Challenge presented

Trampoline is a web application for creating and managing authentication portals for public wireless networks, hotspots and hotzones. Trampoline was looking for a secure, hassle-free method of user authentication for connections to public wireless networks, which would comply with current legislation while avoiding manual procedures and bureaucracy.

Actions undertaken

When accessing a public wireless network, users are asked to enter their mobile number. An access code is then sent to this number through the Skebby SMS gateway; the user types this code into the portal in order to verify their identity. And the fact that every mobile phone SIM is always associated with an ID card means the process is not only fast and automatic, but also fully compliant with current legislation.

Benefits delivered

By issuing identification credentials to the wireless network via SMS, the process has become automated, helping to save considerably on the costs of gathering personal data/archiving documentation by organisations or companies offering access to wireless networks (public services, hotels, etc.). Users can sign up quickly and automatically, using their mobile phones.

"The best thing about having chosen Skebby is the amazed expression on our clients' - and their clients' – faces when they get the Hotspot activation text on their smartphone in seconds: "It's arrived already?!" You can't put a price on that!" explains **Giampaolo Mancini, Founder & CEO Trampoline**.

How can web developers benefit from SMS mobile marketing

✓ **Improve customer service**

Use SMS to supply customer service or technical support by developing a fast, reliable dedicated channel in addition to e-mail/IVR channels and integrate the SMS into the internal communication systems.

✓ **Signing up to services / themed communities**

Create services and themed communities as part of your website / application encourage to users to register: clients can sign up to the service by sending an SMS.

✓ **Send and receive broadcast SMS to groups**

Update users one at a time, in groups or all together in broadcast, during live events as they happen. Use the Receive SMS service to receive comments from users, which you can share in real time.

✓ **Secure user identification**

Verify clients' identity during all processes i.e. sign-up or accreditation in which identification is legally required.

✓ **Internal communication**

Integrate SMS for alarm systems, troubleshooting and fault management.