



Route Connector

Database security,
easy platform integration

Mobile Messaging is a vital component of any organization's mobile communication strategy. Keeping customers informed of transactional and promotional activities and constantly engaging in real time communication enables superior service levels, efficiency and helps drive revenues. This can be a daunting task for several organizations in terms of resources and adherence to regulatory data security requirements. Through a captive, onsite installation and easy integration with any type of database, Route Mobile Limited's - Route Connector enables companies to automate the entire messaging process maintaining total control over internal database and information, without the need for additional IT resources.

Captive installation at the customers' premises, remotely monitoring messages.

Database security with no exposure to third party and complete control over data retrieving.

Fully automated application to fetch data from the clients' database.

Cost effective due to its non expensive hardware cost and low capacity server requirement.

Quick deployment with its user-friendly installation method.

Increase efficiency of support teams through automated data uploads for messaging.

High security database sharing through captive installation with no third party intervention.

Complete control on messaging through user defined rules for data fetching and delivery reports.

Compatible with all databases like RDBMS, MySQL, Oracle.



HOW DOES IT WORK?

Route Mobile Limited installs the core application on the organization's premises/ internal servers where Route Connector, as part of the LAN, will interact with the internal database. The Route Connector rules engine will dictate the fetching of data and transmission of messages along with delivery reports based on each organizations specifications and requirements.

