

websms|

**OFFICE 365 ISV:**  
websms|

**WEB SITE:** [websms.com](http://websms.com)

**LOCATION:** Graz, Austria

**ORG SIZE:** 18 employees

**OFFICE 365 ISV PROFILE:**

Since 1999, websms, provider of professional SMS solutions, has sent billions of messages in conjunction with partners in the mobile communications sector. It provides a variety of high-quality mobile messaging solutions for various use cases. Throughout the D-A-CH region, over 3,000 business customers trust its expertise in sms and its secure and stable system.

# The Efficiency of Mobile Messaging, Combined with the Power and Functionality of Office 365

**“Our main customer base is small and medium-sized companies. Since we know Office 365 is quite important for this audience, we decided to develop a plug-in for Excel, which enables clients to send SMS messages directly from there.” – Martin Schuster, Head of websms**

- **SITUATION**

Many websms customers use Office 365 to manage their contacts in Excel (Online). websms wanted to simplify customers' process of reaching their audience. It knew SMS was one of the most efficient delivery channels. But setup could be annoying, requiring extra software or importing contacts to a different account to send a text.

- **SOLUTION**

websms chose to offer direct text-messaging out of Microsoft Office 365. Customers don't have to worry about additional effort in order to reach their contacts via SMS, since websms reads the content of cells in Excel, which are filled with an msisdn. Once those cells are marked and the customer hits the "send SMS" button, websms triggers an SMS to those msisdns.

- **BENEFITS**

Thanks to Office 365 there is no additional software or contact import necessary to use websms.

Office 365 and websms simplify the process of reaching contacts in a quick and efficient manner.

