



December 2017 Edition

THIS ISSUE FEATURES:

- 1 Editor's Note
- 2 DMS Turns 10!
- 2 Winner of May 2017 Newsletter SMS Competition
- 2 December 2017 Newsletter SMS Competition
- 3 Corporate Social Responsibility: Round Table Winter Nights Fund Raising
- 3 Farewell Notes
- 4 SMS Tip: Sending Customized Messages to Multiple Recipients
- 5 New SMS Short Codes - The Wonders of Alpha
- 5 New Clients That Joined the DMS Family

Editor's Note

DMS Turns 10!!!

To celebrate, we have a couple of giveaways, keep reading to see how YOU and YOUR company can WIN!

Our client's communication needs are always at the forefront of our planning. We aim to provide you with the most innovative and cost-effective communication solutions. In this issue, you'll read about branded short codes and custom messages; all designed to increase your brand recognition.

The Greek philosopher, Heraclitus, was on to something when he said: "The only constant is change" and 2017 has brought a lot of it. Our biggest change, you might have noticed already, is our new logo. Read more on our new look and feel in the pages that follow. We bid farewell to a couple DMS team members and welcome new clients.

Enough of the teasers, you've been warned of delights in the pages ahead.

Please enjoy our latest news!

Remember to enter our December 2017 SMS competition.

Your only partner for SMS & USSD solutions,
The DMS Team

DMS TURNS 10!

As much as birthdays are a time for celebration, they are also a time to reflect on how far we've come. It's a time to take note of all the changes and show appreciation to those who've played an essential part in the development and growth of DMS.

Therefore, we'd like to thank all our loyal customers for your support over the last 10 years! We have grown from strength to strength because of your continued support and your belief in what we aim to do! THANK YOU, we appreciate you!

DMS would not have grown in the way that it has, without our clients. We are, because you let us.

We've grown from humble beginnings in 2007 with only a couple of thousand SMSs per year, to over millions of SMSs per year.



Old logo



New logo

In the spirit of "growing up" we thought it time to change our "look and feel" to a fresher more modern look. You might've noticed it first on our web services platform! We hope you love it as much as we do!

Tell us what you think of our new look or send us a birthday wish and we'll personally drop off a gift for you. Sms BIRTHDAY and your wish to 5001 (N\$1/SMS).

Winner of May 2017 Newsletter SMS Competition



Congratulations to Mr. Peter Denk, the lucky winner of the last DMS Newsletter SMS Competition. Mr. Denk won a Nomad Africa Spa voucher to the value of N\$ 650.00

December 2017 Newsletter SMS Competition **SMS and WIN**

DMS turns 10 this year! In celebration of our birthday, we have an extra special competition and fabulous prizes up for grabs! 10 prizes and a grand prize!

With this competition, the winner receives a prize for their respective company, as well as stand a chance to win a prize for themselves!

Prizes: Company prize is a 5-question survey to your existing database and the prize for the individual is a weeks' worth of lunch from the proudly Namibian Mekenificent Meals.

Read the newsletter and SMS your answer for the question below to 5001 and you could be the lucky winner!

Question: What is the name of the new short codes now available from DMS?

- a. Beta
- b. Delta
- c. Alpha

SMS Beta, Delta or Alpha to the number 5001 to enter. Enter as many times as you'd like.

SMS costs N\$1 per entry across both networks.

Competition ends 15th December 2017.

Winners to be contacted on the 15th December 2017. T's & C's apply.

Corporate Social Responsibility

Round Table Winter Nights Fund Raising

The DMS team volunteered their time in the collection of cash and donations to the Round Table Namibia Winter Knights donation drive as part of their corporate social responsibility in June 2017.

Round Table Namibia teamed up with RadioWave to create awareness for the collection of blankets, clothes, funds and other donations for those less fortunate and unable to afford themselves the comfort of blankets and clothing this winter.

The collection and fundraising took place in Windhoek, Swakopmund and Walvis Bay with donations also being accepted through SMS (also sponsored by DMS) as well as the PayToday app.

In 2016, over N\$ 600,000 in cash donations was received. 2017 saw over N\$ 500,000 in cash donations on top of mountains of clothing and non-perishable food donations.

DMS believes in giving back to the community and we are happy to have been part of such a great initiative.



DMS is proud to have supported the Round Table Winter Nights with a donation of N\$ 10,000.00

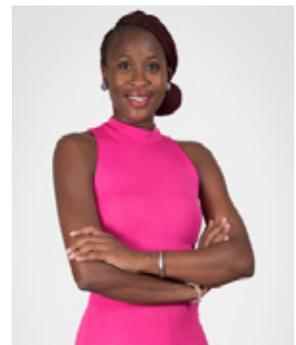
Farewell Notes

We would like to take this opportunity to give a bittersweet goodbye to one of our staff members. Tuli has left us after 2 years of service at DMS. He started with us in 2015 and was our Account Executive in charge of maintaining client relationships for the past couple of years. He was a blessing to each and every one of us, clients and staff alike.

We wish him the best both professionally and personally as he moves onto new and exciting challenges. While we miss the day-to-day interaction with him – he was an indispensable part of our team - we know that he will continue to do well and achieve major milestones.



We also say goodbye to Melissa Neis who joined the DMS family in May 2017. Melissa was our Office Administrator and her contribution ensured that DMS continued to run like the well-oiled machine it is. We thank her for her commitment and wish her all the best in her future endeavours.



SMS Tip:

Sending Customized Messages to Multiple Recipients

Did you know that your SMS account allows you to send customized messages with multiple customized fields to multiple numbers so that each number receives a unique message?

This makes it possible to send a message to 100 numbers but each number must receive unique information. For example, the message below has multiple fields of custom information that must be sent to multiple people:

Dear **#colb**, your account number **#colc** has an outstanding balance of N\$ **#cold**. Please settle on or before **#cole**.

The bold information above represents the custom fields that are unique to each number and include the order of columns they will be arranged in the excel sheet created for them. Below is an example:

	A	B	C	D	E
1	812	Tuli	123	14	31/08/2017
2	811	Tuli Work	456	15	31/07/2017
3	816	Ista	789	16	31/06/2017
4	813	Kashifa	1011	17	31/05/2017
5	814	Melissa	1213	18	31/04/2017
6					

Instead of sending the recipients a message one at a time, our system allows you to customize any information that must be sent to the recipients and send the message once to all the recipients - saving you administrative time and recipients all receiving the information specific to their situation.

You would then upload the saved sheet to the system which would preview it like below:

Send the same dynamic message to multiple numbers

File Name: Choose File No file chosen

Valid File Type: Tab delimited from Excel (use Excel "Save as type" option)

Date: 08/08/2017 Time: 16:50 Short Code: 5001 Credits: 999,999

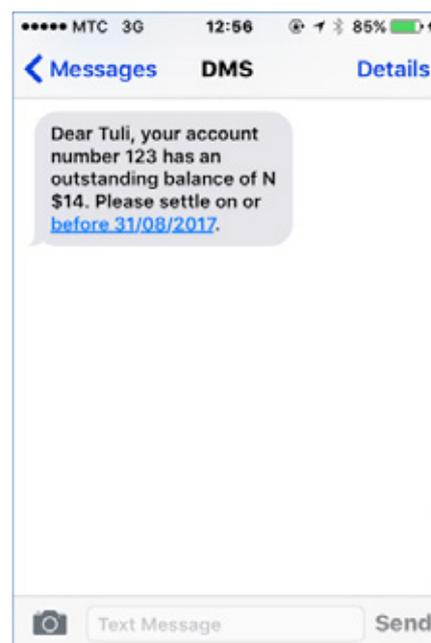
SMS: Dear #colb, your account number #colc has an outstanding balance of #cold. Please settle on or before #cole.

Enter message and use "#col?" to indicate columns in Excel e.g. "Dear #colb Your balance is #colc, please settle before #cold." (The cell number must always be in column A)

Messages ready for sending (only the first 500 are displayed). Click SEND

Cell No	SMS Message
+2648	Dear Tuli Work, your account number 456 has an outstanding balance of 15. Plea
+2648	Dear Tuli, your account number 123 has an outstanding balance of 14. Please se
+2648	Dear Kashifa, your account number 1011 has an outstanding balance of 17. Plea
+2648	Dear Melissa, your account number 1213 has an outstanding balance of 18. Plea
+2648	Dear Ista, your account number 789 has an outstanding balance of 16. Please se

Your recipients will then receive your message displayed as below:



Could this feature help you save time in your administration communications?

If you'd like to talk to us to see what's possible for your specific situation, please contact our office at 061 250 576 or email dmsinfo@dymoso.com.

New SMS Short Codes

-The Wonders of Alpha

DMS has offered standard numeric short codes over the years. You'll recognize these 5-digit short codes such as 77577, 88088, etc.

DMS has now availed a new type of short code called alphanumeric short codes (to be called alpha's going forward).

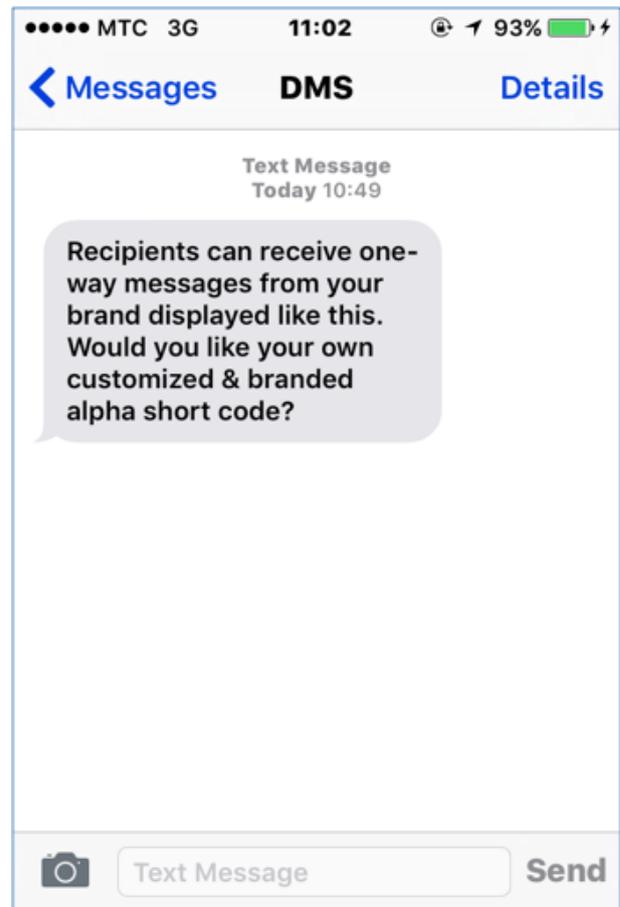
Alpha short codes are short codes that can be customized with a combination of alphabetic letters and numbers. These alpha short codes can do wonders for your business branding.

Instead of your SMSs being displayed from "78471" as they currently are, you can now have it display your word of choice e.g. "MyBusiness" or in the case of DMS it displays "DMS". Imagine the impression from customers receiving a branded SMS from you!

At the moment, alpha short codes are only available for one-way communications.

Your alpha short code of choice can be a maximum of 10 characters in length. Would you like to register your own branded short code?

If so, give us a call at 061 250 576 and we'll be more than happy to talk to you about confirming that your brand name is available as an alpha short code and reserving it for you.



Welcome

**New Clients That
Joined the DMS Family**

