



# The Cosmic SMS SLA

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## Introduction

Cosmic SMS provides text messaging services to businesses in the UK and internationally. Our API's and web-based solutions enable transmission of text messages into the mobile network SMS Centres, providing fast and reliable SMS delivery.

## How we do things

The Cosmic SMS service was designed as a business communication tool, enabling you to reach any number of people (staff, clients, prospective customers etc) quickly and in a cost-effective way. Since our inception the service has grown and evolved, largely based on the valuable feedback gained from our customers over the years.

We listen and are constantly striving to better the service and customer experience:

- We will respond to all enquiries in a helpful and professional manner.
- We will put in the extra effort when you really need it.
- We listen, learn and improve.
- Your dedicated Account Manager provides a single point of contact.

## SLA: Service Level Agreement

The SLA is governed by and may be subject to change in accordance with the Cosmic SMS Terms of Service at <https://www.cosmicsms.com/uploads/CosmicSMS-TermsAndConditions.pdf>.

The Cosmic SMS platform sends SMS text messages globally using direct SMPP connections into tier 1 aggregators, providing high throughput with fast and reliable delivery to the recipient's mobile phone.

Our SLA and commitment to our customers is to maintain at least 99.99% availability of the Cosmic SMS platform for sending and receiving SMS text messages. Our AWS infrastructure has been designed and implemented with high levels of component redundancy, meaning that we can perform scheduled maintenance and other system tasks without affecting service availability.

Key points of our SLA:

- Minimum uptime of the Cosmic SMS Web portal: 99.99%
- Minimum uptime of the Cosmic SMS API service: 99.99%
- Minimum message throughput: 80 messages per second
- Average delivery time: 5 seconds
- Average time for receiving SMS to inbound SMS number: 5 seconds

SMS delivery to the end user phone is a 'store and forward' process – we receive your SMS message submission which is forwarded to the appropriate mobile network for onward delivery to the end user handset. As such, Cosmic SMS can only offer a SLA for Cosmic SMS services, which extends only to the point of successful forwarding of an SMS message to upstream connections for delivery. Currently, none of the major UK mobile operators offer SLA's for their SMS services.

Our aim is always to deliver as much messages as possible, in the shortest period of time. However,


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there are a variety of reasons not within our control that may cause an SMS failure or delayed delivery, some of the more common causes are listed below:

- Receiving mobile network failure causing SMS delays or failure
- Recipient mobile number doesn't exist or not registered to a mobile network
- Receiving phone faulty
- Receiving phone switched of or out of coverage
- Receiving phone with full inbox or memory
- Non-existent mobile number

Cosmic SMS provides free telephone and email support as part of our SLA.  
Key points of the free Standard Support Level:

 **Mon-Fri, 9am to 5pm** (not including public holidays)

 **Telephone Support: 020 7183 9065**

 **Email Support: [support@cosmicsms.com](mailto:support@cosmicsms.com)**

 **24hr response time**

 **Progress reports every 8 hours**