

Pingdom maximizing reliability of SMS alerts

Website monitoring company Pingdom has created a unique SMS delivery technology to get around the inherent unreliability of the SMS delivery method, all to make sure its customers receive alerts directly to their cell phones without any problems.

Companies using website monitoring services often rely on receiving SMS alerts directly to one or more cell phones when their websites or servers are experiencing problems, for example downtime. Unfortunately, SMS delivery is inherently unreliable. To maximize the reliability of this alert delivery method, Pingdom has created a unique SMS delivery system that uses multiple SMS providers (currently four) for redundancy.

Each cell phone number the customer enters into the system will be tested to make sure that it can be reached by Pingdom. The system then remembers which SMS provider worked for that specific phone number. This is a necessary step to ensure that the cell phone operator and the SMS provider used for alert delivery are compatible and operate well together, which is extra important when dealing with customers located all over the world.

If an SMS at any time fails to be delivered, the system will switch to another provider for that customer, and in case the SMS alert can not be delivered at all, the customer will be notified via regular email.

It is critical that customers are made aware of any failed SMS delivery, since delivery failure can in many cases be caused by for example a full phone memory, a turned-off phone, or the customer temporarily being outside network range.

In a business that is based around monitoring critical assets there is a constant need to improve and be on the cutting edge. This SMS delivery system is just one of the technological advances Pingdom is implementing to ensure that their customers receive the best and most reliable service possible.

About Pingdom:

Pingdom is an uptime monitoring service with a global approach, monitoring websites and servers from every continent to ensure the best reliability and accuracy possible. Find out more at www.pingdom.com.

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