



PRESS RELEASE

For Immediate Release
5th September 2006

Enterprise-level architecture and Improved Integration in Text Message Server 6.0

Avanquest UK, a leading developer of SMS software for businesses, today announced the release of Text Message Server 6.0. The latest version includes enterprise-level architecture, better scalability, improved user-management and a range of tools to simplify integration with applications like CRM and ERP.

Key features and benefits of Text Message Server 6.0:

- **SQL Server 2005 support** - TMS can now be incorporated into an organisation's existing SQL infrastructure removing the need for a separate database to manage and backup. Administrators can also take advantage of the reporting tools that are provided with SQL.
- **Active Directory Integration** - Users are now authenticated automatically against their AD credentials and created on the database dynamically. This reduces management overhead and increases the speed of deployment.
- **XML Processor** - Back-office systems can be SMS-enabled using XML, one of the most widely-used methods of application integration. Also allows received messages to be handed off to a third-party system with delivery information for a full audit-trail.
- **CRM Integration** - Allows text messages to be sent to a pre-defined group of contacts from any CRM application with mail-merge functionality. Removes the need to learn a new application by working within the CRM interface, ensures that Data Protection rules are adhered to and updates contact record to reflect that an SMS message has been sent.

Avanquest Product Manager for SMS Solutions, Jeanette Fennell, comments *"The latest release of Text Message Server meets the increasing demand of our Enterprise customers who need a more robust, scalable architecture to cope with the increasing volume of text messages they are generating. Support for XML will also benefit the many organisations that want to SMS-enable line of business applications"*.

Many businesses now use the inclusive medium of SMS to communicate with colleagues and trading partners. The benefits include reduced mobile bills, improved communication and automated business processes. Since 2001 Avanquest have implemented over 200 SMS solutions, many bespoke, allowing customers to send and receive text messages from desktop, email, web and other applications either automatically or on-demand.

Avanquest are actively recruiting resellers for Text Message Server. To be part of an emerging market with plenty of opportunities, excellent margins and recurring message and support revenue, please contact us on 01962 835053.

Further information about Text Message Server can be found at www.textmessageserver.com

About Avanquest Software

Avanquest Software is a global developer and leading publisher of best-selling personal and professional software designed for utilities, office productivity, communications and mobility

worldwide. Avanquest Software products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. Founded in 1984 as BVRP Software and listed since December 1996 on Euronext (ISIN FR0004026714), Avanquest Software forms part of the Eurolist, NextEconomy segment and SBF 250 index. Additional information on Avanquest Software is available at www.avanquest.co.uk

Contacts

Press Information Alison Hall Email: alison.hall@alisonhall-pr.co.uk Mobile: 07899 986932	Sales Email: sales@avanquest.co.uk Tel: 01962 835053
--	--