

Data Signs Pty Ltd

Using SMS to communicate from Data Signs management software to data signs out in the field

Company Profile

Data Signs, a Variable Message Sign manufacturer, has endeavoured to embrace the very latest in LED technology to become a leader in all facets of electronic sign manufacturing.

Data Signs' continued growth has been attributed to its ability to respond to customer-specific requirements. In particular, the Variable Message Boards offer remote and satellite tracking, radar speed readout and data logging capabilities.

Business Scenario

The team at Data Signs provide an assortment of message boards and electronic data signs. They have a number of means of connecting to the signs; with the use of Data Signs management software (serial port, modem, RF module). They wanted a way to communicate with the signs using SMS via the Internet given that the signs have a GSM modem integrated (as this would be a more practical and cost effective solution).

They also needed a way to seamlessly integrate this SMS functionality into their existing application to make it as easy as possible to use for the end user.

Business Solution

To meet their requirements, Data Signs' ideal solution was to use directSMS' API suite. This gave them a user friendly toolset to allow them to integrate SMS functionality into their application and given most of Data Signs customers would be based in an office with internet access, this was ideal.

DataSigns use directSMS to provide SMS communications to signs for their following customers:

- VicRoads and Roads and Traffic Authority (RTA)
- BHP Billiton
- BP
- RSEA
- Active Hire

"Most end users did not want to have to use their mobile phone to update their Signs with new messages; this sometimes being a slow and tedious process. Integrating the directSMS API into our software allowed users the flexibility they required to update their Signs with ease."

David A. Venema
Data Signs

Organisation



Website

www.datasigns.com.au

Industry

Traffic Management Solutions



directSMS: Customer Case Study

Benefits of Using SMS

MORE PRACTICAL AND COST EFFECTIVE THAN OTHER CONNECTIVITY MEANS → Out of all the connectivity means, SMS provided the most cost effective means of connectivity to a GSM modem (single SMS versus dialling up and paying mobile rates).

Also SMS provides a more practical solution than direct connection or using RF given the wide spread GSM reception around Australia.

USER FRIENDLY API SUITE FOR SMS INTEGRATION → The API suite gave the team at Data Signs a user friendly API toolset that also gave them all the key functionality they needed to be able to communicate effectively with their message boards and signs.