

USSD.

The USSD Evolution

txtNation provides carrier grade **USSD API** and interface options, enabling the delivery of high throughput messaging and session based menu systems.

“txtNation provides carrier grade **USSD API** and interface options.”

txtNation's **Unstructured Supplementary Services Data (USSD)** service allows high speed interactive communication between mobile subscribers and applications across all GSM handsets. Over 90% of the global GSM network infrastructure and almost all of the mobile phones available today support transportation of USSD messages.

USSD is ideal for many business applications. Because it is session-based, it's lightning fast. Because USSD services do not require phone menus, users can access USSD services directly from the main screen. USSD works with the **Home Location Register (HLR)** of the user's network so USSD services are available in the same way whether the user is at home or roaming (**VLR**).

USSD provides a highly scalable, robust and secure option for businesses looking to enable this popular and dynamic form of messaging.

txtNation provide an easy to use USSD API and integration interface, so client and service applications can be integrated into our USSD Gateway seamlessly.

“ Client and service applications can be integrated into our USSD Gateway seamlessly. ”

Unlimited options, evolving technology

From OTT options, to surveys, banking applications, PIN based authentication services, all can be enabled via USSD.

Within our Gateway, txtNation provide two main types of USSD options:

i) USSD Notifications

These are one-time messages to the handset with no interactivity.

ii) USSD Menus

These are interactive, 'session based' menu systems sent across USSD.

Types of USSD services in use today include:

Pull-based services

- News, weather, movies, sports updates
- Currency update, stock market
- Telephone directory, Yellow Pages

Push services

- Voting, polling
- Flash emergency alerts

“ USSD speeds up to seven times faster than SMS.”

Benefits of USSD

Increases Revenues

Make it easy for prepaid users to re-charge accounts and generate higher call volumes.

Reduces Operating Costs

Provides a low cost customer care alternative, much cheaper than SMS for two way transactions.

Increase Loyalty

User experience and convenience improvements with USSD speeds up to seven times faster than SMS.

Worldwide Accessibility

USSD works worldwide on almost every handset, globally with familiar connection options.

Intuitive

Menu-based access options, meaning interactive real time communications.

txtNation's USSD Gateway has become a leading USSD platform due to the variety of services it can provide, it's ease of use and technical superiority.

Performance/SLAs

- USSD availability: 99.99%
- Provisioning availability: 99.9%
- Support: 24.7.365

Connection Options

- HTTP / XML
- Online Control Panel

Applications

- USSD Notifications
- Session based USSD
- Interconnection for SMS
- Options for HLR

“ 99.99%
USSD Availability ”

Contact us today for further information on how txtNation can benefit your business, wherever you are.

Talk to us.

Main enquiries

Email: sales@txtnation.com

Phone: +44 (0)1752 484 333

txtNation

15 Billacombe Road

Plymouth

PL9 7HX

Worldwide



London, United Kingdom

Email: sales_uk@txtnation.com

Phone: +44 (0)203 283 8828



New York, United States

Email: sales_usa@txtnation.com

Phone: +1 866 736 0022



Paris, France

Email: sales_france@txtnation.com

Phone: +33 (0)17 070 0499



Frankfurt, Germany

Email: sales_germany@txtnation.com

Phone: +49 (0)692 222 7307

“txtNation” and the txtNation logo are registered trademarks of txtNation Ltd in the United Kingdom and other countries.

Copyright © and database right 2002 - 2013 txtNation Limited. All Rights Reserved.

Registered in England & Wales with company no. 5642278. Registered address: txtNation, 15 Billacombe Road, Plymouth, PL9 7HX.
VAT No. 816346724.
