



# synapse sms

Cerebrum's Synapse SMS package gives businesses a revolutionary way cut mobile call costs, automate appointment and project reminders and keep in touch with employees.

Designed by growing businesses for growing businesses, the Synapse system acts as an SMS gateway as well as a mobile call router – allowing callers to take advantage of the lower rates for mobile-to-mobile rather than fixed line-to-mobile calls as well as eliminating third-party SMS providers.

## "automatically send out appointment reminders"

Synapse allows users to send, receive, store, track and manage their SMS messages through a single, easy-to-use interface.

Businesses can automatically send out appointment or meeting reminders to their staff and clients, as well as receive and process reply SMS messages.

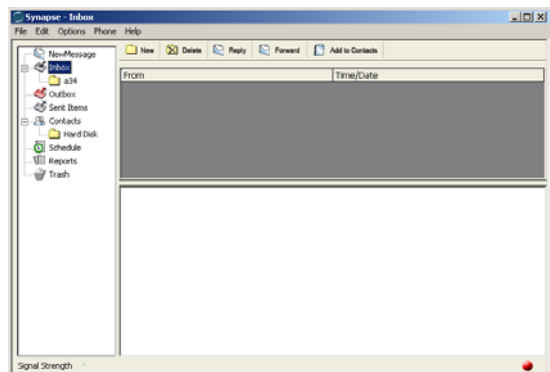
Synapse is ideal for:

- real estate agents looking to manage and track buyers; hairdressers;
- dentists, doctors, hairdressers, health and beauty therapists looking to easily manage and confirm appointments;;
- business with employees on the road;

call centres and marketing agencies looking to add SMS to their service offering; and, companies managing their own business-critical IT infrastructure.

The system is installed with a GSM terminal which automatically picks up internal fixed line-to-mobile calls and routes them so that they become mobile-to-mobile calls and are billed at much lower rates.

Synapse can be customised to the needs of the business and is offered in the following formats:



- single, standalone setup for receptionists and small businesses
- networked version integrated with your email server
- web-based version integrated into your intranet or extranet
- integrated seamlessly with your database or client management software

