



# Rouchmag

An enterprise SMS gateway that helps you save on cost & gives you control over your messaging needs.



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# ABOUT US

Rouchmag is a software engineering firm incorporated in Zimbabwe in 2019. In the last 4 years, we have built solutions that serve large enterprises including Banks, Telcos, and many VAS aggregators in Africa.

In Zimbabwe we are integrated into all the 3 mobile operators



# OUR MISSION

Our mission is to provide our clients with the best possible service, and we do this by ensuring our clients receive the best possible value for their money. We are committed to providing our customers with the best experience possible, both in terms of the quality of our service and the level of convenience that we provide them with.

We believe that our mission will have a positive impact on people's lives. By providing Messaging solutions, we hope to make it easier for individuals who want to send out messages without having to worry about finding an affordable provider or figuring out how much data they'll need. This will allow them to focus more on what they want to achieve rather than worrying about how much data or money it will take to achieve it.

Rouchmag will achieve its mission by providing high-quality services at an affordable price while making sure that our customers receive excellent customer support.



# CORE VALUES

At **Rouchmag** we are guided by a set of core values that define who we are and what we stand for:

## **Innovative ION**

We are dedicated to continuously finding new and better ways to serve our customers and stay ahead of the curve in the ever-evolving SMS industry.

## **Reliability**

We believe in delivering on our promises and providing our customers with solutions that are dependable, trustworthy, and effective.

## **Customer Focus**

Our top priority is to always put the needs of our customers first and strive to exceed their expectations.

## **Collaboration**

We believe in working together as a team, sharing knowledge and resources, and supporting each other to achieve our common goals.

## **Continuous Improvement**



We are committed to ongoing learning and improvement, constantly striving to be better and make a positive impact in everything we do.

## **Ethics**

We conduct our business with the highest level of integrity and ethical standards, treating our customers, employees, and partners with respect and fairness.

These values serve as our guiding principles and drive everything we do at Rouchmag, from the products and services we offer to the way we interact with our customers, employees, and partners.

# OUR VISION



Vision: To empower businesses to win through innovative and reliable SMS solutions that connect them with their customers in today's fast-paced world. We aim to be the leading provider of SMS technology, delivering exceptional customer support and a commitment to continuous improvement.

## KEY FEATURES

## DELIVERY RECEIPTS



## SMS Advertising Engine



## Easy To Use Web Portal



## Bulk Messaging



## Other Message types



## Survey Engine



## CEM (NPS/CSAT)



## Two Way SMS



## Auto-Responders



## Interactive Campaigns



## Secure & Flexible Message Routing



## Transaction alerts



# BE IN CONTROL

## FLEXIBLE AND CENTRALIZED MESSAGE ROUTING

Centralized visibility and monitoring of all your messaging traffic.



**A**  
MOBILE  
NETWORK  
OPERATOR

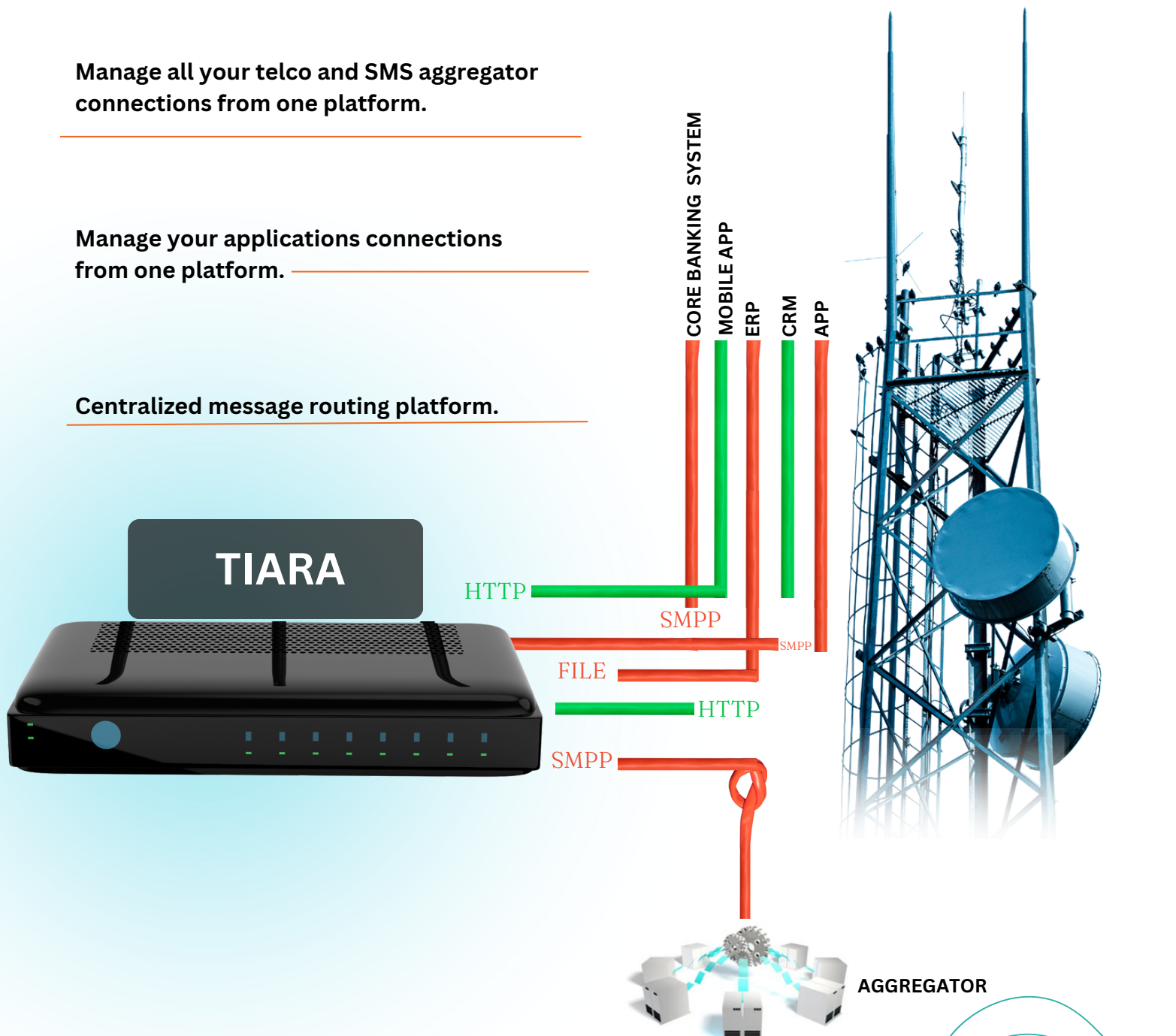


**B**  
MOBILE  
NETWORK  
OPERATOR

Manage all your telco and SMS aggregator connections from one platform.

Manage your applications connections from one platform.

Centralized message routing platform.



# BE IN CONTROL

## REALTIME AND GRANULAR MONITORING

Real Time monitoring of client (your SMS sending) applications.

Detect service degradations: Success rate,  
Total traffic, Delivery of messages etc.

SMS and Email alerts.

**Powered by**  
Mulika customer experience monitoring tool.

# BE IN CONTROL

## FLEXIBLE INTEGRATION OPTIONS

We have a wide variety of integration options for your diverse application needs.

SMPP	HTTP API	DATABASE POLLAR	FILE POLLER
<p>Supports SMPP interface for both inbound(client systems connections) and outbound (telco or supplier connections)</p>	<p>Supports HTTP API for both inbound and outbound connections</p>	<p>Supports SMS message polling from a database for inbound connections.</p> <p><b>Supported databases include:</b></p> <ul style="list-style-type: none"> <li>• Oracle</li> <li>• MS SQL Server</li> <li>• Any other database with JDBC driver support</li> </ul>	<p>Supports reading messages from flat files on a disk .</p> <p>Note:May require customisations in case file format is different from the current formatted supported by the system</p>



# BULK CAMPAIGN MANAGER



**No file splitting - send over 10 Million base in one batch**

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**Personalized messages e.g. Hi Tom, your loan balance is  
ZWL100,000.**

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**Schedule immediate and future campaigns.**

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**Business hours support - 8am to 8pm messaging window.**

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**Maker checker - 2 level approval.**

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**More... copy, stop, auto-approve...**

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# AND SO MUCH MORE



## SMS Prioritization

Separation of promotional & transactional messages

Long (Concat Message Support)



## SMS Billing

Rate cards, cost centers, realtime ratings

Message Expiry



## Robust Reporting Architecture

Stream SMS events, CDRs for external reporting

Data Security  
Configurable data security



Blacklist/DND List

Sender ID management

Spam Filter



SMSAd Riders

Short Code Management

# TRUSTED BY

bluedot  
SMS

airtel

rotemobile  
communication simplified

ECONET  
WIRELESS  
Inspired to change your world

orange™

Zantel

MTN  
everywhere you go

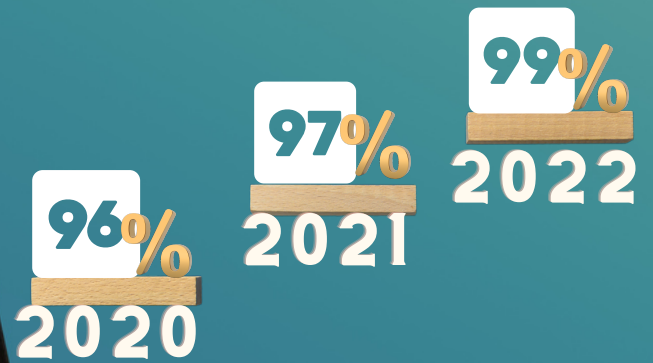
Rouchmag

telecel

kaleyra

NetOne





# COMMITMENT TO EXCELLENCE

**CASE STUDY: OUR SUPPLIER RATING BY KCB BANK**

# COMMERCIAL

	ROUCHMAG PLATFORM	ONSITE INSTALLATIONS
Cost of using system platform per SMS	FREE	USD0.0009 (ZWL equivalent)
Transactions/ Second	200+	200
Ticket support	✓	✓
Telephone support	✓	✓
Full inbound Integration support	✓	✓
Full outbound Integration support	✓	✓
Protocol Adapter	✓	✓
Mulika monitoring (SaaS)	✓	100

# COMMERCIAL



**No set-up fee for using our online platform. Simply prepay for SMS credits and start Sending SMSs.**

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**Current Rate Per SMS for Zimbabwe SMS Traffic: ZWL 9 per SMS or USD0.012.**

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**For a stand-alone onsite installation of the system, we charge USD0.0009 per SMS (or ZWL at prevailing bank rate) which covers all Installation, Training and Support fees.**

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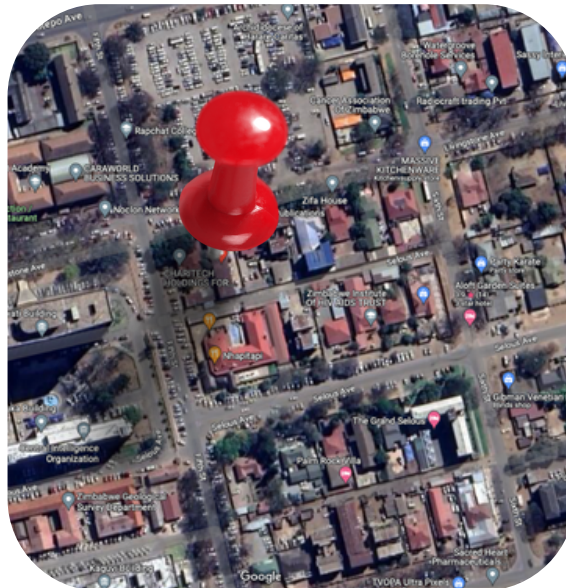




# FIND US



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