t. +44 (0) 3333 111 020
e. sales@reach-interactive.com
www.reach-interactive.com

Sales Office
Atlas Office Park, First Point,
Doncaster, DN4 5JT

G-Cloud 15

Reach-Data Ltd

Service Definition

Contact Name: Andrew Cook
Contact Email: public.tenders@reach-interactive.com
Contact Phone: 01923 618 065
Website: www.reach-interactive.com
Address: Atlas 4, Atlas Office Park
First Point
Doncaster
DN4 5JT
United Kingdom

t. +44 (0) 3333 111 020
e. sales@reach-interactive.com
www.reach-interactive.com

Sales Office
Atlas Office Park, First Point,
Doncaster, DN4 5JT

Reach-Data Ltd

Service Definition

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Doncaster, DN4 5JT

1. Company Overview

Reach connect companies to their customers through the use of SMS services. We have a highly experienced, expert team providing all the technical support and infrastructure services that enable our customers to take advantage of the latest, proven technologies. Reach deliver a comprehensive range of SMS services across our extremely reliable SMS transport network.

Some of our key points are:

- Tier 1 SMS aggregator, we have direct connections to the major networks in the United Kingdom and send millions of text messages per day.
- We deliver messages to over 1200 networks around the world.
- Reach is in its 20th year of business.

Reach offers complete peace of mind that you are receiving the most reliable, highest capacity SMS connectivity available. We only use our own direct connections to mobile operators around the world – rather than relying on a third party. Furthermore, our solutions are designed, developed, hosted and maintained by Reach and supported by a number of external data centres throughout the UK. All of our solutions are protected with a complete 24/7, 365 day resilience and redundancy service.

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2. Overview of the Reach SMS Text Messaging Platforms

Reach provides several options for sending high volume, bulk SMS text messages. These options enable customers to implement the right solution for their application. All services are based around industry standard, direct connectivity with the UK mobile network operators.

We operate a fully documented Information Security Management System, which has been fully accredited to ISO 27001, by a UKAS accredited certification body.

We also have Cyber Essentials Plus certification from an accredited provider.





3. Services Offered

- HTTP / SMPP API connectivity
  - Enables integration with existing systems for sending and receiving SMS messages.
  - High SMS throughputs for business critical applications.
  - Schedule SMS to be sent at specific times.
  - Provides secure connectivity with our infrastructure.
  - Delivery reports are sent back to your application for full traceability.
  - Online reporting interface for viewing individual messages and overall delivery statistics.

- Campaign Management SMS Platform
  - Completely web based, no software to download or install.
  - Compatible for all modern web browsers, including Internet Explorer, Google Chrome, Mozilla Firefox
  - Enables you to send personalised SMS messages to individual numbers or in bulk to multiple numbers.
  - Full reporting facility including delivery reports and inbound messages.

- E-mail to SMS interface
  - Allows customers to send and receive SMS text messages quickly and easily.
  - The interface integrates with any e-mail software application.
  - Delivery reports are sent back by e-mail to confirm the delivery status of each message.
  - Full support for 2 way SMS, enabling replies to be sent directly to the senders mailbox.

In addition to this, we also offer voice broadcasting services, enabling customers to send voice messages. This is especially useful to meet certain accessibility requirements.

Our SMS services are already being used by a number of multinational companies as well as many local councils, schools, colleges, universities and NHS Trusts, providing an invaluable communications tool and supporting their overall communications strategy.

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4. Functional Service Items

Sending & Receiving

E-mail to SMS Interface	This interface enables e-mail's to be sent to a specific e-mail address, converted into SMS and broadcast through the UK mobile networks. Delivery reports are generated for each message to ensure full traceability.
HTTP / SMPP API Connectivity	These are the industry standard Application Programming Interfaces which are supported. They enable customers to integrate existing software with our SMS gateway.
Campaign Management SMS Platform	This is our online, web based SMS campaign management platform. It is internet based, so is accessible using modern web browsers.
Dedicated UK Long Numbers	This is a Dedicated UK Mobile Number, provisioned for receiving inbound SMS messages.
Shared & Dedicated UK Shortcodes	Shared and dedicated UK shortcodes enable inbound messages to be received using a memorable 5 digit number and keyword.
2 Way SMS	Inbound messages can be matched to the original outbound message and forwarded to the e-mail address which sent this original message.
Dynamic Message Originators	The message originator / sender ID can be customised depending on the type of SMS being sent. If a reply is required, the originator can be set as a long number or shortcode. If a message is sent from an account with only outbound SMS capability, the sender ID can be alphanumeric (E.g. No Reply)
Concatenated message support	One standard SMS contains a maximum of 160 characters. If the message exceeds 160 characters, it is automatically concatenated and displayed as one continuous message on the recipient's handset. This facility can be disabled so that only the first 160 characters of a message will be sent.
Validity period	The validity period can be configured from 5 minutes to 72 hours. If a message is not delivered within this time, due to the handset being turned off or out of signal etc. The message will expire.
Secure data transit	We provide secure connections to our servers and maintain secure connections with the mobile networks. All data is encrypted between the Reach servers and the mobile networks.

Keywords	Multiple keyword routing is provided to enable a single dedicated shortcode or long number to be used for multiple services or by different internal departments. There are no limits on the number of keywords that can be used.
Distribution lists	The e-mail to SMS platform supports sending individual messages to one mobile number and the same message to multiple mobile numbers.
Opt-Out	The platform has the facility for a user to opt-out of receiving additional texts by replying STOP.

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Reporting

Secure reporting interface	A full suite of reporting tools are available through our administration interface. Access to reports and usage statistics based on total usage and per account usage is included. All data to and from the administration interface is encrypted. Modern web browsers such as Internet Explorer, Google Chrome and Firefox are supported.
Comprehensive reporting	The reporting interface enables organisation administrators to run usage reports, including volume of SMS messages sent by each account and organisation, per day. Volume of SMS messages and received by the organisation. Number of accounts in the organisation sending and receiving SMS. Custom reports are also available.
Billing	Usage can be tracked both at a central and organisation level. This enables billing to also be managed at a central or organisation level.
Message storage	Sent SMS are stored within our databases so they can be retrieved by the user and viewed through our reporting interface. Access to the reporting interface can be restricted to administrators and key members of staff.
Full Delivery Reports	Delivery / non-delivery reports are provided for every message sent. The report includes sender e-mail address, recipient mobile number, date / time sent, date / time delivered, unique bulk SMS ID and e-mail message ID. If a message is not delivered, additional information as to the reason for failure is provided.
Message search facility	The administration interface has the facility to view the status of individual messages. This includes, message content, date / time the message was sent and the delivery status of the message.

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Administration

Secure administration interface	A full web based administration interface provides access to reports and usage statistics based on total usage and per account usage. All data to and from the administration interface is encrypted. The administration interface provides the facility to carry out all necessary administrative tasks, i.e. creating new accounts, enabling or restricting access to specific services, setting quotas / sending limits. Tasks can be carried out individually and in bulk.
Universal compatibility	The web based administration interface complies with the appropriate web standards and is accessible using most common browsers, including, Internet Explorer, Google Chrome, Firefox.
Accessibility	The web based administration interface complies with the appropriate accessibility standards.
Access restriction	Access to the e-mail to SMS interface can be restricted so that only messages sent from specific e-mail addresses are processed and sent as SMS. We provide the ability to block access to features/functionality at a platform, organisation and user level. The level of information available and ability to download information is restricted, based on the IP address of the connecting user. This facility is designed to limit access to users connecting over external / public computers.
Account management	The admin interface provides full lifecycle administration, including account creation, suspension and termination.

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Administrators	Multiple admin accounts can be setup at a global and organisation level. Access to administrator functions can be configured based on the users role, location and requirements. I.e. organisation level administrators have access to reports / functions for their organisation, other functions are restricted.
User facilities	The facility is provided for users to administer certain aspects of their account, such as password resets. This is achieved through the use of memorable words and passwords sent to the user by e-mail.
Audit logs	All activity within the administration interface is logged to ensure full traceability. Data is retained for a minimum of 6 months.
Audit data capture	The data captured within the audit logs is sufficient to monitor whether the service's access controls are operating as intended and to prevent misuse / unauthorised access. It includes details of any changes made, such as identifying a specific administrator that used the administration tools to create an account, change quotas, delete accounts etc.
Audit data availability	All audit data is made available to assist auditors in identifying misuse and for use in disciplinary proceedings.

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5. Non-functional Service Items

Support Level	Support is available 24 hours a day, 7 days a week, including bank holidays.
E-mail Support	Full e-mail contact information is available for our support team.
Telephone support	Telephone support is available both during standard office hours (i.e. 09:00 – 18:00 Monday to Friday) and outside of office hours.
Maintenance	Scheduled maintenance is carried out as necessary to ensure and smooth and continued operation of our platforms and services. Clients are given a minimum of 2 weeks notice prior to scheduled maintenance.
SMS Routing	All UK SMS messages are routed directly through the UK mobile networks using our own direct connections. Systems are continually monitored to ensure messages are being processed and delivered correctly.
ISO 27001 data centre facilities and processes	Our data centre facilities and processes are accredited to ISO 27001:2013 Information Security Management
ISO 27001 accredited infrastructure and processes	All our internal facilities, processes and staff are accredited to ISO 27001:2013 Information Security Management
Information security testing	We carry out regular testing of our security policy, in accordance with our documented ISMS. Any breach or potential breach of information security will be immediately reported to customers.
UK Data Centres	All data is processed and stored in the UK.
Dedicated Account Manager	Each organisation will be assigned a dedicated account manager to manage the administration of the service and address non-technical issues. The account manager will be allocated at the beginning of the process and through the contract stage to ensure continuity.

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6. Backup / restore and disaster recovery

We operate a multi-layer approach using multiple UK data centres to ensure no single point of failure. In the event of a failure at one of our sites, we automatically switch to another site, ensuring no interruption to our services.

We also maintain connections to all UK mobile network operators. In the event of a critical network failure, messages are routed through an alternative operator to ensure services are not interrupted. A fully documented Disaster Recovery Plan details backup and contingency processes.

Incremental backups take place at regular intervals to sure no data is lost in the event of a hardware or software failure.

7. On-boarding and Off-boarding processes

The platform has been designed to provide an easy on-boarding and off-boarding process.

The service works with all standard e-mail applications and enables users to start / stop using the service with minimal work required. Reports can be generated and output in open formats such as CSV. New users can be given access to the system and the administrator can terminate accounts, which are no longer required.

All data is checked for malicious content, such as viruses prior to on boarding.

We aim to make the on-boarding and off-boarding process as simple and smooth as possible for clients.

8. Service Management Details

Our in-house administration and technical teams will support the setup, on-boarding, daily running and management of the service. This will include the provision of management information, performance data and a support helpdesk.

We operate a support ticket system to ensure all requests to the helpdesk are logged. This also enables us to monitor performance and response times against client KPI's.

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9. Service Levels

Service Outline

Reach Interactive is a directly connected aggregator; we use our own connections into all UK networks. We do not rely on 3rd parties.
Our systems automatically switch to other operators if the first choice network is down. Our systems are co-located at 4 different sites offering 24/7 monitoring.

Infrastructure

We operate a multi-layered approach using various data centres around the UK with no single point of failure. Our data centres include the following:

- Encrypted connections to all services.
- Comply with RF90 (fire resistance 90 minutes).
- All facilities are physically guarded 24/7.
- All sites are fitted with a 2 stage fire detection system.
- ISO 27001:2013 fully documented Information Security Policy.

Service Uptime

Site 1
99.99% uptime with provision of full service since January 2020

Site 2
99.99% uptime with provision of full service since January 2020

Site 3
99.99% uptime with provision of full service since January 2020

Site 4
99.99% uptime with provision of full service since January 2020

Combined Provision (no overlap)
100%

Monday to Friday

Office Hours: 09:00 – 18:00
All issues will be routed to the appropriate staff immediately with an initial response within 1 hour.

Evening: 18:00 – 22:00
All issues will be routed to the appropriate staff with an initial response within 1 - 2 hours.

Night: 22:00 – 09:00
Critical issues affecting more than one or all clients will be addressed. Routine issues will not be addressed until office hours resume.

Weekends and British Bank Holidays

Daytime: 10:00 – 16:00
All issues will be routed to the appropriate staff with initial response within 2 hours.

Evening, Night: 16:00 – 00:00 and 00:00 – 10:00
Critical issues affecting more than one or all clients will be addressed. Routine issues will not be addressed until office hours resume.

Resolution times for most cases will be reliant on our Network Partners to complete their investigations.

Incident Classification and Resolution Times

For issues internal to Reach we undertake the following targets:

Severity Rating	Reach Service Availability	Resolution Time
1 - System Critical	Complete loss of a Reach service preventing any use of that service by the Client, with serious implications to either revenue or reputation of the Client	15 Minutes
2 - Major Impaired	Degradation of functionality and/or performance of a Reach Service with revenue affecting implications	30 Minutes
3 - Minor Impaired	Non revenue affecting degradation of functionality or performance of the service	1 Hour
4 - Cosmetic	No functional impact on Reach Service.	Report of incident resolution

We hold regular service reviews with clients, to review and compare performance against KPI targets.

10. Financial recompense model for not meeting service levels

We don't currently operate a financial recompense model. If services were affected by a serious outage, any recompense would be at the sole discretion of the Directors.

11. Training

Full training can be provided on request. The training covers all aspects of the service, including and use, management and administration.

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12. Ordering and invoicing process

A valid purchase order is required from the customer. This order should also include the price agreed along with full invoicing details.

Upon receipt of a valid purchase order an Invoice will be submitted for payment under the agreed terms.

By placing a purchase order, the customer fully accepts our terms and conditions in relation to the invoice and associated Contract. A copy of our terms and conditions can be supplied on request.

13. Termination terms

- By consumers (i.e. consumption).
  - If the supplier does not uphold the obligations under the terms of the contract.
- By the Supplier (removal of the G-Cloud Service)
  - The other party commits a material breach of this Agreement and, where such breach is capable of remedy, fails to remedy such within a reasonable time following notice; or
  - The other party is or may be (in the reasonable opinion of the other party) unable to pay its debts or has a receiver, administrator, administrative receiver or liquidator or similar appointed or calls a meeting of its creditors or ceases for any other reason to carry on business.

14. Data restoration / service migration

Our government services are deployed as a private cloud service.

The private cloud infrastructure is managed and operated exclusively for one organisation to keep a consistent level of security, privacy, and governance control. This level of separation enables us to quickly restore data or migrate the full system elsewhere, as required, without impacting other systems.

We provide a separate hardware / software environment within our data centre for our Private Cloud. A Private Cloud is best suited for sensitive data and high degree of security.

All our systems for government cloud services are hosted at Telehouse (London Docklands). The platform environment is fully ISO27001 certified (UKAS).

15. Consumer responsibilities

The consumer is responsible for ensuring the data they hold is opted-in to receive SMS communications. To make sure the data is up to date and that messages are being sent at an appropriate time.

The handset needs to be capable of receiving SMS messages, be switched on and be in range of a mobile signal.

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16. Details of any trial service available

A trial service is available for potential clients to evaluate our platform and service. During the trial period, the number of SMS that can be sent and the coverage will be restricted. The trial service is Free of Charge and requires no commitment from the client.

17. Data extraction/removal

If the contracting authority required us to cancel the service to transfer it to another provider, the process would be as follows:

All data held within our system (database) can be exported as CSV or text to comply with open standards. The format of the extracted data will need to be agreed between the contracting authority and Reach.
A list can be produced via the web based admin system of all data residing within the database. The raw data can be exported and further manipulated to work with additional formats.

The following information is available for extraction:

- The mobile number.
- The bulk SMS ID.
- The content of the message.
- The time the message was sent.
- The time message was received at the handset, or rejected by the network.
- The reason a message was not delivered.
- If the message was sent through our e-mail to SMS service, the e-mail address of the sender will also be included.

All data remains the property of the client and there are no charges associated with the extraction of this data. After the data has been extracted and handed over to the client, it is purged from our systems.

18. Data storage and processing locations

We operate from multiple UK data centres using physically separate sets of infrastructure. If a failure occurs at one of our data centres, it will not affect any of the other data centres. All our data storage and processing occurs within the UK.