB SMS Addin for Microsoft Outlook**
 - Send SMS directly from MS Outlook
 - Send to large groups of recipients simultaneously
 - Use existing Outlook contacts to send messages
 - User defined message templates
 - Message compression (replaces certain words with Text Speak)
- Access to **Web SMS** for the same 10 users
 - Send and receive SMS from a web browser anywhere anytime
 - Online SMS inbox
 - Online SMS contact list
 - Schedule SMS for anytime
 - Create and maintain distribution lists by class or year group or any other category level.

- Send SMS to individual parents or to group of parents using distribution lists notifying them of school closures or emergencies.

- A **dedicated UK geographic number** to receive SMS messages
 - Your SMS geographic number doubles as a virtual fax also, allowing any fax sent to this number to be converted to an email and delivered to your office email inbox.
- **SMS Keyword Software** management software
 - Respond to keywords contained within inbound SMS Text messages
 - Send SMS autoresponses
 - Forward inbound SMS Text Messages to another mobile or group of mobiles
 - Forward SMS to email
 - Configure to save inbound text messages to an online SMS inbox
 - Collect mobile numbers and automatically build up distribution lists
- 1500 messages a year (more can be purchased separately at 6.8p per message or lower depending on volume purchased)
- Free technical support
- User Manual
- Free upgrades for a year (includes new software applications as and when released)

FAB SMS for Schools benefits

Our Grade A* system can provide the following benefits:

- Notify Parents and Guardians rapidly of school closure due to bad weather
- Reduce costs (notably telephone bills)
- Reduce truancy
- Free up your valuable time and the time of admin staff when contacting parents or responding to repetitive requests.
- Increase parent involvement in their child's education
- Increase communication between teachers and parents
- Remind Governors about up coming meetings
- Allow pupils to contact the school privately and in confidence, using a communication channel they are comfortable with.
- Dramatically reduce time taken to contact supply staff and arrange cover when staff call in sick.
- Send to Mobile, landline or combination of both, allowing you to contact parents without mobile phones.
- Impress the OFSTEAD inspector at his next visit...maybe.

A recent study by BECTA revealed that over two thirds of parents would like schools to use technologies such as text messaging and the internet to communicate more frequently. Currently only 8% use these methods with only 2% using text messaging.

Technical

Nothing to install on school computers (unless using the FAB SMS addin for Microsoft Outlook which is not compulsory) as all features are accessible from your online account. The only requirements are for a PC with modern Web Browser and an internet connection. Some features like broadcast SMS can even be invoked from your mobile phone (convenient if the school has a power cut and you need to contact all parents and you have no access to a PC)

Received SMS can either be converted into email and sent to different staff members based on property type or saved to your online inbox, or forwarded to a mobile phone for instant alert of hot leads.

What does it cost?

Our service works on a subscription model where you pay a yearly fee (this mainly covers the rental of your dedicated number). Some SMS sending credit is included in your subscription and when that has been used you'll need to purchase more on a pay-as-go-basis.

Available subscriptions are:

<u>Edition</u>	<u>Cost</u>	<u>Inclusive texts</u>	<u>users</u>
Primary	£179.95	1500	10
Nursery	£99.95	600	5
Nursery sml*	£49.95	600	1

(*Excludes text in number)

Outbound messages: 6.8p each (large messages may require 2 or more messages credits, lower message costs available when purchasing large volumes)

Inbound messages: FREE

Cost to client requesting particulars: 1 message at std network rate (could be free if part of a bundle)

During your subscription you will be entitled to all minor point upgrades and fixes, technical support and access to other compatible FAB software.

Ordering Information

Orders for subscriptions and additional message blocks can be placed online at www.fabit.com or by phone 0844 884 2535 all major credit & debit cards are accepted. In addition online payment processors PayPal & MoneyBookers are also accepted.

Cheques are also accepted, order forms can be downloaded from our website after completing the checkout process and selecting offline for your payment method.

Features

General

- Web Based
- Nothing to install on school PC's (unless using the Outlook Addin)
- Remote access from home for Heads or admin staff.
- Multi-user¹
- Receive inbound FAX as email²
- Free email & telephone technical support
- Guaranteed low message cost of 6.8p or less
- Low annual cost

Contacts

- Import Wizard (for contacts in CSV files)
- Export contacts to CSV
- Multiple Distribution lists
- Search and filter contacts easily
- Three User defined fields for your use

Sending SMS

- Send to large group of contacts simultaneously
- List combining technology (Combine groups without sending duplicate messages)
- Name resolution, finds contacts/distribution lists based on name fragment
- Send messages greater than 160 characters in length
- Schedule messages for up to 18 months in advance
- Set alphanumeric Sender ID on outgoing messages (School name appears on top of messages)
- Send Flash SMS Priority messages (Messages appear instantly on receiving handset without having to press a button)
- Create message templates
- Easy access autoresponse templates (for users who misspelt/mistyped a keyword)
- Send to mobile, landline or combination of both.
- Sent messages reports.
- Cut and paste numbers from Excel.
- Set monthly sending limits for users¹

Receiving SMS

- Receive SMS as email
- Receive emails have name & number of sender.
- Store inbound SMS to online inbox.
- Forward inbound SMS to a mobile
- Forward inbound SMS to a group of mobiles
- Forward SMS to another application (uses HTTP/POST)
- Capture and store senders number and add to a distribution list
- Send autoresponse messages
- Use keywords to process inbound messages differently.

- 1) Excludes Nursery SML Edition
- 2) Only available on Primary Edition (+£10 optional upgrade for Nursery Edition)



System Requirements

For running Web SMS

Web Browser capable of running JavaScript & storing cookies. IE6 and above, Google Chrome, Firefox 2 and above.

For running SMS addin for MS Outlook

Windows PC running Microsoft Outlook 2000-2003 (please visit Microsoft.com for Outlook system requirements)

Example uses of FAB SMS for Schools

- Send school closure alerts to all parents within seconds. Parents without mobile phones can have messages sent to landlines, if their landline is not configured to receive SMS then they will have a strange electronic voice reading the message out instead.
- Allow parents to Text the schools to report absenteeism
- Send SMS alerts to parents when a child fails to register at school and thus reduce truancy
- Allow parents to Text the school and get an automated SMS back informing them of school closure, status of after school clubs & events, estimated arrival times of pupils returning from external trips or get back term dates/inset days etc
- Allow teacher's to text all parents in their class
- Allow teachers to text individual parents to inform them of their child's progress. This can be done in addition to parent evenings.
- Allow parents to send SMS to a Teacher's mobile or email. Messages are forwarded so the actual mobile number or email address of the teacher is not disclosed
- Schedule reminders for Governor meetings
- Create a distribution list of supply staff which you send a message to simultaneously reducing the need call each one individually when staff call in sick.
- Allow pupils to report bullying anonymously via text message

- Provide a Homework hotline - pupils could send a text a requesting a callback from teacher who is on call to assist with particular difficult homework assignments.

The Future and Beyond

Although not included in this version the following features are scheduled for development and will appear soon.

- Time sensitive keywords (respond differently based on time of day or day of the week)
- SIMS integration (Optional upgrade cost)
- Enhanced delivery reports and summaries
- Email To SMS
- After school club autoresponse manager
- Outlook Mobile service integration
- vCal and Appointment reminder system
- Network Lookup (data cleansing)
- Mobile location detector

About FAB

FAB Enterprises & Innovations Ltd is a small family run business located in Hastings, East Sussex. Established in 1999 with the aim to provide corporate quality software to small & medium sized enterprises allowing SME's to compete in the digital age.

