MobileActive.org: A SMS Tool Comparison Matrix

See also the companion write-up at http://mobileactive.org/wiki/How_to_Bootstrap_Your_Way_to_a_Bulk_Text_Messaging_Campaign_-_A_Tool_Comparis

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Name	URL	Cost	Category	Ease of Installation	Ease of Use	Support	Features	Areas for Improvement	Notes
ActiveXperts SMS Messaging Server	http://www.activexperts.com/asmssrvr	$1,495.00	A	9	7	8	* Supports both GSM modem for low throughput and SMSC/SMPP for high volume * Supports multiple modems * Supports Unicode - for langs such as Chinese * Has integrated email support * Has an API which allows custom scripting using VBScript * Integrated HTTP/Post * Extend it with VBScript * Has POP/SMPT integration so that you can use it in tandem with email	* A programmer is needed to take full advantage of it.	Quite easy to set up. Very full featured. Looks like you need to get fairly technical to use any of the advanced features - but if you are - there is a hellova lot you can do. You really can set up a full featured SMS Center. The SMPP integration means that you can use it with an SMS message provider such as Clickatell - ie: the official system with a shortcode.
Atelier Web SMS	http://www.atelierweb.com/sms	Free	O	?	?	?	* Supports sending MMS + ringtones		Looks like a very basic and poorly supported product. Integrate with outlook. I didn't install it b/c there are so few details on the web site and I have Vista which is not supported.
FrontlineSMS	frontlinesms.com	Free for NPOs	A	5		8	* contacts databse and groups * simple tools for analyzing incoming texts * easy system for auto response based on keyword	* No smart texting * ran into some installation problems on Vista after installing a bunch of other stuff. * ran into a bug with clearing the SIM buffer on Vista. Worked on XP.	* Will soon be open source * Will soon integrate with Clickatell * Solid ngagement with the NGO community * This app has been field tested more than any of these others
Gnokii	http://www.gnokii.org	Free	H	NA	NA	NA			Not a consumer facing product. It is a series of code that you can compile to access SMS capability on a Nokia phone.
INet SMS Pro	http://www.inetmassmail.com/product_i-net_smspro.html	$150	O	6	5	5			A basic bulk SMS sender - and SIM card reader. Very clunky. Seems like it hasn't been updated in a while.
Klinkmann GSM Automation	http://www.klinkmann.com/CD/doc/P067m40.pdf	$990	A	?	?	10	* full featured triggered responses - can do detailed logic trees * DB connectivity * this software has so many features I can't list them all here * intended to control machines	* Looks quite complicated and technical	This seems like a neat product - intended to interface with automation equipment - but easily tailored to any purpose. Looks fairly technical - I did not install. But has a neat array of features. Looks like it's well supported by a large company.
m2:Server	http://www.m2server.com/	$49-$129	A	?	?	6	* Email integration * MS Exchange integration * Unicode support		Didn't install. Looks like an app for merging email to SMS and vice versa - oriented towards the business customer - for sending SMS internally at an organization. Looks like a solid and supported app though.
MS Sender	http://www.microsoft.com/globaldev/outreach/dnloads/sr	Free	O	?	?	1		* only runs on WinXP * last updated in 2003 * Made my computer barf - having trouble getting it working again	Couldn't run this app - only runs on XP. Looks like old software that is fairly basic.
MSRIndia SMS Toolkit	http://www.codeplex.com/smstoolkit	Free	H	NA	NA	NA		* Requires a Windows Mobile 5 device	This product is a software development toolkit for programmers. It's not intended for consumers. It apparently ha a bulk SMS upload feature (upload an XLS doc).
Ozeki Message Server6	http://www.ozeki.hu	$499 to $3549	O	5	6	5	* Intended as a MS Outlook extension. * There is an "office" and "pro" version. * Office: allows xls docs to be imported to send to a large list. * Pro: for IT pros. Can add SMS functionality to a variety of softwa - including PHP.	* Works via MS Outlook only.	Easy integration into MS. Office - but not very impressive otherwise. Pro version has more features. This software really intended for developers within IT departments at large companies.
SMS Caster	http://www.smscaster.com	$200 (also avail at mntly	A	10	9	6	* simply send and receive tools * can do a simple variable insert on outgoing messages * can schedule a message to go out * simple contacts DB * enterprise version supports multiple phones	* No smart texting	A very basic app to send and receive messages. UI is very clean, easy to understand, and easy to use. Would be a good simple app for sending bulk msgs.
SMS Reception Center	http://sw4me.com/wiki/SMSReceptionCenter?v=vsd	$80.00	A	7	2	2	* an incoming SMS can trigger an SQL query, the results of which can be used programatically to respond to the SMS. * can trigger an email to be sent - and can also act on emails received, enabling Email to SMS applications * has conditional actions / responses - do this, if this… * can trigger the launch of another Win application * can perform an HTTP Query (incl. POST + GET) - this is really powerful - b/c means you can integrate a campaign with web services quite easily	* UI is incredibly complex * No response on request for more information.	This is a full featured SMS desktop app that has an incredibly confusing UI. I couldn't figure out how to send or receive a message in about 15 mins of playing with it. However, if it does everything it says it does, it could be very useful after an initial learning curve. It's feature set is, in theory, amazingly robust. * Clickatell integration is planned
SMS Server Tools3	http://smstools3.kekekasvi.com	Free	H	NA	NA	NA			Same as above - you need to go through a complicated installation process to get these tools to work. It's intended for developers who wish to write custom handlers for this basic se of receiving and sending tools.
VisualGSM Mobile App Server	http://www.visualgsm.com/products_enterprise.htm	Doesn't say	BEWARE	?	?	?			Weird, this is exactly the same app as: ActiveXperts SMS Messaging Server - except everything is slightly different. The promo wording is almost identical, except that a few words are changed here and there. It looks like one of these is a knockoff. This one asks for money to be sent to China. I'm guessing that this is the doozy.