



*“Integrating Skebby into WebRatio was a simple, speedy operation and we’re certain that our clients will be happy with the results”*

### Challenge presented

WebRatio is an innovative Model-Driven environment for building Java web applications, without proprietary components. The company was looking for a reliable business partner in order to integrate single and bulk SMS sending functionality into applications generated by WebRatio.

### Actions undertaken

WebRatio integrated the Skebby SMS gateway into its own development platform. It offered all its users access to a component, downloadable free of charge from WebRatio Store, which allows them to effortlessly set up a system for sending SMS within the applications developed.

### Benefits delivered

*“In the past, our clients often requested SMS sending functionality for their applications. Integrating Skebby into WebRatio was a simple, speedy operation and we’re certain that our clients will be happy with the results”* explains **Emanuele Molteni, Chief Product Officer of WebRatio.**

#### How can web and software developers benefit from SMS

##### ✓ Improve customer service

Use SMS applications to supply customer service or technical support by developing a dedicated channel.

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

Create services as part of your website/application encourage to users to register via SMS.

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

Update users in broadcast as you prefer or during live events as they happen. Use the Receive SMS service to receive comments which you can repost and share.

##### ✓ Secure user identification

Verify clients’ identity during all processes such as sign-up or accreditation.

##### ✓ Internal communication

Integrate SMS for alarm systems, troubleshooting and fault management, so as to send an immediate, personalized notification to staff/help desk centres.