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# Text is the latest tool to get your message across

*Dynmark's e-txt range has already won a series of awards and chief executive, Oscar Jenkins sees a bright future for the versatile product he tells Business editor Bev Hawes*

**TEXT messages used to be purely social – but now business users are helping swell the total sent in the UK to more than one billion a week.**

And that's good news for mobile messaging applications developer Dynmark International which specialises in SMS bulk messaging solutions.

The Cheltenham company provides the technology enabling businesses and other organisations to send messages to groups of mobile phones direct from a pc – a method increasingly used for marketing and workforce communication purposes.

Its e-txt product range has already won a series of awards, and Dynmark works to make the system ever-more flexible with a stream of plug-ins for existing contact management programmes – the latest being for Microsoft and Sage customer relationship management applications.

That determination to continually extend the versatility of its systems has now earned it a nomination for this year's Citizen and Echo University of Gloucestershire-sponsored Business Innovation Award.

"The humble text message is an extremely low cost yet efficient and convenient form of business communication, and we have been promoting its benefits ever since we launched e-text in 2002," said Dynmark Chief Executive, Oscar Jenkins.

"As far as we know, e-txt was the first product of its kind released globally, and since then we have continually developed our products to stay at the front of an extremely competitive market.

"We see our unique technical advantage as being our robust, carrier grade, platform and a range of software which allows users to initiate communications to mobile handsets direct from the desktop.

"Our products are suitable for organisations of all sizes and in all sectors which can benefit from using direct, low cost, mobile and immediate communications – either externally or internally."

The 5,000 UK users of Dynmark products include former Premiership football club Reading – to get news to its fans – Wolverhampton City Council which texted young people to encourage them to vote, and a dating agency playing Cupid to clients looking for love.

Carphone Warehouse, Google, Yell, Late Rooms, Primark, Coral and Vision Express are among Dynmark's better-known customers.

The big advantage for all users of e-txt applications is that, just like sending or receiving an email, messages can be sent to thousands of mobiles in a single hit.



**GET THE MESSAGE:** Oscar Jenkins, Chief Executive with Dynmark International Limited, with the E-TXT MSG Manager software.

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**Please tick the appropriate box(es)  
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**Return this form to register your interest in entering the awards to : Louise Baker, The Citizen & Echo Business Awards, Gloucestershire Media, 1 Clarence Parade, Cheltenham, GL50 3NY. Alternatively, register online at : [www.thisisgloucestershire.co.uk/businessawards](http://www.thisisgloucestershire.co.uk/businessawards) to view details and download an entry pack or email : [info@bbaa.co.uk](mailto:info@bbaa.co.uk) requesting a Business Awards pack.**



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