



# SMS Gateway Plug in Services for ERP / CRM Software launched by ValueFirst Messaging India

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*ValueFirst Messaging Private Limited, a leading MVNO (Mobile Virtual Network Operator), has launched SMS Gateway Plug in Services for ERP / CRM Software.*

PR9.NET November 15, 2005 - The unique SMS gateway plug-in service is specially designed for software product companies. Such a requirement has evolved in the market in the last few months more than ever before. The SMS gateway plug-in is a COM/XML API-based service that offers a two way interactive communication platform to ERP/CRM product development companies in ASP model.

The SMS gateway plug-in service is designed keeping in mind various important factors for enterprise customers such as reliability, security, scalability, budgeting and user management.

Mr. Vijay Shukla, Country Head, ValueFirst Messaging, on the occasion of the launch mentioned, "the SMS gateway plug-in service by ValueFirst is created as a result of a great demand in the market. Many CRM and ERP companies had shown keen interest to integrate SMS services in their products thereby enhancing their customer value proposition. ValueFirst is the first company to identify the need and provide what ERP and CRM product companies require".

The SMS gateway plug-in service provides the ability to mobile-enable business processes running on CRM/ERP products. More information can be obtained at [info@vfirst.com](mailto:info@vfirst.com)

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## About ValueFirst Messaging

About ValueFirst Messaging ([www.vfirst.com](http://www.vfirst.com))

ValueFirst is India's number one Virtual Mobile Network Operator for data. ValueFirst owns and hosts first-class mobility infrastructure in USA and Germany which is linked to several mobile operators globally.

ValueFirst enjoys network partnerships with Indian mobile operators and has access to almost entire Indian mobile subscribers on GSM and CDMA networks in addition to its global reach to over 200 countries and 400 networks.

ValueFirst empowers its customers to communicate between varied IT back-end systems and mobile phones. ValueFirst provides a unique, end-to-end, global carrier-grade mobile data service. Its mobile data service offering includes "plug and play" application licensing and hosting.

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