



SMS 365 Message Manager User Guide

Version 5.15

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Introduction

ABOUT MESSAGE MANAGER

Message Manager add-on for SMS 365, enterprise service, is the central hub for managing campaigns that generate and respond to SMS messages. Campaigns are designed to be easy to set up, view, and manage. Using Message Manager, customers can easily deploy a variety of mobile services such as interactive two-way campaigns, user opt in and broadcast campaigns.

Message Manager is connected to Digital Interconnect's global distribution platform, providing unparalleled subscriber reach around the world. The Message Manager platform is hosted in a 24x7 data center and has redundancy across all the major components. It has flexible, real-time reporting, regardless of the load condition of the service (including mobile acknowledgments).

The reporting tools included in Message Manager provide a unique capability for users to gain valuable insight into their subscriber base, resulting in a higher quality of service for the management and delivery of SMS, content, campaigns, and applications.

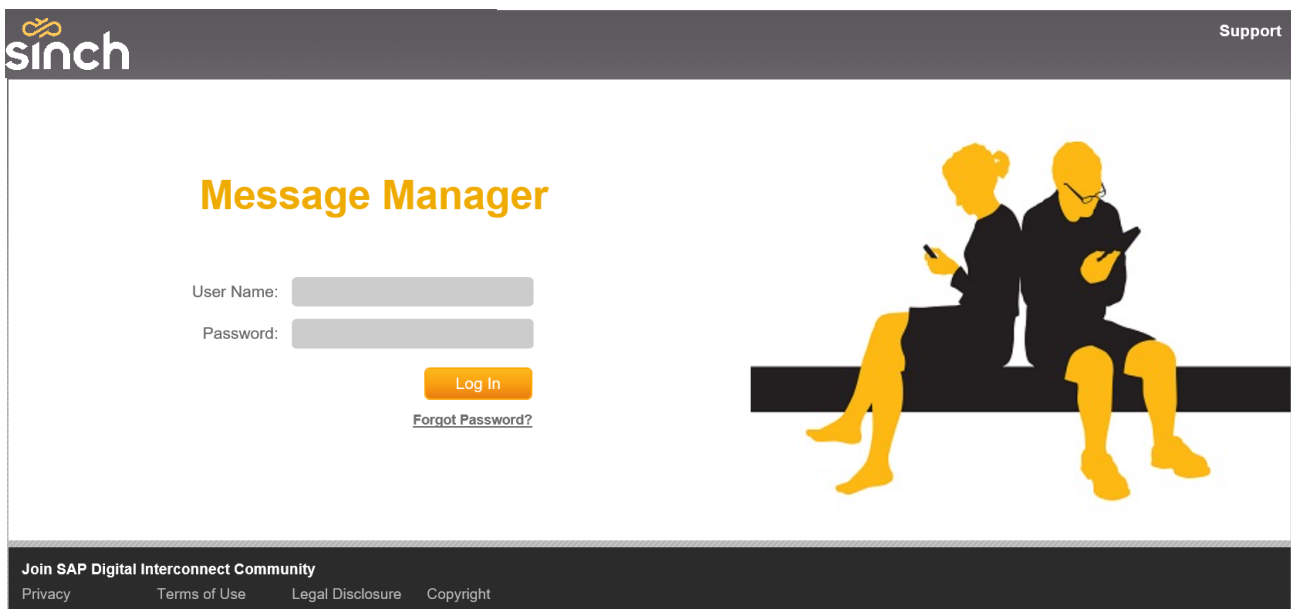
Throughout Message Manager, the main menu on top allows access to creating and managing campaigns. The home page shows a high-level overview of current campaigns and activity within the account as well as the latest news.

Message Manager was developed for Microsoft Internet Explorer 9 but was also tested on Mozilla Firefox and Google Chrome and should work on subsequent releases of Internet Explorer.



LOGGING INTO MESSAGE MANAGER

Access to the Message Manager web interface is granted to select client personnel as defined by the client. Access is controlled through the Welcome page (*Figure below*). The username and password are transmitted in encrypted format to the authentication server.



Welcome Page

To log into Message Manager:

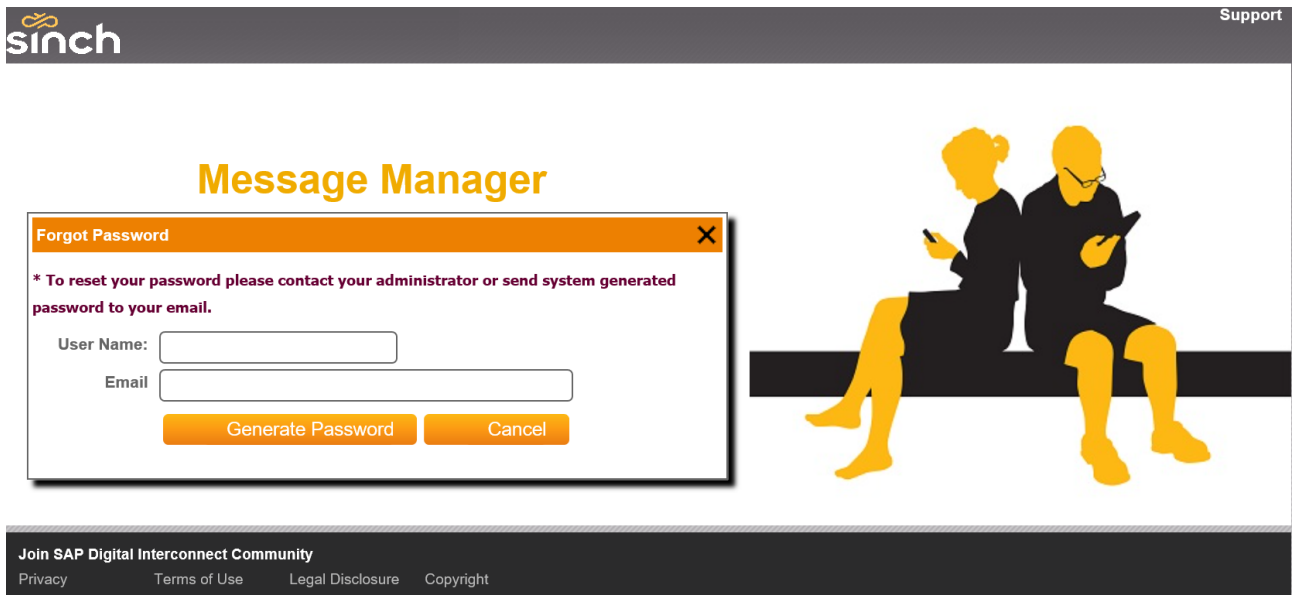
1. From the **Welcome** page, enter a **User Name** and **Password**.
2. Click Log In (or press the ENTER key).
3. The Message Manager Home page displays.

FORGOT PASSWORD

User can get a new password by clicking on the forgot password link on login page

1. Click on **Forgot Password**, a pop up will be displayed.

2. Enter the user name and email id associated to the user account and if the Reset Password feature is allowed as per the user's security policy, an auto generated password will be sent to the registered email id on clicking Generate Password button.



Forgot Password Dialog

USING THE HOME PAGE

The first page to display after logging into Message Manager is the **Home** page. The home page displays a high-level overview or “dashboard” of the recent and current activity within a current user’s Message Manager Account, as well as news and updates.

Message Manager My Campaigns > New Campaigns > Hello, **MM Demo User**
Campaign Components > Administration > [Log Out](#)
Quick SMS > [Change Password](#)

Message Manager

Welcome

Hello **MM Demo User**, Welcome to Message Manager v5.12.0
Your last login was 07 Mar 2018 08:25 PM

Recent Activity

[Broadcast] [motivi test](#) was completed on 07 Mar 2018 06:25 AM
[Broadcast] [motivi test](#) was created on 07 Mar 2018 06:24 AM
[Email Broadcast] [aldeamo test](#) was created on 23 Feb 2018 11:34 AM
[Email Broadcast] [email aldeamo test 2](#) was created on 23 Feb 2018 11:29 AM
[Email Broadcast] [email aldeamo test](#) was created on 23 Feb 2018 11:25 AM
[Broadcast] [Millenia Motion Pictures Demo 3](#) was completed on 23 Feb 2018 12:41 AM
[Broadcast] [Millenia Motion Pictures Demo 3](#) was created on 23 Feb 2018 12:41 AM
[Broadcast] [Millenia Motion Pictures Test 2](#) was completed on 23 Feb 2018 12:21 AM
[Broadcast] [Millenia Motion Pictures Test 2](#) was created on 23 Feb 2018 12:20 AM
[Broadcast] [Millenia Motion Campaign Demo](#) was completed on 23 Feb 2018 12:10 AM

SAP Mobile Services News

- [SAP IoT Connect 365 wins 'Best IoT initiative' award at the Carriers W...](#)
Published Date: 02 Oct 2017
- [SAP Digital Interconnect sign agreement with PCCW Global to create ...](#)
Published Date: 16 May 2017
- [Delivering the promise of Digital Transformation with SAP Digital Interc...](#)
Published Date: 11 May 2017
- [SAP SMS Firewall 365 wins Carriers World Awards 2016](#)
Published Date: 27 Sep 2016
- [SAP Unveils SAP Digital Consumer Insight, New Data Offering To Un...](#)
Published Date: 27 Sep 2016
- [Enterprise Services Knowledgebase](#)
Published Date: 28 Aug 2015
- [Advertising and mobile marketing coming closer?](#)
Published Date: 20 Jul 2015

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Home page

***NOTE:** The home page is available from anywhere in Message Manager by clicking on the Message Manager link on the top left corner of the menu on any page.

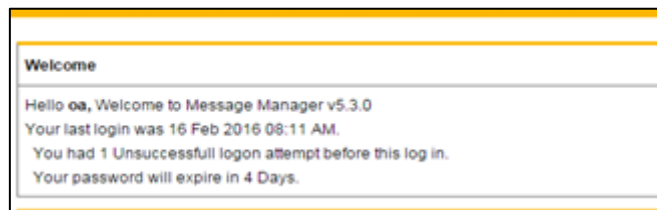
Understanding the Main Menu

The main menu is located on the top of every Message Manager page. The items available in the menu depend on a user's privileges. For example, if a user does not have administrative privileges, the Administration item on the menu is not available.

Viewing Welcome section

Welcome area will list:

- Last login for the given user.
- Number of unsuccessful attempts before the current login.



Home Page - Welcome Section

Viewing Recent Activity

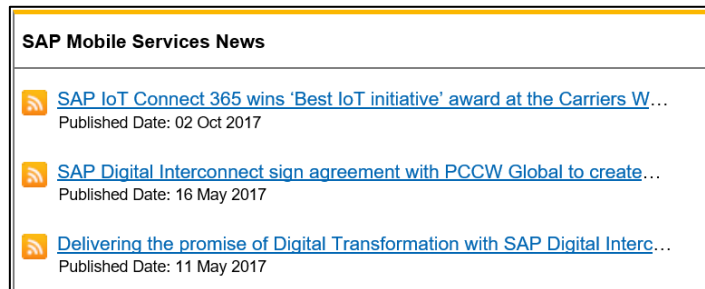
The **Recent Activity** area of the Home page lists the activities recently performed in Message Manager.

Recent Activity
[Broadcast] ListID Hub Account Test was completed on 28 Mar 2014 07:18 PM
[Broadcast] ListID Hub Account Test was created on 28 Mar 2014 07:16 PM
[Broadcast] more than 10 was completed on 18 Mar 2014 12:14 AM
[Broadcast] more than 10 was created on 18 Mar 2014 12:12 AM
[Broadcast] UKSing was completed on 08 Mar 2014 12:17 AM
[Broadcast] UKSing was created on 08 Mar 2014 12:15 AM
[Broadcast] email was completed on 08 Mar 2014 12:12 AM
[Broadcast] email was created on 07 Mar 2014 07:27 PM
[Broadcast] multiple schedules was completed on 05 Mar 2014 12:30 AM
[Broadcast] multiple schedules was created on 05 Mar 2014 12:10 AM

The home page - recent activity

Viewing News and Updates

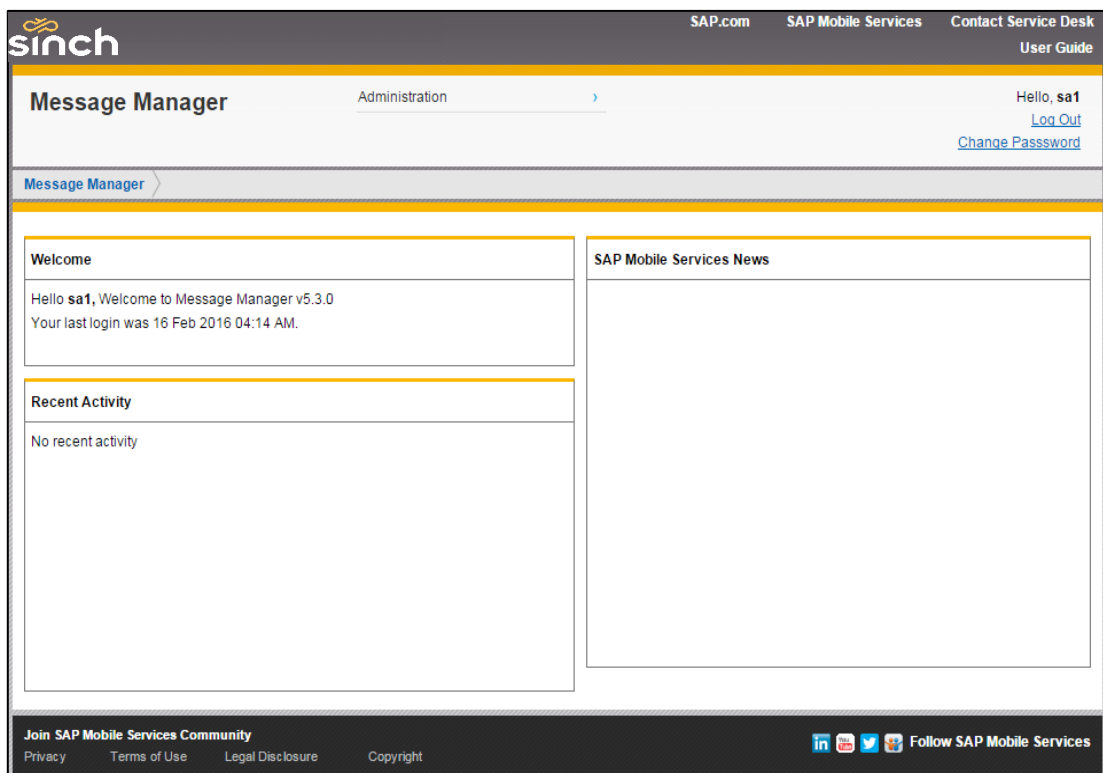
The news area of the home page provides a quick look at the latest news.



The home page - News

Change Password

Once the user logged in successfully, a **Change Password** link will be shown at top right corner.



Home Screen

Change Password Link: Will enable the user to change the password any point after logging in successfully. This link will redirect the user to Change/ Reset Password screen below.

The screenshot shows a web interface for changing or resetting a password. At the top left is the 'sinch' logo. At the top right are links for 'SAP.com', 'SAP Mobile Services', and 'Contact Service Desk'. The main heading is 'Change / Reset Password'. Below this are four input fields: 'User Name' (containing 'ap7'), 'Old Password', 'New Password', and 'Confirm Password'. To the right of these fields is a 'Note * Following rules apply to new password' with three bullet points: 'minimum length 1 and maximum length 20 characters', 'should contain at least 1 lowercase character', 'should contain at least 1 uppercase character', and 'should contain at least 1 special character'. Below the input fields are two buttons: 'Change' and 'Cancel'. At the bottom of the page, there is a footer with 'Join SAP Mobile Services Community' and links for 'Privacy', 'Terms of Use', 'Legal Disclosure', and 'Copyright'. On the right side of the footer are social media icons for LinkedIn, YouTube, and Twitter, followed by the text 'Follow SAP Mobile Services'.

Change/Reset Password

- **User Name:** Current logged in user's Login ID.(Auto Populated)
- **Old Password:** Current password.
- **New Password:** New Password.
- **Confirm Password:** Re-enter the new password.

Validations:

- New password should be compliant with the security policy set.
- New password & confirm password should be same.

Change Button:

- Password will be matched against the security policy set for the user.
- If compliant, user password will be changed and user will be redirected to the login screen with success message.
- If not compliant, user will need to re-enter the information.

Cancel Button:

- User will be redirected to the home screen.

Working with Campaigns

Campaigns are created and configured to perform user-defined campaigns using a collection of Components include items such as Subscriber Lists, Validation Lists, List Types, Templates, and Safe Sending Periods that are stored and can be used in multiple Campaigns.

Campaigns can be created, saved, and finished at a later time. Campaigns make it easy to configure similar types of campaigns using slightly different components, for example, a sale message sent out according to schedule to a specified list of subscribers one week, and a modified sale message sent out using the same Safe Sending Period and subscriber list the next week.

***NOTE:** *In order to create/manage any campaign, the user role and the user must have the corresponding privileges for that campaign. For more information, see “Viewing and Setting Access Matrix”.*

CREATING A CAMPAIGN

Campaigns may be created, saved, and completed at a later time. You can create campaigns for Broadcasting, Interactive, MO Opt In or MO Validation.

***NOTE:** *In order to create a fully-functional campaign, the components to be used by the campaign must first be defined. For more information about Components, see “Working with Components”.*

TYPES OF CAMPAIGNS

There are 5 types* of campaigns to choose.

***Note:** that not all the campaign types would be visible to you. Please contact your Account Manager if you require any other campaign access.

The screenshot shows a navigation bar with six tabs: Overview, Broadcast, Email Broadcast, Interactive, MO Opt-In, and MO Validation. The 'Broadcast' tab is selected. Below the navigation bar, there are five sections, each with a title and a description:

- Broadcast**
The Broadcast campaign is used to broadcast messages to subscribers. The messages are sent to recipients defined in a subscription list or a subset of the selected subscription list. Messages can be sent immediately or scheduled for a future date. E.g. Promotional marketing messages.
- Email Broadcast**
The Email Broadcast campaign is used to broadcast emails to subscribers. The emails are sent to recipients defined in an email subscription list or a subset of the selected email subscription list. Emails can be sent immediately or scheduled for a future date. E.g. Promotional marketing emails.
- Interactive**
The Interactive campaign is a two-way campaign used to send messages based on a user request. The campaign can be configured to respond to a keyword sent by the user or where different response messages are required a secondary keyword response can be configured. E.g. Latest stock prices.
- MO Opt-In**
The MO Opt In campaign is a two-way campaign based on users who subscribe or opt-in to a campaign. Users subscribing to an MO Opt In campaign will be added to a subscriber list which can then be used by the Broadcast campaign if required. E.g. Daily weather alerts.
- MO Validation**
MO Validation campaign is a two-way campaign used to respond to user messages based on the keyword and parameters sent by the user. The campaign can be configured to set and validate the message parameters. Different response messages can be configured based on message parameters. E.g. Promotional offers on credit card, Redemption campaigns.

The new campaigns page

From the main menu, click **New Campaigns**.

Click on the type of campaign that you would like to create. There are 5 campaign types:

- **Broadcast** – As part of an MT or a push service, these campaigns send messages based on at least one subscriber list. *For more information, see “Configuring a Broadcast Campaign”.*
- **Interactive** – As part of a 2-Way application, these campaigns send messages based on a user request. *For more information, see “Configuring an Interactive Campaign”.*

- **MO Opt In** – As part of an MO application, these campaigns send messages based on users who subscribe, or opt-in, to the program. For more information, see “*Configuring an MO Opt-In Campaign*”.
- **MO Validation** – As part of a 2-Way campaign, these campaigns respond to user messages based on the keyword and parameters sent by the user. For more information, see “*Configuring an MO Validation Campaign*”.

Configuring a Broadcast Campaign

Broadcast Campaign allows creation of scheduled campaign to send messages to users.

To create a new Broadcast Campaign:

- From the **New Campaigns** page, click on **Broadcast Campaign**.

1. Campaign Information Tab

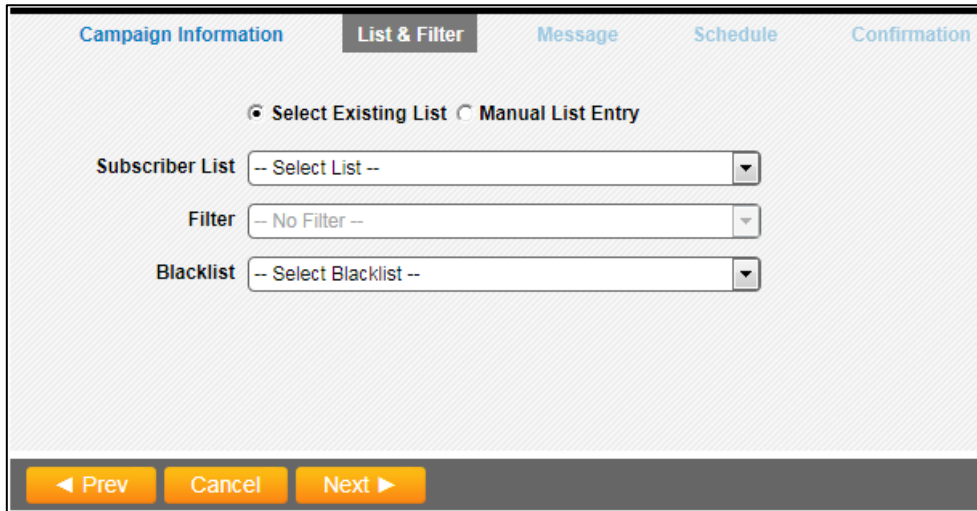
- The **Edit Broadcast Campaign** page displays.

Edit broadcast campaign page

- 1.1. In the Campaign Name field, type a name for the campaign.
- 1.2. From the **Time Zone** drop-down list, select the time zone for the campaign.
- 1.3. From the **Send Email section** check the boxes for receiving confirmation emails from message manager. There are three types of email:
 - **Campaign creation** – an email is sent when the Campaign is created successfully.
 - **Campaign start** – an email is sent when a scheduled campaign starts.
 - **Campaign completion** – an email is sent to confirm that the campaign has been completed.

You can choose to select either of or all the emails to be sent.

1.4. Click Next to go to the **List & Filter** tab.



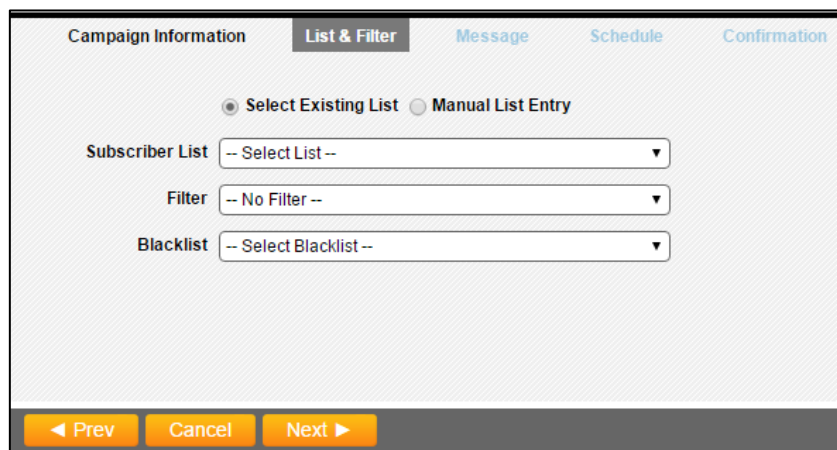
List & Filter tab

2. List & Filter Tab

2.1. You can choose to select an existing list of subscribers or manually input the MSISDN.

Select Existing List

- From the drop-down list, select the list of subscribers for the campaign. For information about managing subscriber lists, see *“Working with Subscriber Lists”*.



Select Existing List

- If necessary, from the Filter drop-down list, select a filter to use with the selected **Subscriber List**, or select **Create New Filter** to create a filter.
- To create a filter:
 - From the Filter drop-down list, select **Create New Filter**.

- The **Create Filter** dialog displays.

The screenshot shows a dialog box titled "Create Filter". It has a white background and an orange title bar. The title bar contains the text "Create Filter" and a close button (X). Below the title bar, there is a "Filter Name" label followed by a text input field. Underneath is the "Join Condition" section, which has two radio buttons: "AND" (which is selected) and "OR". Below that is the "Searching Criteria" section, which is highlighted with a grey background. It contains a "Number of Criteria" label followed by a dropdown menu showing the number "1". Below this are two "Please Select..." dropdown menus and a text input field. At the bottom of the dialog are two buttons: "Save Filter" and "Cancel".

The create filter dialog

- In the Filter Name field, provide a name for the new filter.
- If the filter is to include more than one set of criteria, select AND for inclusive criteria or OR for exclusive criteria, and select the number of criteria sets you want to define from the drop down list.
- From the first Please Select... drop-down list, select the column by which you want to filter subscribers in the list. The list of available columns is generated from the column names identified when the list was uploaded. A list with only one column can be filtered only by MSISDN.
- From the second Please Select... drop-down list, select the method for applying the criteria using the characters entered in the field on the right:
 - **Matches** – column/row information matches all characters
 - **Contains** – column/row information contains all characters
 - **Start with** – column/row information starts with all characters
 - **End with** – column/row information ends with all characters
- Repeat these steps for each set of criteria defined in the filter.
- Click Save Filter when finished.

Select Manual List Entry

- Alternatively, you can Select **Manual List Entry** to manually input or copy and paste the MSISDNs list. Each MSISDN is separated by a ','.

The screenshot shows a web interface with five tabs: Campaign Information, List & Filter (active), Message, Schedule, and Confirmation. Under the List & Filter tab, there are two radio buttons: 'Select Existing List' (unselected) and 'Manual List Entry' (selected). Below this is a text input field labeled 'MSISDNs' containing the text '+441212121212;+5399995555;+6122446688'. A red asterisk and text '* Separate MSISDNs by \',' are positioned below the input field. Underneath is a dropdown menu labeled 'Blacklist' with the text '-- Select Blacklist --'. At the bottom of the form are three orange buttons: 'Prev', 'Cancel', and 'Next'.

Manual list entry screen

2.2. You can select a **Blacklist** to associate with the campaign if required. For information about managing blacklists, see *“Working with Blacklist”*.

2.3. Click Next.

3. Message Tab

- The **Message** page displays.

The screenshot shows the 'Message' tab selected in the interface. At the top, there are five tabs: Campaign Information, List & Filter, Message (active), Schedule, and Confirmation. Below the tabs, there are two radio buttons for 'Content Type': 'SMS' (selected) and 'Rich SMS'. A 'Template' dropdown is set to '[Custom]', with 'Save Template' and 'Preview' buttons to its right. A large text area labeled 'Message' is empty. To the right of the message area are three dropdown menus: 'Parameter' (set to '-Select Parameter-'), 'Encoding' (set to 'UTF8'), and 'Total Characters: 0' and 'Total MTs: 0'. Below these are several input fields: 'TPOA', 'Operator ID', 'Session ID', 'Validity Period' (set to 'N/A'), 'Subject', and 'Hub Account' (set to 'Dummy Hub Account'). A red note at the bottom states: 'Note that the characters and MT count is an estimate for messages containing parameters'. At the bottom of the form are three orange buttons: 'Prev', 'Cancel', and 'Next'.

Message Tab

SMS Content Type

3.1. You can choose to select either SMS or RICH SMS in the **Content Type**.

For creation of other Content Type, please refer to:

- ***“Creating a SMS Content Type”***
- ***“Creating a Rich SMS Content Type”***

3.2. You can also choose to create **Templates** during campaign creation or independently prior to campaign configuration. For information about creating templates outside of campaign creation, see *“Working with Templates”*. The templates shared with this user can also be seen in the Template dropdown. For more information on template sharing, see section *“Component Sharing”*.

3.3. User can create a custom template only if the user has the privilege to create and edit template. Similarly, the **Save Template** button will be visible only if the user has the privilege to create and edit template. If either of the privilege is not given or no privilege is given to the user, then [custom] option in template drop-down and save template button will be hidden. For more information on user privileges, see section *“Viewing and Setting Access Matrix”*.

The behavior of the template will be according to the restrictions applied on the template. For more information on template restrictions, see section *“Creating and SMS Template”*.

If a template with parameters is selected, the values for the parameters will be taken from the uploaded subscriber list. If any of the parameter does not match with any of the columns in the uploaded subscriber list, error will be thrown.

3.4. For *TPOA, Operator ID, Session ID* you can input these values if you have the information from your provider.

3.5. Select an existing Hub Account from the drop-down menu and Click Next.

4. Scheduling Tab

4.1. When creating a Broadcast campaign, a message delivery schedule may be configured for it.

4.2. To configure a campaign schedule:

- The **Schedule** page displays.

Campaign Information List & Filter Message **Schedule** Confirmation

Make Schedules:

Simple Scheduling Advance Scheduling

Start 27 Feb 2018 15 10 Immediately

The campaign is estimated to complete at 27 Feb 2018 03:15 PM.

Safe Sending Periods

Stored Safe Sending Period Sets: -- Select Safe Sending Period -- View

◀ Prev Cancel Next ▶

Set schedule page

From the **Make Schedules** options, you can schedule the Broadcast Campaign by Simple Scheduling or Advance Scheduling. Simple Scheduling tab is selected by default:

- **Simple Scheduling** – sends all messages at one time. For more information, see *“Sending All at Once”*.
- **Advance Scheduling** – sends all the messages using *“Send By Windows”*, *“Send By Blocks”* or *“Repeatable Schedule”*.

4.2.1. Simple Scheduling

To schedule message delivery all at once:

1. From the Schedule options on the Schedule tab, select Send All At Once.
2. From the Start Date field, enter the date on which to send the messages (DD MMM YYYY), or click the Calendar icon to select a date. To send messages immediately, check the immediately check box.
3. To assign a safe sending period to the schedule, select a safe sending period from the Stored Safe Sending Periods Sets drop-down list.

***NOTE:** Safe sending periods are defined as a component. For more information, see *“Working with Safe Sending Periods”*

4.2.2. Advance Scheduling

From the **Make Schedules** options, select Advance Scheduling tab:

Campaign Information **List & Filter** **Message** **Schedule** **Confirmation**

Make Schedules:

Simple Scheduling **Advance Scheduling**

Send By Windows Send By Blocks Repeatable Schedule

Allocate: 100% ▼ of total 3 Subscribers.

Start: 27 Feb 2018 [Calendar] 15 ▼ 10 ▼

End: 27 Feb 2018 [Calendar] 16 ▼ 10 ▼

Interval: Minutes ▼ 5 ▼

Block Size: Auto ▼

Sending Rate: NA

Safe Sending Periods

Stored Safe Sending Period Sets: -- Select Safe Sending Period -- ▼ **View**

◀ Prev **Cancel** **Next ▶**

Set schedule page

- **Send By Windows** – sends messages by windows of time. A percentage of messages are allocated for sending and are evenly distributed over each window of time. Multiple time windows may be created until 100% of the messages are allocated. Once a campaign has started, message sending can be paused, canceled, or restarted. For more information, see *“Sending By Windows”*.
- **Send By Blocks** – sends messages in blocks based on a number of messages. A start time can be configured, and messages are delivered continuously based on the number of messages allocated per block. Once a campaign has started, message sending can be paused, canceled, or restarted. For more information, see *“Sending By Blocks”*.
- **Repeatable Schedule** – sends messages at repeated intervals. For more information, see *“Repeatable Schedules”*.

4.2.3. Sending By Windows

To schedule message delivery by windows of time:

1. From the Schedule options on the Schedule tab, select Send By Windows.
2. From the Allocate drop-down list, select the percentage of subscribers to deliver to during each window of time.
3. From the Start Date field, enter the date on which to send the messages (DD MMM YYYY), or click the Calendar icon to select a date.

4. From the End Date field, enter the date on which to stop sending the messages (DD MMM YYYY), or click the Calendar icon to select a date.
5. From the Intervals drop-down lists, configure the windows of time for message delivery.
6. To assign a safe sending period to the schedule, select a safe sending period from the Stored **Safe Sending Periods*** Sets drop-down list.

****NOTE:** Safe sending periods are defined as a schedule component. For more information, see “Working with Safe Sending Periods”.*

4.2.4. Sending By Blocks

To schedule message delivery by blocks based on a number of messages:

1. From the **Schedule** options on the **Schedule** tab, select **Send By Blocks**.
2. From the **Allocate** drop-down list, select the percentage of subscribers to deliver to per block.
3. From the **Start Date** field, enter the date on which to send the messages (**DD MMM YYYY**), or click the **Calendar** icon to select a date.
4. From the **Intervals** drop-down lists, configure the windows of time for message delivery. The first drop-down list defines the type of time interval, while the second drop-down list specifies the number of interval types.
5. From the **Block Size** drop-down list, select the size of each sending block.
6. To assign a safe sending period to the schedule, select a safe sending period from the **Stored Safe Sending Periods*** Sets drop-down list.

****NOTE:** Safe sending periods are defined as a schedule component. For more information, see “Working with Safe Sending Periods”.*

4.2.5. Repeatable Schedules

To schedule message delivery for repeated use:

1. From the Make Schedule options on the Schedule tab, select Repeatable Schedule.
2. Select the method by which you want to repeat message delivery: Daily, Weekly, or Monthly.
3. From the Start Sending Time drop-down lists, select the hour and minute at which to start message delivery.
4. In the Start Date field, enter the date on which to start sending messages (DD MMM YYYY) or click the Calendar icon to select a date.
5. In the End Date field, enter the date on which to stop sending messages (DD MMM YYYY) or click the Calendar icon to select a date.
6. To assign a safe sending period to the schedule, select a safe sending period from the Stored **Safe Sending Periods*** Sets drop-down list.

****NOTE:** Safe sending periods are defined as a schedule component. For more information, see “Working with Safe Sending Periods”.*

- 4.3. Once you have made your Schedules selection, click **Next** to go to the **Confirmation Tab** to verify the details and **Save** the campaign.

Configuring an Interactive Campaign

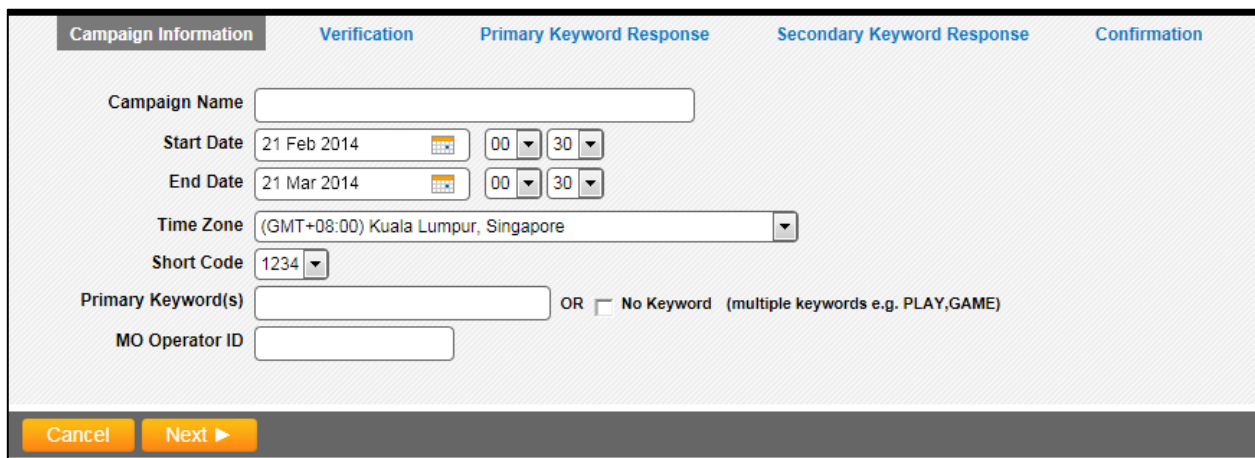
As part of an MO application, Interactive campaigns send messages based on a user request.

To create a new Interactive Campaign:

- From the **New Campaigns** page, click on Interactive.

1. Campaign Information Tab

The **Edit Interactive Campaign** page displays.



The screenshot shows a web form titled "Edit Interactive Campaign" with five tabs: "Campaign Information" (selected), "Verification", "Primary Keyword Response", "Secondary Keyword Response", and "Confirmation". The "Campaign Information" tab contains the following fields:

- Campaign Name:** A text input field.
- Start Date:** A date picker showing "21 Feb 2014" with a calendar icon, and time dropdowns for "00" and "30".
- End Date:** A date picker showing "21 Mar 2014" with a calendar icon, and time dropdowns for "00" and "30".
- Time Zone:** A dropdown menu showing "(GMT+08:00) Kuala Lumpur, Singapore".
- Short Code:** A dropdown menu showing "1234".
- Primary Keyword(s):** A text input field with an "OR" checkbox and "No Keyword" option. A note says "(multiple keywords e.g. PLAY,GAME)".
- MO Operator ID:** A text input field.

At the bottom of the form are two buttons: "Cancel" and "Next ▶".

Campaign information

- 1.1. In the **Campaign Name** field, type a name for the campaign.
- 1.2. In the **Start Date** field, enter the date (**DD MMM YYYY**) or click the **Calendar** icon to select the date the program first becomes available.
- 1.3. In the **End Date** field, enter the date (**DD MMM YYYY**) or click the **Calendar** icon to select the date the program is no longer available.
- 1.4. From the **Time Zone** drop-down list, select the time zone for the campaign.
- 1.5. From the **Short Code** drop-down list, select the short code for the campaign. The short code is the code a subscriber uses to send the request for a program.
- 1.6. In the **Primary Keyword(s)** field, type the keyword that must be sent by the subscriber in order to start the program. Multiple keywords can be entered separated by commas (,). To configure the campaign without a keyword, check the **No Keyword** check box.
- 1.7. To specify an operator for the campaign, in the **MO Operator ID** field, provide the ID number of the operator. If an operator ID is not provided, the system will determine the correct operator destination based on its global numbering plan.
- 1.8. Click Next.

2. Verification Tab (Optional) – Click Next if you do not want to set any verifications

On the Verification tab, configure the keywords used by a subscriber to confirm or reject participation in an interactive campaign.

- 2.1. In the **Confirmation Keyword(s)** field, type the keyword a subscriber must send in order to confirm participation. Multiple keywords can be entered separated by commas.
- 2.2. In the **Rejection Keyword(s)** field, type the keyword a subscriber must send in order to reject participation. Multiple keywords can be entered separated by commas.
- 2.3. To create a response to the subscriber confirmation, rejection or unrecognized response, type the text to be sent and then click Add **Response**. The Verification dialog appears.

Campaign Information
Verification
Primary Keyword Response
Secondary Keyword Response
Confirmation

Confirmation Keyword(s)

Rejection Keyword(s)

No responses have been created

Add Verification Response

Response Type

Content Type SMS

Template Save Template

Message

TPOA Operator ID

Session ID Validity Period

Subject

Hub Account Name

Add Response

Add Parameter

Encoding

Total Characters: 0

Total MTs: 0

◀ Prev
Cancel
Next ▶

The verification response dialog

- 2.4. From the **Response Type** drop-down list, select the type of response to create:
 - Confirmation Question – the question sent to subscribers asking for confirmation or rejection.
 - Rejection Response – the response sent to subscribers after a rejection is received.
 - Unrecognized Response – the response sent to subscribers after an unrecognizable verification message is received.
- 2.5. If an existing template is selected, the **Message** field is populated. When creating a new template, provide the message text in the **Message** field.
- 2.6. To select an encoding type for the message, from the **Encoding** drop-down list, select the type of encoding to use: **UTF8** or **UCS2**.

- 2.7. In the **TPOA** field, type the name or code to display in the message header. The TPOA personalizes the outgoing message. For example, a message that appears to come from SAP would have a TPOA of "SAP".
- 2.8. To specify an operator to use when sending the message, in the **Operator ID** field, provide the ID number of the operator. If an operator ID is not provided, Message Manager will determine the correct operator destination based on its global numbering plan.
- 2.9. To specify a Hub account for the campaign, from the **Hub Account Name** drop-down list, select a Hub Account.
- 2.10. To dynamically insert a parameter into the message text from the **Parameter** drop-down list select a parameter. The selected parameter displays in the **Message** field. The parameter value is replaced with actual value while sending the MT message.
- 2.11. Click **Add Response**. Repeat above steps for all response types.

3. Primary Keyword Response Tab

On the Primary Keyword Response Tab, configure the response to subscriber upon sending in the Primary Keyword.

Campaign Information
Verification
Primary Keyword Response
Secondary Keyword Response
Confirmation

No responses have been created

Add Primary Response

Response Type Primary Keyword ▼

Content Type SMS Apply Verification

Template [Custom] ▼ Save Template

Message

TPOA

Session ID

Subject

Hub Account Name Dummy Hub Account ▼

Operator ID

Validity Period N/A ▼

Add Response

Add Parameter -Select Parameter- ▼

Encoding UTF8 ▼

Total Characters: 0

Total MTs: 0

◀ Prev
Cancel
Next ▶

The primary keyword response dialog

- 1.1. From the **Response Type** drop-down list, select the type of response you want to create:
 - Primary Keyword Response – the response sent when a subscriber sends a request using one of the keywords in the Primary Keyword(s) field

- Before Started Response – the response sent when a subscriber sends a request prior to the campaign start date.
- After Ended Response – the response sent when a subscriber sends a request after the campaign end date.

1.2. From the **Content Type** options, select the type of message content for the response: **SMS, Email, Publish, SMS Fwd, Intelligent Notification or Blacklist the MSISDN**

- The Primary Keyword Response dialog displays response options depending on the content type selected.

Configuring an MO Opt-In campaign

MO Opt-In campaign allows subscribers to send in a message to participate in the campaign.

To create a new MO Opt-In campaign:

- From the New Campaigns, click on MO Opt In.

The MO opt-in campaign page

1. Campaign Information Tab

- 1.1. In the **Campaign Name** field, provide a name for the campaign.
- 1.2. From the **List Category** either select the **Subscription List or Blacklist** for the campaign. As per the selected radio button the **List** drop down will have the subscription list or blacklist associated to the campaign. The MSISDN that sends MO for this campaign will be then be added/removed from that list.
- 1.3. In the **Start Date** field, enter the date (**DD MMM YYYY**) or click the **Calendar** icon to select the date the campaign first becomes available.
- 1.4. In the **End Date** field, enter the date (**DD MMM YYYY**) or click the **Calendar** icon to select the date the campaign is no longer available.
- 1.5. From the **Time Zone** drop-down list, select the time zone for the campaign.
- 1.6. From the **Short Code** drop-down list, select the short code for the campaign. The short code is the code a subscriber uses to send the request for a program.

- 1.7. In the **Primary Keyword(s)** field, type the keyword that must be sent by the subscriber in order to start the program. Multiple keywords can be entered separated by commas (,). To configure the campaign without a keyword, check the **No Keyword** check box.
- 1.8. To specify an operator to use when sending the message, in the **Operator ID** field, provide the ID number of the operator. If an operator ID is not provided, Message Manager will determine the correct operator destination based on its global numbering.

2. Verification Tab

- 2.1. On the Verification tab, configure the keywords subscribers must send in order to confirm or reject an opt-in or opt-out, as well as their response messages
- 2.2. Configuring MO Opt-In Verifications

Also known as “double opt in” Verifications are used by subscribers to confirm or reject an opt-in or opt-out of an **MO Opt-In** campaign.

Campaign Information
Verification
MO Opt-In Response
Confirmation

Confirmation Keyword(s)

Rejection Keyword(s)

No responses have been created

Add Verification Response

Response Type

Content Type SMS

Template Save Template

Message

TPOA Operator ID

Session ID Validity Period

Subject

Hub Account Name

Add Response

Add Parameter

Encoding

Total Characters: 0

Total MTs: 0

◀ Prev
Cancel
Next ▶

The verification response dialog

- 2.3. In the Confirmation Keyword(s) field, type the keyword a subscriber must send in order to confirm an opt-in or opt-out. Multiple keywords can be entered separated by commas.

- 2.4. In the Rejection Keyword(s) field, type the keyword a subscriber must send in order to reject an opt-in or opt-out. Multiple keywords can be entered separated by commas.
- 2.5. To create a response to the subscriber confirmation or rejection, from the Response Type drop-down list, select the type of response to create:
 - **Confirmation Question** – the question sent to subscribers asking for confirmation or rejection.
 - **Rejection Response** – the response sent to subscribers after a rejection is received.
 - **Unrecognized Response** – the response sent to subscribers after an unrecognizable verification message is received.
- 2.6. From the **Template** drop-down list, select a template to use for the response. To create a new template, select **[Custom]**, then click **Save Template**.
- 2.7. If an existing template is selected, the Message field is populated. When creating a new template, provide the message text in the Message field.
- 2.8. To select an encoding type for the message, from the Encoding drop-down list, select the type of encoding to use: UTF8 or UCS2.
- 2.9. In the TPOA field, type the name or code to display in the message header. The TPOA personalizes the outgoing message. For example, a message that appears to come from SAP would have a TPOA of "SAP".
- 2.10. To specify an operator to use when sending the message, in the Operator ID field, provide the ID number of the operator. If an operator ID is not provided, Message Manager will determine the correct operator destination based on its global numbering plan.
- 2.11. To specify a Hub account for the campaign, from the Hub Account Name drop-down list, select a Hub account.
- 2.12. To dynamically insert a parameter into the message text, click the Parameter drop-down following parameters will appear:
 - OriginalMessage
 - OriginalMessageWithoutKeyword
 - OriginalMSISDN
- 2.13. Select any parameter. The selected parameter displays in the Message field
- 2.14. Click Add Response. Repeat for all Response Types.

3. MO Opt-In Response Tab

- 3.1. On the **MO Opt-In Response** tab, configure the keywords subscribers must send in order to opt-in or opt-out of the campaign, as well as their response messages.
- 3.2. In the MO Opt-In Keyword(s) field, type the keyword a subscriber must send in order to opt-in to the campaign. Multiple keywords can be entered separated by commas.
- 3.3. In the MO Opt-Out Keyword(s) field, type the keyword a subscriber must send in order to opt-out of the campaign. Multiple keywords can be entered separated by commas.
- 3.4. Click Create New Response.

Campaign Information
Verification
MO Opt-In Response
Confirmation

MO Opt-In Keyword(s)

MO Opt-Out Keyword(s)

No responses have been created

Add MO Opt-In Response

Response Type

Content Type SMS Apply Verification

Template

Message

Add Parameter

Encoding

Total Characters: 0

Total MTs: 0

TPOA Operator ID

Session ID Validity Period

Subject

Hub Account Name

The MO-Opt In response dialog

3.5. From the **Response Type** drop-down list, select the type of response to create:

- MO Opt-In Response – the response sent after a subscriber opts-in
- MO Opt-Out Response – the response sent after a subscriber opts-out
- MO Opt-In Already Response – the response sent after a subscriber attempts to opt-in while already being opted-in
- MO Opt-Out Already Response – the response sent after a subscriber attempts to opt-out while already being opted-out
- MO Opt-In Unrecognized Response – the response sent after a subscriber sends an unrecognizable request message
- Before Started Response – the response sent after a subscriber attempts to opt-in prior to the campaign start date
- After Ended Response – the response sent after a subscriber attempts to opt-in after the campaign end date

3.6. From the Content Type options, select the type of message content for the response: SMS, Email, Publish, SMS Fwd, Intelligent Notification or Blacklist the MSISDN

- The **Primary Keyword Response** dialog displays response options depending on the content type selected.

Configuring an MO Validation Campaign

As part of a 2-Way campaign, these campaigns respond to user messages based on the keyword and parameters sent by the user.

- From the **New Campaigns**, click on **MO Validation**.

The screenshot shows the 'edit MO Validation campaign page' with the following fields and options:

- Campaign Name:** Text input field.
- Start Date:** Date picker showing 02 Nov 2015, with time dropdowns for 16:30.
- End Date:** Date picker showing 02 Dec 2015, with time dropdowns for 16:30.
- Time Zone:** Dropdown menu showing (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi.
- Short Code:** Dropdown menu showing 22222222.
- Primary Keyword(s):** Text input field.
- MO Operator ID:** Text input field.
- Options:** OR No Keyword (multiple keywords e.g. PLAY,GAME)

Buttons at the bottom: Cancel, Next ▶

The edit MO Validation campaign page

1. Campaign Information Tab

- 1.1. In the Campaign Name field, provide a name for the campaign.
- 1.2. In the Start Date field, enter the date (DD MMM YYYY) or click the Calendar icon to select the date the campaign first becomes available.
- 1.3. In the End Date field, enter the date (DD MMM YYYY) or click the Calendar icon to select the date the campaign is no longer available.
- 1.4. From the Time Zone drop-down list, select the time zone for the campaign.
- 1.5. From the Short Code drop-down list, select the short code for the campaign. The short code is the code a subscriber uses to send the request for a program.
- 1.6. In the Primary Keyword(s) field, enter the primary keyword or a number of keywords separated by a comma (,). Or,
- 1.7. If you do not want to enter a keyword, select the No Keyword option.

- 1.8. In the Primary Keyword(s) field, type the keyword that must be sent by the subscriber in order to start the program. Multiple keywords can be entered separated by commas (.). To configure the campaign without a keyword, check the No Keyword check box.
- 1.9. To specify an operator to use when sending the message, in the Operator ID field, provide the ID number of the operator. If an operator ID is not provided, Message Manager will determine the correct operator destination based on its global numbering.
- 1.10. Click Next.

2. Message Format Tab

The message format page

- 2.1. On the **Message Format** tab, click **MSISDN** or click **Add Parameter**.
 - 2.1.1. If you select **MSISDN**, select the relevant condition.
 - 2.1.2. In the **Parameter Name** field, provide the name of the parameter you want to apply to the campaign. Select **Optional**, to mark this parameter as optional.
 - 2.1.3. From the **Data Type** drop-down list, select appropriate data type for the parameter such as. Text or Number.
 - 2.1.4. Select the Match Condition:
 - For **Text** Data Type
 - **Not Required** – No Matching condition
 - **Matches** – parameter value matches all characters
 - **Contains** – parameter value contains all characters
 - **Start with** – parameter value starts with all characters
 - **End with** – parameter value ends with all characters
 - For **Number** Data Type
 - **Not Required** – No Matching condition
 - **Equals** – parameter value equals the given value

- **Greater Than** – parameter value greater than the given value
- **Greater Than or Equals** - parameter value greater than or equals the given value
- **Less Than** - parameter value less than the given value
- **Less Than or Equals**- parameter value less than or equals the given value

2.1.5. If a Match condition other than “Not Required” is selected in previous step, Match With dropdown appears. Select an option from Match With dropdown.

For **Text** Data Type

- **Value In List** –Match condition applies against any value in list
- **Fixed Value** – Match condition applies against fixed value
- **Reg. Expression**- Match condition applies against regular expression

For **Number** Data Type

- **Value In List** –Match condition applies against any value in list
- **Fixed Value** – Match condition applies against fixed value

2.1.6. If Value in List is selected in previous step, List dropdown appears populated with all the validation lists created by the user. Select a validation list- column combination to validate the parameter. If Fixed Value or Reg. Expression is selected in Step e, Value textbox appears. Enter the fixed value or a valid regular expression.

2.1.7. Repeat steps for each parameter.

2.2. Click Next.

3. Quota Tab

Overview Broadcast Interactive MO Opt In MO Validation

Campaign Information Message Format Quota Response Confirmation

Campaign Quota
Maximum number of successful SMS Entries of the entire campaign.

MSISDN Quota
Max number of successful SMS Entries per subscriber's mobile number.

Parameter Quota
Max number of successful SMS Entries per unique value of user defined mandatory parameters.

◀ Prev Cancel Next ▶

The MO Validation Quota page

- 3.1. Enter the Campaign Quota, MSISDN Quota and Parameter Quota for mandatory parameters if applicable.
- 3.2. Click Next.

4. Response Tab

Campaign Information Message Format Quota **Response** Confirmation

Legend: Edit Manage Delete Refresh

Add Response

Response Type:

Content Type: SMS

Template:

Message:

Add Parameter:

Encoding:

Total Characters: 0

Total MTs: 0

TPOA: Operator ID:

Session ID: Validity Period:

Subject:

Hub Account Name:

The response dialog with SMS Content type

- 4.1. From the Response Type drop-down list, select the type of response to create:
- **Success Response** – the response sent if the format of the SMS is correct, all the validation is passed, and the user is successfully registered.
 - **Before Started** – the response sent if a subscriber attempts to send an SMS prior to the campaign start date.
 - **After Ended** – the response sent if a subscriber attempts to send an SMS after the campaign end date.
 - **Campaign Quota Reached** – the response sent if the campaign has a quota associated with it and registration is full.
 - **Invalid Parameter Format** – the response sent if the format of the SMS is incorrect.
 - **Parameter validation failed** – the response sent if either parameter format or value in the SMS is invalid. This can be set separately for each parameter.
 - **Parameter Quota reached** – the response sent if the parameter has a quota associated with it and number of successful entries with a particular value has reached the quota limit. This can be set separately for each parameter.

- 4.2. From the **Template** drop-down list, select a template to use for the response. To create a new template, select [Custom] in the Template drop-down list and then type a new message. Click on Save Template and type a name.
- 4.3. If an existing template is selected, the **Message** field is populated. When creating a new template, provide the message text in the **Message** field.
- 4.4. To dynamically insert a parameter into the message text from the Parameter drop-down list selects a parameter. The parameters which can be selected are OriginalMessage, OriginalMessageWithoutKeyword, OriginalMSISDN. The selected parameter displays in the Message field.
- 4.5. To select an encoding type for the message, from the Encoding drop-down list, select the type of encoding to use: UTF8 or UCS2.
- 4.6. In the TPOA field, type the name or code to display in the message header. The TPOA personalizes the outgoing message. For example, a message that appears to come from SAP would have a TPOA of "SAP".
- 4.7. To specify an operator to use when sending the message, in the Operator ID field, provide the ID number of the operator. If an operator ID is not provided, Message Manager will determine the correct operator destination based on its global numbering plan.
- 4.8. In the Session ID field, provide the ID number of the session to specify a session when sending a message.
- 4.9. To specify a validity period for the campaign, from the Validity Period drop-down list, select a validity period.
- 4.10. To specify a Hub account for the campaign, from the Hub Account Name drop-down list, select a Hub account.
- 4.11. Click Add Response. Repeat the steps for all response types.
- 4.12. Click Next.

5. Confirmation Tab

- 5.1. On the confirmation tab click Save.

Quick SMS

Quick SMS serves for instant messaging to one or more subscribers. It uses minimum configurations to send SMS. Messages can be sent immediately or scheduled for future dates.

The screenshot shows the 'Message Manager' interface with the 'Quick SMS' tab selected. The top navigation bar includes 'My Campaigns', 'New Campaigns', 'Campaign Components', and 'Administration'. The user is identified as 'MM Demo User' with links for 'Log Out' and 'Change Password'. The main content area has two tabs: 'Quick SMS' (active) and 'Broadcast History'. Under 'Quick SMS', there are two radio buttons: 'Manual Entry' (selected) and 'Upload File'. Below these is an 'MSISDN' input field with a note: 'Max 20 MSISDNs is allowed per send ,separate multiple MSISDNs by comma (,)'. There is a 'Template' dropdown set to '[Custom]' and a 'Save Template' button. A large 'Message' text area is present. To the right, there is an 'Encoding' dropdown set to 'UTF8', and 'Total Characters: 0' and 'Total MTs: 0' are displayed. Below the message area is a 'TPOA' input field. At the bottom, there is a 'Sending Time' section with a 'Now' button, a calendar icon, and two time dropdowns set to '00'. A 'Reset to Now' button is also present. A large 'Send' button is at the very bottom.

Quick SMS

Please contact your Account Manager for Quick SMS access if you required this feature.

1. Configuring Quick SMS

1.1. Two radio buttons Manual Entry and Upload File are present, manual entry radio button is selected by default.

a. Manual Entry

- In the **MSISDN** field, type or copy paste the MSISDNs to which the SMS are to be sent. While creating the ad-hoc campaign if user has selected the subscriber list then, all entered MSISDNs should match with or contain within the selected list.

b. Upload File

- Select the **Upload File** radio button. This option is only applicable to system ad-hoc broadcast.

The screenshot shows the 'Quick SMS' interface with the 'Upload File' radio button selected. The 'Select Upload File' section has a 'Browse...' button and 'No file selected.' text, with an 'Upload' button and a 'Sample File' link. A note states: '* The upload file should not exceed 10000 lines.' The 'Template' dropdown is set to '[Custom]' with a 'Save Template' button. The 'Message' field is a large text area. The 'Parameter' dropdown is set to '-Select Parameter-'. The 'Encoding' dropdown is set to 'UTF8'. The 'Total Characters' and 'Total MTs' are both 0. The 'TPOA' field is empty. The 'Sending Time' is set to 'Now' with two '00' dropdowns and a 'Reset to Now' button. A 'Send' button is at the bottom left.

Quick SMS with Upload File

- Choose any subscriber list and upload the list. List with duplicate MSISDN cannot be uploaded.
 - The data uploaded in the list will be visible in a grid below with the options to edit or delete the data if required.
- 1.2. If a template for the campaign already exists or a template is shared with the user, select the template from the **Template** drop-down list else select “Custom” to type any message to be sent. If the user does not have create and edit privilege for templates, he cannot create his own message and will have to use one of the already created templates and shared with this user. If user has selected the default template while creating the campaign, then by default that template will be selected for campaign and it will be non-editable.
 - 1.3. The message to be sent is written or displayed in **Message** field. If a template is selected, according to the restriction rules applied on the template, the message parameters or entire message can be edited. For more information on template restrictions, see section “*Creating an SMS Template*”.
 - 1.4. To select an encoding type for the message, from the **Encoding** drop-down list, select the type of encoding to use: **UTF8** or **UCS2**.
 - 1.5. In the TPOA field, type the name or code to display in the message header. The TPOA personalizes the outgoing message. For example, a message that appears to come from SAP would have a TPOA of “SAP”.
 - 1.6. To specify a hub account for sending this message, from the Default Hub Account drop-down menu, select a Hub account. The hub account set while creating the campaign will be shown selected in the dropdown.
 - 1.7. To assign a safe sending period, select one from the **Default Safe Sending Periods** drop-down list. The safe sending period set while creating the campaign will be shown selected in the dropdown.

(It will be non-editable in case if user has selected the default safe sending period while creating the ad-hoc campaign. This is not applicable to system ad-hoc campaign)

- 1.8. From the **Sending Time** select when to send the SMS:
 - a. **Now** – Send the message immediately
 - b. **Select a date and time** – If a date and time is selected from the calendar control then the message will be scheduled to be sent at the selected date time and a cancel icon will be present in broadcast history's actions grid to cancel the message.
- 1.9. To reset the sending time to now, click Reset to Now.
- 1.10. Click Send.

CONTENT TYPE

The content type determines how the message is being delivered for Broadcast, Interactive, MO Opt-In and MO Validation Campaigns.

Creating an SMS Content Type

To configure an SMS content type:

Campaign Information List & Filter **Message** Schedule Confirmation

Content Type SMS Rich SMS URL Intelligent Notification

Template [Custom] Save Template Preview

Message

Parameter -Select Parameter-

Encoding UTF8

Total Characters: 0

Total MTs: 0

TPOA Operator ID

Session ID Validity Period N/A

Subject

Hub Account -Select Hub Account-

Note that the characters and MT count is an estimate for messages containing parameters

Prev Cancel Next

1. From **Content Type** options, select **SMS**.
2. Check the **Apply Verification** check box if the verification is required for the responses.
3. If a template for the campaign already exists, select the Template from the **Template** drop-down list.
4. To select an encoding type for the message, from the **Encoding** drop-down list, select the type of encoding to use: **UTF8** or **UCS2**.
5. In the **TPOA** field, type the name or code to display in the message header. The TPOA personalizes the outgoing message. For example, a message that appears to come from SAP would have a TPOA of "SAP".
6. To specify an operator to use when sending the message, in the **Operator ID** field, provide the ID number of the operator. If an operator ID is not provided, Message Manager will determine the correct operator destination based on its global numbering plan.
7. To specify a Hub account for the campaign, from the **Hub Account Name** drop-down list, select a Hub account.

Creating an Rich SMS Content Type

To configure a Rich SMS content type:

Campaign Information List & Filter **Message** Schedule Confirmation

Content Type SMS Rich SMS URL Intelligent Notification

Template [Custom] Save Template Preview

Image Choose File No file chosen

Image Link

Description

TPOA

Rich SMS Link <https://ly3fmw.app.goo.gl/TjNDf5mX8eBkGDsF3>

Hub Account --Select Hub Account--

**The image file should be less than 1MB and valid extensions are jpeg,png,jpg,gif.*

Prev Cancel Next

1. From **Content Type** options, select **Rich SMS**.
2. If a template for the campaign already exists, select the Template from the **Template** drop-down list. If template selected proceed to step 5.
1. If template is **CUSTOM**, choose an image file from local machine to be uploaded. After uploading the image file an Image Name field will appear showing a randomly generated name for uploaded image. Note that the extension of uploaded image file remains the same.
**NOTE: The image file size should be less than 1 MB and the allowed extensions are jpg,jpeg,png,gif.*
3. Provide the valid image link you want to send.
4. In the **Description** field, provide the message text.
5. In the TPOA field, type the name or code to display in the message header. The TPOA personalizes the outgoing message. For example, a message that appears to come from SAP would have a TPOA of "SAP".
6. To specify a Hub account for the campaign, from the **Hub Account Name** drop-down list, select a Hub account.

Creating a Blacklist the MSISDN Content Type (MO Response Campaigns)

If a response is setup with content type as “Blacklist the MSISDN”, the MSISDN that sends the MO for this campaign is sent to the configured blacklist hub account and added/removed from the hub’s blacklist.

***NOTE:** Once the MSISDN is “Add to Blacklist”, any future campaigns that send to this MSISDN will be omitted as per Hub Account.

To configure a Blacklist the MSISDN content type:


The screenshot shows a web interface with five tabs: Campaign Information, Verification, Primary Keyword Response (selected), Secondary Keyword Response, and Confirmation. Below the tabs, a red message states "No responses have been created". The main section is titled "Add Primary Response" and contains the following fields:

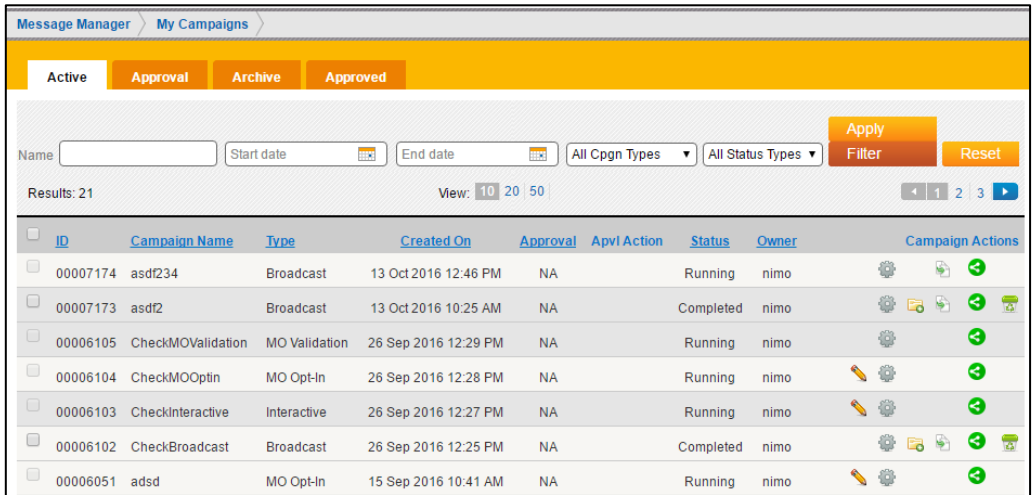
- Response Type:** A dropdown menu set to "Primary Keyword".
- Content Type:** Radio buttons for "SMS", "Blacklist the MSISDN" (selected), and "Apply Verification".
- Operation:** Radio buttons for "Add to Blacklist" and "Remove from Blacklist".
- Blacklist Hub Account:** A dropdown menu set to "BlacklistHub".
- Add Response:** An orange button at the bottom.

The primary keyword response dialog with Blacklist content type

1. Select either **Add to Blacklist** or **Remove from Blacklist**.
2. The Hub Account drop down will contain all hub accounts set for the user with “Blacklisting” category on the Hub Accounts page. Select a **Blacklist Hub Account** from drop-down list.
3. Click **Add Response**.

DUPLICATING CAMPAIGNS

Duplicate Broadcast Campaign allows creation of scheduled campaign to send messages to users based on existing broadcast campaigns. To duplicate a Broadcast Campaign, click on Duplicate icon  from the following grid view of **My Campaign** page.

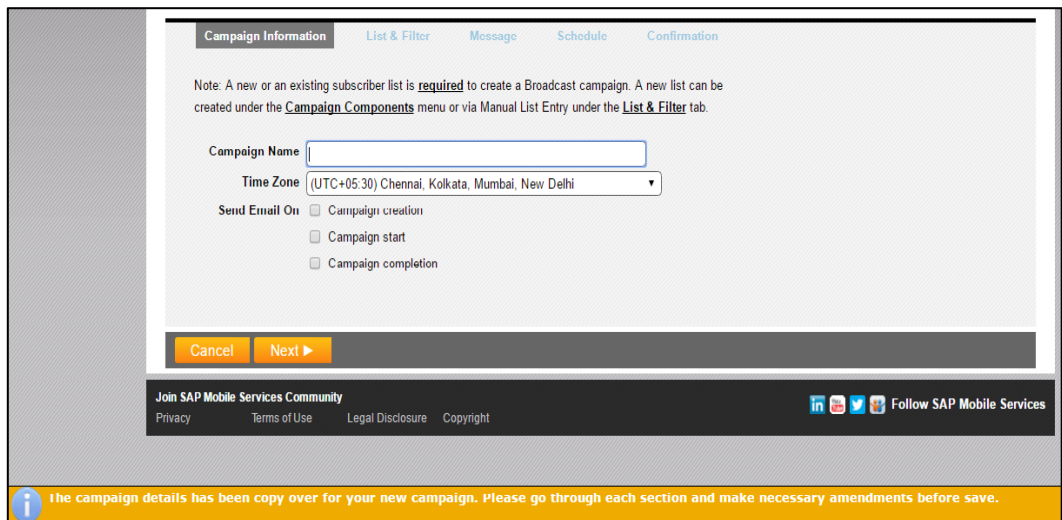


ID	Campaign Name	Type	Created On	Approval	Apvl Action	Status	Owner	Campaign Actions
00007174	asdf234	Broadcast	13 Oct 2016 12:46 PM	NA		Running	nimo	
00007173	asdf2	Broadcast	13 Oct 2016 10:25 AM	NA		Completed	nimo	
00006105	CheckMOValidation	MO Validation	26 Sep 2016 12:29 PM	NA		Running	nimo	
00006104	CheckMOOptIn	MO Opt-In	26 Sep 2016 12:28 PM	NA		Running	nimo	
00006103	CheckInteractive	Interactive	26 Sep 2016 12:27 PM	NA		Running	nimo	
00006102	CheckBroadcast	Broadcast	26 Sep 2016 12:25 PM	NA		Completed	nimo	
00006051	adsd	MO Opt-In	15 Sep 2016 10:41 AM	NA		Running	nimo	

My Campaign page

The **Broadcast Campaign** page displays, with all the details filled in from the original campaign.

1. Campaign Information Tab



Campaign Information | List & Filter | Message | Schedule | Confirmation

Note: A new or an existing subscriber list is **required** to create a Broadcast campaign. A new list can be created under the **Campaign Components** menu or via Manual List Entry under the **List & Filter** tab.

Campaign Name:

Time Zone: (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi

Send Email On:

- Campaign creation
- Campaign start
- Campaign completion

Cancel | Next ▶

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The campaign details has been copy over for your new campaign. Please go through each section and make necessary amendments before save.

Broadcast campaign page

1.1. Click Next to go to the **List & Filter** tab.

The screenshot shows the 'List & Filter' tab of a campaign management interface. At the top, there are five tabs: 'Campaign Information', 'List & Filter' (which is active and highlighted), 'Message', 'Schedule', and 'Confirmation'. Below the tabs, there are two radio buttons: 'Select Existing List' (which is selected) and 'Manual List Entry'. Underneath, there are three dropdown menus: 'Subscriber List' with the value '10KUI', 'Filter' with the value '-- No Filter --', and 'Blacklist' with the value '-- Select Blacklist --'. To the right of the 'Subscriber List' dropdown is an orange 'View Detail' button, and to the right of the 'Filter' dropdown is an orange 'Search' button. At the bottom of the interface, there are three orange buttons: 'Prev', 'Cancel', and 'Next'.

List & Filter tab

2. List & Filter Tab

2.1. You can choose to select an existing list of subscribers or manually input the MSISDN.

Existing List

- If the current logged in user is the owner of the list used in original campaign, list name will be shown as selected in the subscriber list dropdown else please select the list of subscribers for the campaign.
- For information about managing subscriber lists, see *"Working with Subscriber Lists"*.

This screenshot is identical to the one above, showing the 'List & Filter' tab. The 'Select Existing List' radio button is selected, and the 'Subscriber List' dropdown menu shows '10KUI' as the selected option. The 'View Detail' button is visible to the right of the 'Subscriber List' dropdown.

Select Existing List

- If necessary, from the Filter drop-down list, select a filter to use with the selected **Subscriber List**, or select **Create New Filter** to create a filter.

Select Manual List Entry

- Alternatively you can Select **Manual List Entry** to manually input or copy and paste the MSISDNs list. Each MSISDN is separated by a ','.

Manual list entry screen

2.2. You can select a **Blacklist** to associate with the campaign if required. For information about managing blacklists, see *“Working with Blacklist”*.

2.3. Click Next.

3. Message Tab

- The **Message** page will show all the message details & responses associated with the original campaign.

3.1. You can also choose to create **Templates** during campaign creation or independently prior to campaign configuration. For information about creating templates outside of campaign creation, see *“Working with Templates”*. The templates shared with this user can also be seen in the Template dropdown.

User can create a custom template only if the user has the privilege to create and edit template. Similarly, the **Save Template** button will be visible only if the user has the privilege to create and edit template. If either of the privilege is not given or no privilege is given to the user, then [custom] option in template drop-down and save template button will be hidden. For more information on user privileges, see section *“Viewing and Setting Access Matrix”*.

The behavior of the template will be according to the restrictions applied on the template. For more information on template restrictions, see section *“Creating and SMS Template”*.

If a template with parameters is selected, the values for the parameters will be taken from the uploaded subscriber list. If any of the parameter does not match with any of the columns in the uploaded subscriber list, error will be thrown.

3.2. For *TPOA*, *Operator ID*, *Session ID* you can input these values if you have the information from your provider.


3.3. Select an existing Hub Account from the drop-down menu and Click Next.

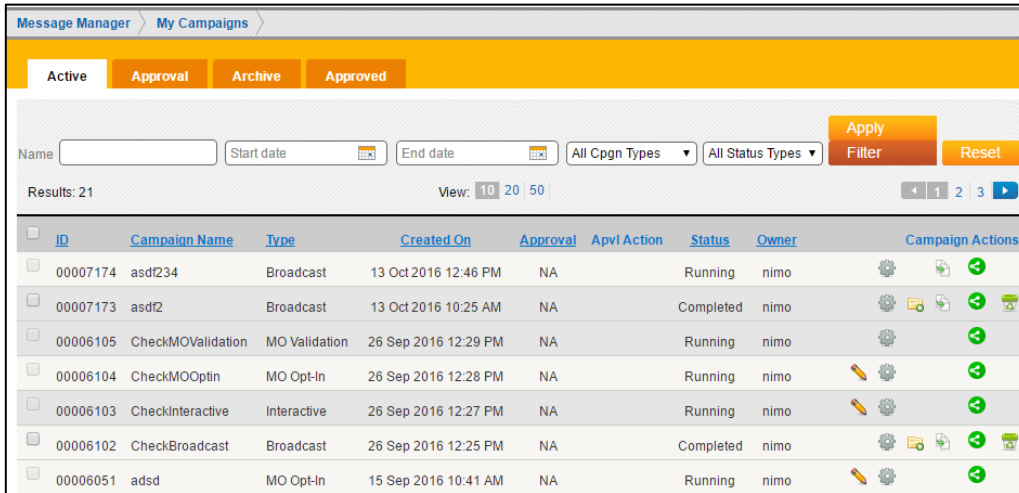
4. Scheduling Tab























4.1. When duplicating a Broadcast campaign, existing message delivery schedule can be used or a new message delivery schedule may be configured for it.

4.2. Once you have made your Schedules selection, click **Next** to go to the **Confirmation Tab** to verify the details and **Save** the campaign.

EDITING CAMPAIGNS

Editing Interactive Campaign allows modifications in scheduled campaign to update the responses. To Edit a Broadcast Campaign, click on Edit icon  from the following grid view of **My Campaign** page.

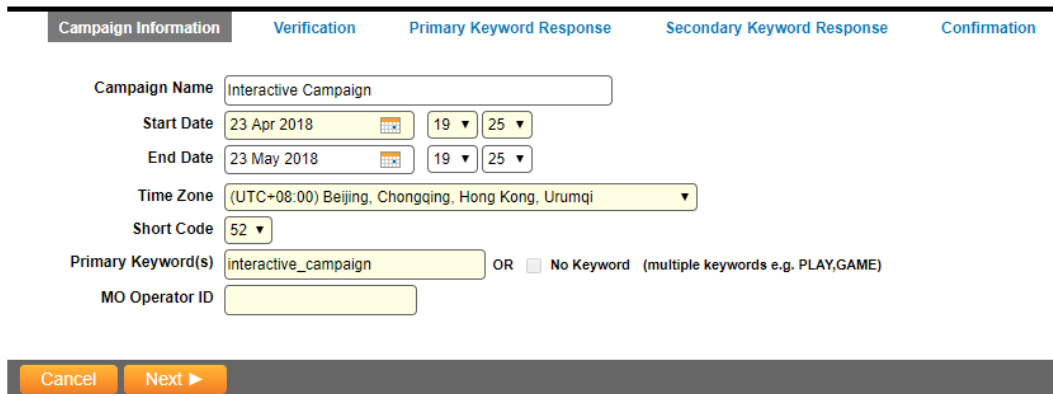


ID	Campaign Name	Type	Created On	Approval	Apvl Action	Status	Owner	Campaign Actions
00007174	asd234	Broadcast	13 Oct 2016 12:46 PM	NA		Running	nimo	  
00007173	asdf2	Broadcast	13 Oct 2016 10:25 AM	NA		Completed	nimo	   
00006105	CheckMOValidation	MO Validation	26 Sep 2016 12:29 PM	NA		Running	nimo	 
00006104	CheckMOOptin	MO Opt-In	26 Sep 2016 12:28 PM	NA		Running	nimo	  
00006103	CheckInteractive	Interactive	26 Sep 2016 12:27 PM	NA		Running	nimo	  
00006102	CheckBroadcast	Broadcast	26 Sep 2016 12:25 PM	NA		Completed	nimo	   
00006051	adsd	MO Opt-In	15 Sep 2016 10:41 AM	NA		Running	nimo	  

My Campaign page

The **Interactive** Campaign page displays, with all the details filled in from the original campaign.

1. Campaign Information Tab



Campaign Information	Verification	Primary Keyword Response	Secondary Keyword Response	Confirmation
<p>Campaign Name: Interactive Campaign</p> <p>Start Date: 23 Apr 2018 (19 25)</p> <p>End Date: 23 May 2018 (19 25)</p> <p>Time Zone: (UTC+08:00) Beijing, Chongqing, Hong Kong, Urumqi</p> <p>Short Code: 52</p> <p>Primary Keyword(s): interactive_campaign OR <input type="checkbox"/> No Keyword (multiple keywords e.g. PLAY,GAME)</p> <p>MO Operator ID: </p>				

Cancel Next ▶

Edit Interactive campaign page

The Fields displayed in the Light Yellow background are non-editable fields.

1.1. Click Next to go to the **Verification** tab.

Campaign Information
Verification
Primary Keyword Response
Secondary Keyword Response
Confirmation

Confirmation Keyword(s)

Rejection Keyword(s)

Template	Message	Response Type	Content Type	Hub Account	Action
[Custom]	Please Confirm	Question	SMS	Sample SMS Hub Account	
[Custom]	Thank you for your time	Rejection	SMS	Sample SMS Hub Account	
[Custom]	Unrecognized Response	Unrecognized	SMS	Sample SMS Hub Account	

Legend: Edit Manage Delete Refresh

Add Verification Response

Response Type

Content Type SMS

Template Save Template

Message

TPOA Operator ID

Session ID Validity Period

Subject

Hub Account Name

Add Response

Add Parameter

Encoding

Total Characters: 0

Total MTs: 0

◀ Prev
Cancel
Next ▶

Verification tab

2. Verification Tab







2.1. You can edit the responses set while creating the campaign, add a response for a specific Response Type and delete the already added responses.

You can also choose to create **Templates** during campaign creation or independently prior to campaign configuration. For information about creating templates outside of campaign creation, see *“Working with Templates”*. The templates shared with this user can also be seen in the Template dropdown.

User can create a custom template only if the user has the privilege to create and edit template. Similarly, the **Save Template** button will be visible only if the user has the privilege to create and edit template. If either of the privilege is not given or no privilege is given to the user, then [custom] option in template drop-down and save template button will be hidden. For more information on user privileges, see section *“Viewing and Setting Access Matrix”*.

The behavior of the template will be according to the restrictions applied on the template. For more information on template restrictions, see section *“Creating and SMS Template”*.

If a template with parameters is selected, the values for the parameters will be taken from the uploaded subscriber list. If any of the parameter does not match with any of the columns in the uploaded subscriber list, error will be thrown.

Template	Message	Response Type	Content Type	Verification	Hub Account	Action
[Custom]	Match Success	PrimaryKeyword	SMS	False	Sample SMS Hub Account	 
[Custom]	Campaign Not Started	BeforeStarted	SMS	False	Sample SMS Hub Account	 
[Custom]	Campaign has ended	AfterEnded	SMS	False	Sample SMS Hub Account	 

Add Primary Response

Response Type:

Content Type: SMS Email Publish SMS Fwd Blacklist the MSISDN Apply Verification

Template:

Message:

Add Parameter:

Encoding:

Total Characters: 0

Total MTs: 0

TPOA: Operator ID:

Session ID: Validity Period:



Subject:

Hub Account Name:

Primary Keyword Response tab

3. Primary Keyword Response Tab

- The **Primary Keyword Response** page will show all the message details & responses associated with the original campaign.
- You can edit the responses set while creating the campaign, add a response for a specific Response Type and delete the already added responses.

Template	Message	Secondary Keyword	Content Type	Verification	Hub Account	Action
[Custom]	Thank you	Ok	SMS	False	Sample SMS Hub Account	 

Add Secondary Response

Secondary Keyword (multiple keywords e.g. PIC1,PIC2)

Keyword Match Exact Contains

Content Type SMS Email Publish SMS Fwd Blacklist the MSISDN Apply Verification

Template

Message

Add Parameter

Encoding

Total Characters: 0

Total MTs: 0

TPOA Operator ID

Session ID Validity Period

Subject

Hub Account Name

Secondary Keyword Response tab

4. Secondary Keyword Response Tab

You can edit the responses already set while creating the Campaign, however, you cannot create new responses associated with new Secondary Keywords.
 The Secondary Keyword field is non-editable.


SHARING CAMPAIGNS

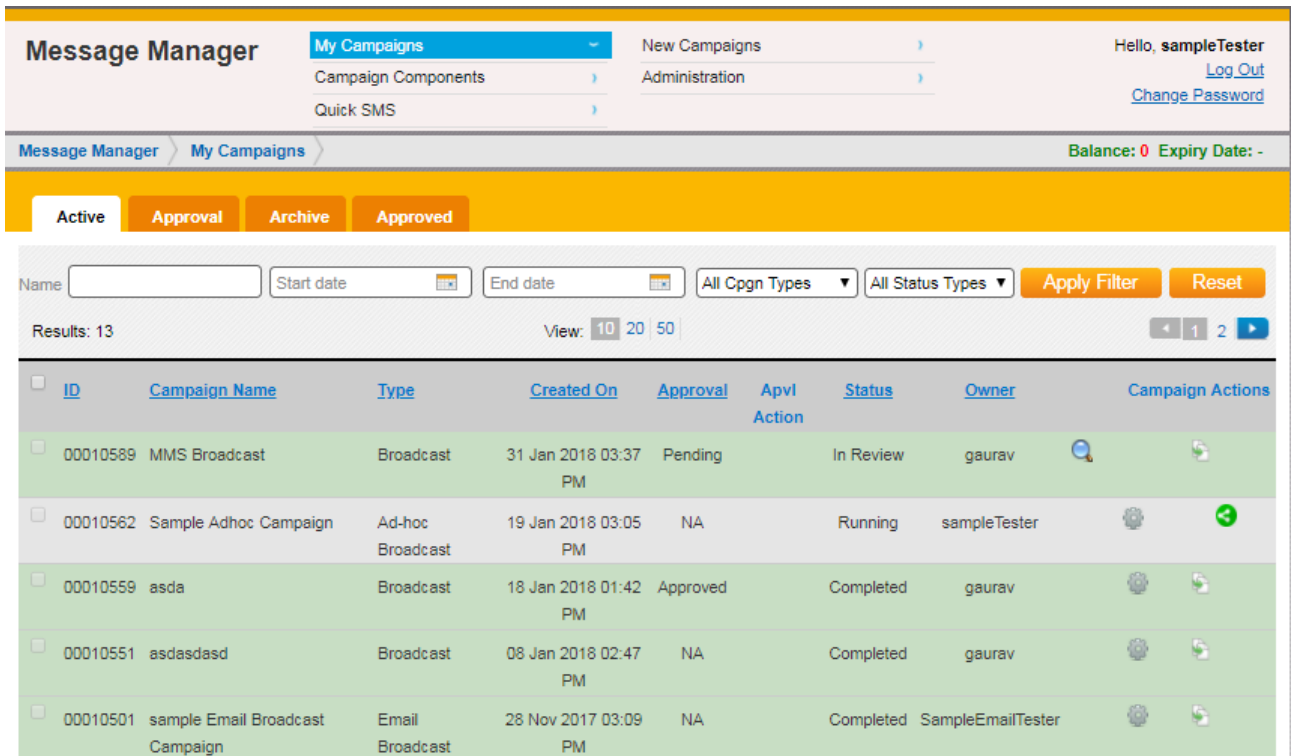
A user can share the campaigns created by him with other users. Following campaigns can be shared:

- **Broadcast Campaign**
- **Interactive Campaign**
- **MO Opt-In Campaign**
- **MO Validation Campaign**






***NOTE:** A user must have privilege to share the campaigns with other users. For more information, please see section "Viewing and Setting Access Matrix".

To share a campaign,

1. From the **My Campaigns** page, Click on the share  icon from the grid view.

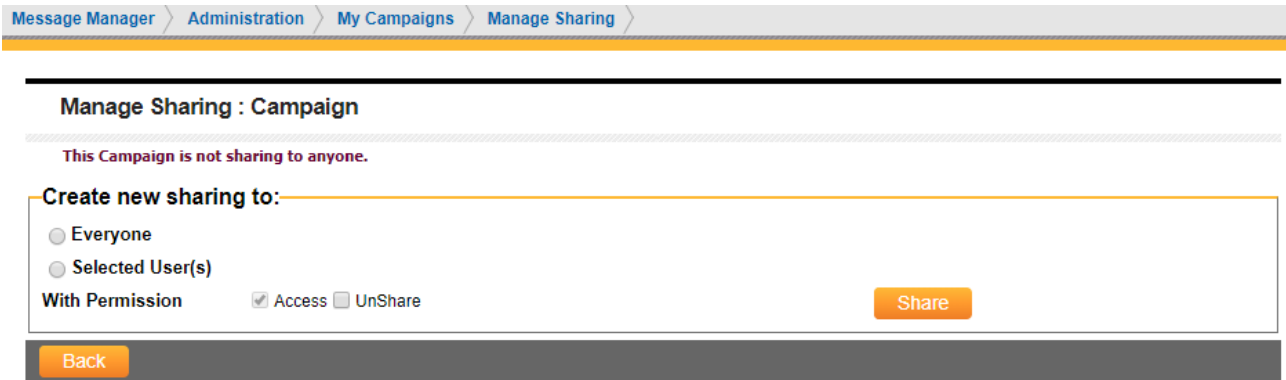


The screenshot shows the 'Message Manager' interface. At the top, there's a navigation bar with 'My Campaigns' selected. Below it, there are tabs for 'Active', 'Approval', 'Archive', and 'Approved'. The main content area has a search and filter section with fields for Name, Start date, End date, and dropdowns for All Cpgn Types and All Status Types. Below this, there's a table of campaigns. The table has columns: ID, Campaign Name, Type, Created On, Approval, Apvl Action, Status, Owner, and Campaign Actions. The second row, 'Sample Adhoc Campaign', is highlighted in light green and has a share icon in the Campaign Actions column.

ID	Campaign Name	Type	Created On	Approval	Apvl Action	Status	Owner	Campaign Actions
00010589	MMS Broadcast	Broadcast	31 Jan 2018 03:37 PM	Pending		In Review	gaurav	
00010562	Sample Adhoc Campaign	Ad-hoc Broadcast	19 Jan 2018 03:05 PM	NA		Running	sampleTester	
00010559	asda	Broadcast	18 Jan 2018 01:42 PM	Approved		Completed	gaurav	
00010551	asdasdasd	Broadcast	08 Jan 2018 02:47 PM	NA		Completed	gaurav	
00010501	sample Email Broadcast Campaign	Email Broadcast	28 Nov 2017 03:09 PM	NA		Completed	SampleEmailTester	

***NOTE:** All campaigns shared with current user will be listed with light green background color and a delete action will be displayed against the shared campaign only if the campaign is shared with delete permission. The delete action is to un-share the campaign from logged in user.

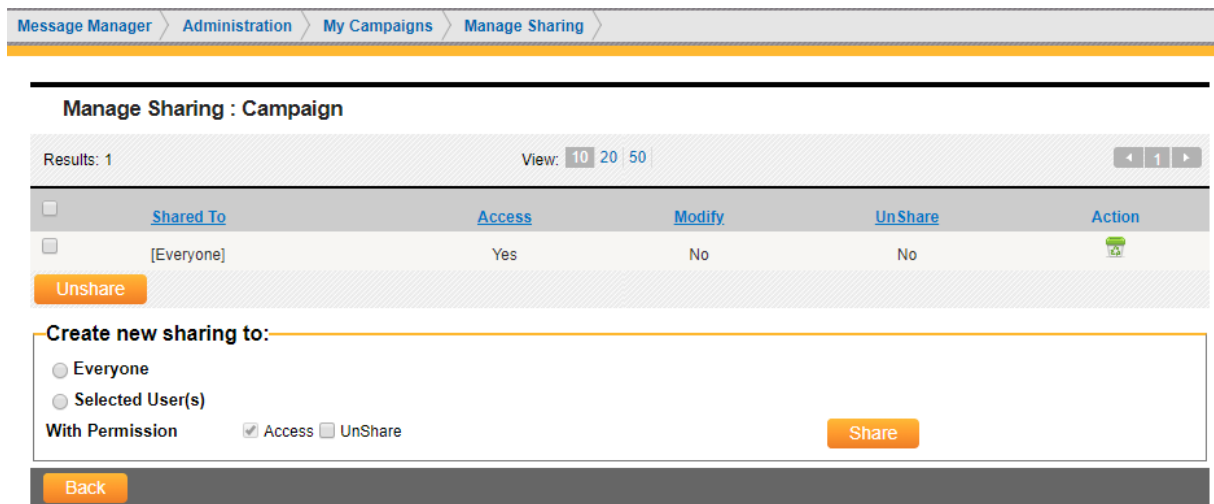
2. The Manage Sharing page is opened for Campaign.



Manage Sharing Page for Campaign

3. If “Everyone” is selected, and shared with permissions by clicking the Share button, the campaign will be shared with all users in that organization having the given permissions and entry will be added in the grid.

***NOTE:** The “Access” will be the default permission provided while sharing the campaign.



Manage Sharing Page for Campaign

4. If “Selected User(s)” is selected, and shared by selecting the permissions from “with permissions” checkboxes using the Share button, the component will be shared with selected users and listed in the grid.

Message Manager > Administration > My Campaigns > Manage Sharing

Manage Sharing : Campaign

This Campaign is not sharing to anyone.

Create new sharing to:

Everyone
 Selected User(s)

sapmmuser1
 sapmmuser2
 User

With Permission Access UnShare

[Share](#)

[Back](#)

Create New Sharing Page

5. A campaign can be shared by selecting particular users from **Selected User(s) Dropdown** and clicking on **Share**. Similarly, the campaign can be unshared by clicking on **Delete** icon displayed against the user listed in Manage sharing grid.
6. Multiple entries can be deleted from the grid by selecting the entries from the grid and clicking Unshare the button. Component will be unshared from the selected users.

Working with Components

ABOUT COMPONENTS

Components are the building blocks used to create and define a campaign. Components are stored and can be copied and modified for use in multiple campaigns. In order to create a fully-functional campaign, components to be used by the campaign must first be defined.

Components include:

- **Subscriber Lists** – lists of subscribers' mobile number to be communicated with through a campaign. In message manager, subscriber lists can be uploaded or created manually, saved, modified, and reuse. For more information, see "*Working with Subscriber List*" and "*Working with List Types*". In addition, Broadcast campaigns are created according to a selected type of subscriber list. For more information, see "*Configuring a Broadcast Campaign*".
- **Templates** – the messages to be sent by a campaign. Message manager supports text message content (SMS). Text messages can be pre-defined, checked against operator guidelines, and saved for repeated use. Message manager also supports using Template content from an external location. For more information, see "*Working with Templates*".
- **Blacklists** – lists of subscribers MSISDNs to be excluded from a campaign. Blacklists are applied to campaigns as a way to prevent messages from being delivered, or to ensure that customers requesting to be removed from certain communications are not accidentally sent messages. For more information, see "*Working with Blacklists*".
- **Safe Sending Periods** – The Safe Sending Periods component is used to specify when messages from a Broadcast campaign are allowed to be sent. This can be used to ensure that a Broadcast campaign is not scheduled to run at an inappropriate time.
- **Validation Lists**- A Validation list is a list of values that can be used to validate the MO parameter values in a MO validation campaign. Validation list can be created by uploading a file containing MO Values or they can be manually entered. Once a validation list has been created it can be modified and can be used over and over again.

In the following example, Global Auto Supply wants to send out regular alerts to subscribers informing them of current or upcoming special offers. Global Auto Supply would use the following steps to configure this program using message manager:

1. Create, upload, and save, or copy, modify, and save a subscriber list containing the MSISDNs of the receiving subscribers.
2. Create and save, or copy, modify, and save a standard message (Template) to be delivered by the campaign. "This week's special deal: ***** for only \$****!"
3. Create safe sending period to ensure that no messages are sent at inappropriate times by mistake.
4. Create a campaign using the components configured in steps 1-3.

With this campaign in place, a new message can be sent out each week to the numbers on the subscriber list with the only changed elements being the wildcard text (*) in the template.

WORKING WITH SUBSCRIBER LISTS

Subscriber lists are lists of subscribers' mobile number to be communicated with through a campaign. Subscriber lists can be uploaded or created manually, saved, modified, and used over and over again. In addition, Broadcast campaigns are created according to a selected type of subscriber list. For more information, see "Configuring a Broadcast Campaign".

Viewing and Searching Subscriber Lists




To view or search for subscriber lists:

List ID	List Name	List Type	Subscriptions	Created On	Status	Action
00001259	testmail1212_DIRECT_201510301210	Default	1	30 Oct 2015 12:10 PM	Ready	Manage
00001258	testMail12_DIRECT_201510301149	Default	1	30 Oct 2015 11:49 AM	Ready	Manage
00001257	testMail_DIRECT_201510301147	Default	1	30 Oct 2015 11:47 AM	Ready	Manage
00001256	testMail_DIRECT_201510301141	Default	1	30 Oct 2015 11:41 AM	Ready	Manage
00001250	auto_list_udh	Automator List Type	9	29 Oct 2015 05:42 PM	Ready	Manage
00001248	opt_check1	Automator List Type	9	29 Oct 2015 04:50 PM	Ready	Manage
00001247	opt_check	Automator List Type	9	29 Oct 2015 04:47 PM	Ready	Manage

Legend: Edit Manage Delete Refresh Ready Processing Empty

Manage Subscriber List

The **Manage Subscriber Lists** page allows you to perform the following tasks:

- To search for a subscriber list, in the **List Name** field, type the name of the list, and then click **Search**.
- To navigate between pages in the list of subscriber lists, use the page navigation bar  to select a page.
- From the **View** list, customize the view of displayed subscriber lists by selecting the number of subscriber lists to display (10, 20 or 50 items per page).
- Click a column heading to sort the displayed subscriber lists by **List Name**, **List Type**, **Subscriptions**, **Created On** date, or **Status**.
- To view or manage the details of a subscriber list, click the appropriate **Manage** icon  from the **Action** column. For more information, see *“Managing a Subscriber List”*.
- To delete a subscriber list, click the appropriate **Delete** icon  from the **Action** column. For more information, see *“Deleting a Subscriber List”*.
- To create a subscriber list, click **Create New List**. For more information, see *“Creating a Subscriber List”*.

To refresh the subscriber lists displayed, click **Refresh**.

Creating a Subscriber List

To create a subscriber list:

This screenshot shows the 'Upload File' tab of the 'Create new subscriber list page'. The form includes the following fields and options:

- List Name:** An empty text input field.
- List Type:** A dropdown menu set to '[Default]'.
- Encoding:** Radio buttons for 'UTF8' (selected) and 'UCS2'.
- Allow Duplicate MSISDN:** An unchecked checkbox.
- Check Number Format:** A dropdown menu set to '-- Not Applicable --'.
- Select Upload File:** A text input field with a 'Browse...' button and an 'Upload' button.
- Sample File:** A blue link labeled 'Sample File'.
- Footer:** A 'Back' button and a note: '* The upload file should not exceed 500,000 lines and total Subscriptions in the List should not exceed 500,000.'

Create new subscriber list page, upload file tab

This screenshot shows the 'Enter MSISDNs' tab of the 'Create New Subscriber List page'. The form includes the following fields and options:

- List Name:** A text input field containing 'SubscriberList'.
- List Type:** A dropdown menu set to '[Default]'.
- Encoding:** Radio buttons for 'UTF8' (selected) and 'UCS2'.
- Allow Duplicate MSISDN:** An unchecked checkbox.
- Check Number Format:** A dropdown menu set to '-- Not Applicable --'.
- Please Enter MSISDNs:** A large text area for entering MSISDNs.
- Warning Message:** A yellow warning box with a triangle icon and the text: 'Please enter MSISDNs. E.g. +6593930000;+6599991111'.
- Save:** An orange button with the text '* Please separate MSISDN by \';''.
- Footer:** A 'Back' button.

Create New Subscriber List page, Enter MSISDNs tab

In the **List Name** field, type a unique name for the new list of subscribers.

From the **List Type** drop-down list, select a list type for determining the columns contained in the new list. For example, a list containing a column for “MSISDNs”, a column for “Country”, and a column for “Carrier” will use a specific list type that includes these three columns and the order they appear in the list. Select **[Default]** to produce a system-generated subscriber list.

****NOTE:** List types must first be defined in order to become available for selection. For more information, see “Creating a List Type”.*

- If **[Default]** is selected from the **List Type** drop-down list, the **Encoding** and **Allow Duplicate MSISDN** options are available. Select these options as necessary.

2. To validate the list according some MSISDN formatting rules, from the **Check Number Format** drop-down list, select the country number plan by which subscriber MSISDNs are automatically formatted. This option is available only when all MSISDNs in the list use the same format.

****NOTE:** Country number plans are not provided by default. Contact your account representative to request adding a country number plan.*


3. Click **Browse** to search for and locate the file containing the list of recipients. (The recipients’ phone numbers must be in international format, for example, +61 for Australia, +44 for the UK, or +1 for the USA.)

****NOTE:** Click **Sample File** to view or download a sample recipient list. Notice the file format information listed in the sample. For more information about the sample file, see “Understanding Upload Files”.*

4. Click **Upload** to upload the list of subscriber MSISDNs.
5. The file is uploaded, and the **Subscriber Lists** page displays, showing the newly-created subscriber list first.

Managing a Subscriber List

To manage a subscriber list:

1. From the main menu, click **Campaign Components**, and then click **Subscriber Lists**.
 - The **Manage Subscriber Lists** page displays.
2. From the **Actions** column, click the **Manage**  icon corresponding to the list you want to manage.

Manage Subscriber List

List Name mylist [Edit List Name](#)

List Type Default

Encoding UTF8

Allow Duplicate MSISDNs No

Status Ready

Created On 12 Aug 2013 12:07 PM

Updated On 12 Aug 2013 12:08 PM

[List Creation History](#) [Manage Subscriptions](#) [Upload File](#) [Enter MSISDNs](#) [MO Opt-In](#)

Results: 1 View: [10](#) [20](#) [50](#) [<](#) [1](#) [>](#)

Created On	Creation Method	Status	Error Message	Valid Count	Invalid Count
12 Aug 2013 12:07 PM	File	Completed	N/A	12	0

[Refresh](#)

[Back](#)

Subscriber list details page, list creation histories tab

The **Subscriber List Details** page allows you to perform the following tasks:

- To modify the name of the subscriber list, click **Edit List Name**. Type the new name for the list in the **List Name** field, and then click **Save**.
- To view details about list creation, click the **List Creation Histories** tab. For more information, see *“Viewing Creation History”*.
- To manage the subscribers in the list, click the **Manage Subscriptions** tab. For more information, see *“Managing Subscriptions”*.
- To upload a list of subscriber MSISDNs, click the **Upload File** tab. For more information, see *“Uploading a File to a Subscriber List”*.

Viewing Creation History

The **List Creation** Histories tab on the **Subscriber List Details** displays activity related to list creation, as well as changes made to the list, such as uploaded or manually added MSISDNs.

To view details regarding the creation of the subscriber list, from the **Subscriber List Details**, click the **List Creation Histories** tab. Creation history can be sorted by clicking the **Created On** date, Completed On date, **Creation Method**, **Status**, **Valid Count**, or **Invalid Count** Column headings. Click **Refresh** to refresh the **List Creation Histories** tab.

***NOTE:** If **Error** is displayed in the **Status** column, click the error to view the error message in detail.

Managing Subscriptions

The **Manage Subscriptions** tab on the **Subscriber List Details** page displays a complete list of subscriptions, and allows you to browse and filter the list of subscriptions, as well as create, modify, and delete individual subscription records.

Manage Subscriber List

List Name Save List Name Cancel

List Type Default

Encoding UTF8

Allow Duplicate MSISDNs No

Status Ready

Created On 12 Aug 2013 12:07 PM

Updated On 12 Aug 2013 12:08 PM

[List Creation History](#) |
 [Manage Subscriptions](#) |
 [Upload File](#) |
 [Enter MSISDNs](#) |
 [MO Opt-In](#)

Filter Search

Results: 10 View:




MSISDN	Name	Balance	StartDate	Created On	Action
+1555000001	Jack	3100	1998/11/01	12 Aug 2013 12:08 PM	
+1555000002	Peter	1100	1998/12/01	12 Aug 2013 12:08 PM	
+1555000003	Frank	1100	1996/06/01	12 Aug 2013 12:08 PM	
+1555000004	Henry	5100	1994/07/01	12 Aug 2013 12:08 PM	
+1555000005	Tom	100	2003/08/01	12 Aug 2013 12:08 PM	
+1555000006	Sam	100	2008/03/01	12 Aug 2013 12:08 PM	
+1555000007	Lucy	700	1998/01/01	12 Aug 2013 12:08 PM	
+1555000008	Serene	3100	1998/01/01	12 Aug 2013 12:08 PM	
+1555000009	Mark	2100	1994/01/01	12 Aug 2013 12:08 PM	
+78978979788797987	Mark	2100	1994/01/01	12 Aug 2013 12:08 PM	

*** Only first 500 records will be listed, Please use the filter function to narrow down the results.**

Add Subscriber
Download
Refresh

Subscriber list details page, manage subscriptions tab

The **Manage Subscriptions** tab on the **Subscriber List Details** page allows you to perform the following tasks:

- To apply a filter to the list of subscriptions, select an existing **filter** or **[Custom]** for creating a new one. For more information, see *“Filtering the List of Subscriptions”*.
- To navigate between pages in the list of subscriptions, use the **Page** navigation bar  to select a page.
- From the **View** menu, customize the view of displayed subscriber lists by selecting the number of subscribers to display (10, 20 or 50 items per page).
- Click a column heading to sort the displayed subscriptions. Columns available for sorting are defined in the upload file used to create the subscriptions.
- To modify the details of a subscription, click the appropriate **Edit** icon  from the **Action** column. For more information, see *“Modifying a Subscription”*.
- To delete a subscription, click the appropriate **Delete** icon  from the **Action** column. For more information, see *“Removing a Subscription”*.
- To create a subscription, click **Add Subscriber**. For more information, see *“Creating a Subscription”*.
- To export the list of subscriptions displayed in the list, click **Download**. During the export process, results are exported to a .csv file, and both export buttons on the **Manage Subscriptions** tab are unavailable. Click **Refresh** to check the status of the export.

Filtering the List of Subscriptions

A filter is a set of criteria that can be applied to the list of subscriptions in order to view a more specific set of records, and filters must be created before it can be applied. Message manager allows you to define filters using multiple sets of criteria. By default, filters are created using a single set of criteria. When a filter is created using more than one set of criteria, criteria are defined as either inclusive (**AND**) or exclusive (**OR**).

Creating a New Filter.

To create a new filter to apply to the list of subscriptions:

1. From the Manage Subscriptions tab on the Subscriber List Details page click the plus icon on the left of the filter controls.
 - The Manage Subscriptions tab displays the options available for creating a filter.
2. From the first **Please Select...** drop-down list, select the column by which you want to filter subscriptions in the list. The list of available columns is generated from the column names identified when the list was uploaded. A list with only one column can be filtered only by MSISDN.
3. From the second **Please Select...** drop-down list, select the method for applying the criteria using the characters entered in the field on the right:
 - **Matches** – column/row information matches all characters
 - **Contains** – column/row information contains all characters
 - **Start with** – column/row information starts with all characters
 - **End with** – column/row information ends with all characters

4. Enter the select criteria in the third text box.
5. If an additional set of criteria is required then select the join type required (AND/OR) and then click the Add Criteria button. Another set of filter controls will appear below the first row. Repeat steps 2-5 to add the additional criteria.
6. Click **Search** to immediately apply the new filter, or click **Save this Filter** as to save the filter for later use.

Applying an Existing Filter. To apply an existing filter to the list of subscriptions, select the filter from the drop-down list. Click **Search** to apply the selected filter.

Creating a Subscription

To create a new subscription:


1. From the **Manage Subscriptions** tab on the **Subscriber List Details** page, click **Add Subscriber**.
 - The **Create New Subscription** dialog displays.

The create new subscription dialog

2. In the **MSISDN** field, type the subscriber MSISDN. Enter any other field information as required by the list type used.
3. Click **Save**.
 - The subscription is added, and the **Manage Subscriptions** tab displays.

Modifying a Subscription

To modify a subscription:

1. To modify the details of a subscription, click the appropriate **Edit** icon  from the Action column.
 - The **Edit Subscription** dialog displays.

The screenshot shows a dialog box titled "Edit Subscription" with a close button (X) in the top right corner. The dialog contains four input fields: "MSISDN" with the value "+1555000001", "Name" with the value "Jack", "Balance" with the value "3100", and "StartDate" with the value "1998/11/01". At the bottom of the dialog are two buttons: "Save" and "Cancel".

The edit subscription dialog

2. In the **MSISDN** field, modify the subscriber MSISDN as necessary.
3. Click **Save**.
 - The subscription is saved, and the **Manage Subscriptions** tab displays.

Removing a Subscription

To remove a subscription:

1. From the **Manage Subscriptions** tab on the **Subscriber List Details** page, click the appropriate delete icon from the **Action** column.
 - A confirmation dialog displays.
2. Click **OK** to delete the subscription.

Uploading a File to a Subscriber List

To upload a file containing subscriber MSISDNs to an existing subscriber list:

1. From the **Subscriber List Details** page, click the **Upload File** tab.
 - The **Upload File** tab displays.

The screenshot shows the 'Manage Subscriber List' interface. At the top, the list name is 'mylist' with an 'Edit List Name' button. Below this, the list type is 'Default', encoding is 'UTF8', and 'Allow Duplicate MSISDNs' is set to 'No'. The status is 'Ready', created on '12 Aug 2013 12:07 PM', and updated on '12 Aug 2013 12:08 PM'. A navigation bar includes 'List Creation History', 'Manage Subscriptions', 'Upload File' (selected), 'Enter MSISDNs', and 'MO Opt-In'. The 'Check Number Format' is set to '-- Not Applicable --'. Under 'Operation', 'Append File Contents to the List' is selected. There is a 'Select File' input field with a 'Browse...' button and an 'Upload' button. A 'Sample File' link is also present. A note at the bottom states: '* The upload file should not exceed 500,000 lines and total Subscriptions in the List should not exceed 500,000.' A 'Back' button is at the bottom left.

The subscriber list details page, upload file tab

2. From the **Check Number Format** drop-down list, select the country number plan by which subscriber MSISDNs are automatically formatted. This option is available only when all MSISDNs in the list use the same format.
**NOTE: Country number plans are not provided by default. Contact your account representative to request adding a country number plan.*
3. From the **Operation** options, select the action to be taken with the file to be uploaded:
 - **Append File Contents to the List:** Adds the numbers in the file to the subscriber list.
 - **Delete File Contents from the List:** Deletes all numbers matching those in the file from the subscriber list.
4. Click **Browse** to search for and locate a file containing the list of recipients. (The recipients' phone numbers must be in international format, for example, +61 for Australia, +44 for the UK, or +1 for the USA.)
NOTE: Click **Sample File to view or download a sample recipient list. Notice the file format information listed in the sample. For more information about the sample file, see "Understanding Upload Files".*
5. Click **Upload** to upload the list of subscriber MSISDNs.

- The file is uploaded, and message manager processes the MSISDNs in the list. During this time, the status displays as “Processing”. When the file is finished processing, the status displays as “Ready”. If there was a problem processing the list, the status displays as “Error”. This generally indicates a problem with the structure of the MSISDNs or columns/rows of the list. By default duplicate MSISDNs are automatically removed during processing.

Understanding Upload Files

When creating or managing a subscriber list or blacklist, message manager allows you to upload a comma separated value (.csv) file containing the required subscriber information. File upload functionality is available when adding or removing multiple subscribers from a subscriber list or blacklist.

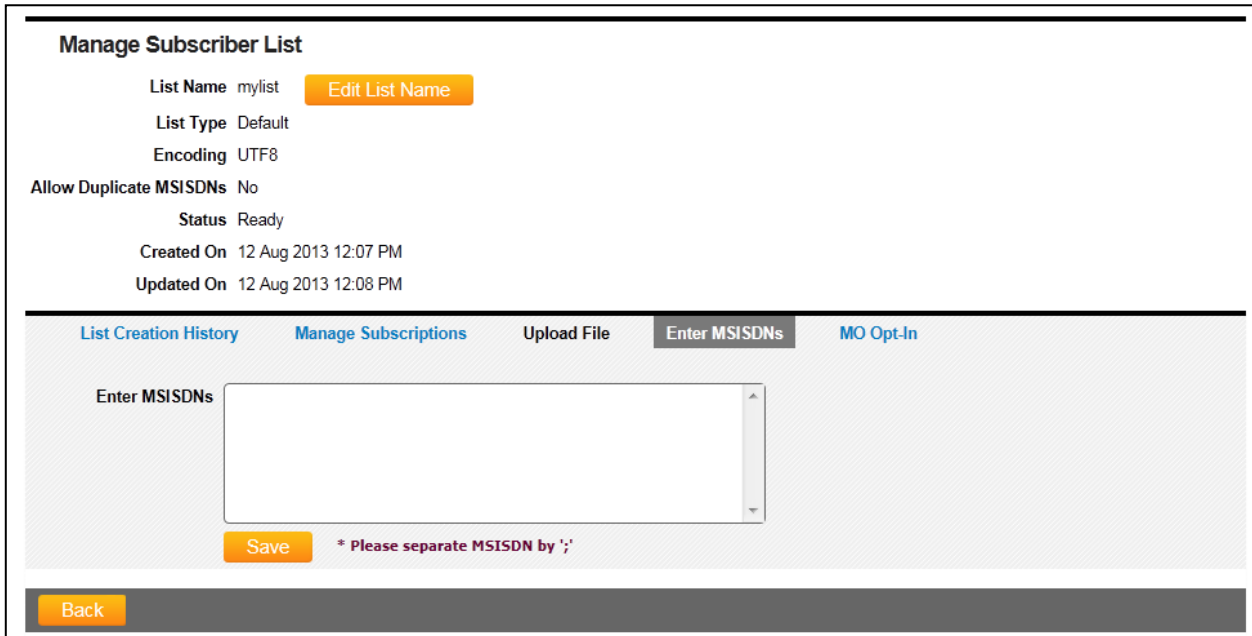
When uploading a file to message manager, it is important to note the following:

- The first column represents the subscriber MSISDN in correct international format.
- Remaining columns include data that is to be included in a subscriber list, each separated by a semi-colon (;). Message manager accepts lists with up to 10 columns (including MSISDN).
- Column data can be used to selectively broadcast to subscribers, for instance, to subscribers with phone number starting by +33.
- Data in a row must follow the column layout.
- When adding subscriber data to an existing list, the columns in the upload file must match the existing list.
- When uploading subscriber data to a blacklist, the upload file should contain only subscriber MSISDNs.

Manually Entering MSISDNs for an Existing Subscriber List

To manually enter MSISDNs for a subscriber list:

1. From the **Subscriber List Details** page, click the **Enter MSISDNs** tab.
 - The **Enter MSISDNs** tab displays



The screenshot shows the 'Manage Subscriber List' interface. At the top, it displays the list name 'mylist' with an 'Edit List Name' button. Below this, it shows 'List Type: Default', 'Encoding: UTF8', 'Allow Duplicate MSISDNs: No', 'Status: Ready', 'Created On: 12 Aug 2013 12:07 PM', and 'Updated On: 12 Aug 2013 12:08 PM'. A navigation bar contains tabs for 'List Creation History', 'Manage Subscriptions', 'Upload File', 'Enter MSISDNs' (which is active), and 'MO Opt-In'. The main area features a large text input field labeled 'Enter MSISDNs'. Below the field is a 'Save' button and a note: '* Please separate MSISDN by ';''. A 'Back' button is located at the bottom left of the interface.

The subscriber list details page, enter MSISDNs tab

2. In the field provided, enter up to 20 internationally formatted MSISDNs, separated by semi-colons (;).
3. Click **Save** to save the list.

The list is saved, and message manager processes the MSISDNs in the list. During this time, the status displays as "Processing". When the file is finished processing, the status displays as "Ready". If there was a problem processing the list, the status displays as "Error". This generally indicates a problem with the structure of the MSISDNs or columns/rows of the list.

Setting Subscriber List MO Opt-In Preferences

***NOTE:** MO Opt-In settings are not available for lists that accept duplicate MSISDNs.

To set **MO Opt-In** preferences for a subscriber list:

1. From the **Subscriber List Details** page, click the **MO Opt-In** tab.
 - The **MO Opt-In** tab displays.
2. The **Start Date** indicates the first day the list is available for opt-in.
3. The **End Date** indicates the day on which the list is closed and no longer available for opt-in.
4. From the **Time Zone** drop-down list, select the time zone applicable to the start and end dates.
5. From the **Short Code** drop-down list, select the short code a subscriber will contact in order to opt-in.
6. In the **Opt-In Keywords** field, specify the keywords a subscriber will use to opt-in. Multiple keywords separated by commas (,) may be provided. If **No Keyword** is provided, any message sent to the short code will result in an opt-in.
7. From the **Character Encoding** options, specify the type of encoding to apply to the **Opt-In Keywords**.
8. To limit opt-ins to a specific carrier, provide the operator ID in the **MO Operator ID** field.
9. If the subscriber list does not require a *Two-Step Confirmation*, leave the fields blank, and continue to step 10. Otherwise, see *"Configuring a Two-Step Confirmation"*.
10. Click the **MO Opt-In Response** tab.
11. Provide the response messages for the following options:
 - MO Opt-In Response—confirmation of the subscription after a subscriber has opted-in.
 - Before Started Response—alerts the subscriber that the list is not yet available for opt-in.
 - After Ended Response—notifies the subscriber that the list is closed and not available for opt-in.
12. To manage operator-specific response messages, provide the operator ID associated with the message in the **Operator ID** field.
13. Click **Add**.
 - Once a response is added, the message display in the table and are available for editing or deleting.

Configuring a Two-Step Confirmation

Two-Step Confirmation is applicable for opt-in lists that relate to premium programs. In some cases, carriers will require a two-step opt-in process (after the first opt-in keyword is received, a response is sent that requires an additional step. For example, an opt-in keyword response might be “Are you sure? Additional charges may apply.”). Multiple keywords separated by commas (,) may be provided.

To configure a Two-Step Confirmation:


1. Follow steps 1-8 for “*Setting Subscriber List MO Opt-In Preferences*”.
2. In the **Confirmation Keyword** field, provide the keywords that will result in an opt-in.
3. In the **Rejection Keyword** field, provide the keywords that will reject the opt-in after the response.
4. From the **Response Type** drop-down list, select the type of response to be sent:
 - MO Opt-In Response – the response sent after a subscriber opts-in
 - MO Opt-Out Response – the response sent after a subscriber opts-out
 - MO Opt-In Already Response – the response sent after a subscriber attempts to opt-in while already being opted-in
 - MO Opt-Out Already Response – the response sent after a subscriber attempts to opt-out while already being opted-out
 - MO Opt-In Unrecognized Response – the response sent after a subscriber sends an unrecognizable request message
 - Before Started Response – the response sent after a subscriber attempts to opt-in prior to the campaign start date
 - After Ended Response – the response sent after a subscriber attempts to opt-in after the campaign end date
5. If the message to be used for the Response Type has been saved as a template, select the template from the Select Template drop-down list. To create a new response message, give the template a new name and provide the message in the Response field.
6. To manage operator-specific response messages, provide the operator ID associated with the message in the Operator ID field.
7. Click Add.
 - Once a response is added, the message display in the table and are available for editing or deleting.

Viewing MO Opt-In Subscribers

To view subscribers associated with MO Opt-Ins, click the **View MO Opt-In Entries** tab. Click Refresh to view the most up-to-date list of MO Opt-In subscribers.

Deleting a Subscriber List

To delete a subscriber list:

1. From the **Manage Subscriber List** page, click the appropriate **Delete** icon  from the **Action** column.
 - A confirmation dialog displays.
2. Click **OK** to delete the subscriber list.

WORKING WITH LIST TYPES

List Types are a way to organize lists by the information and columns they contain. When uploading a file to create a new list, it is important to note the column naming and order structure of the file.

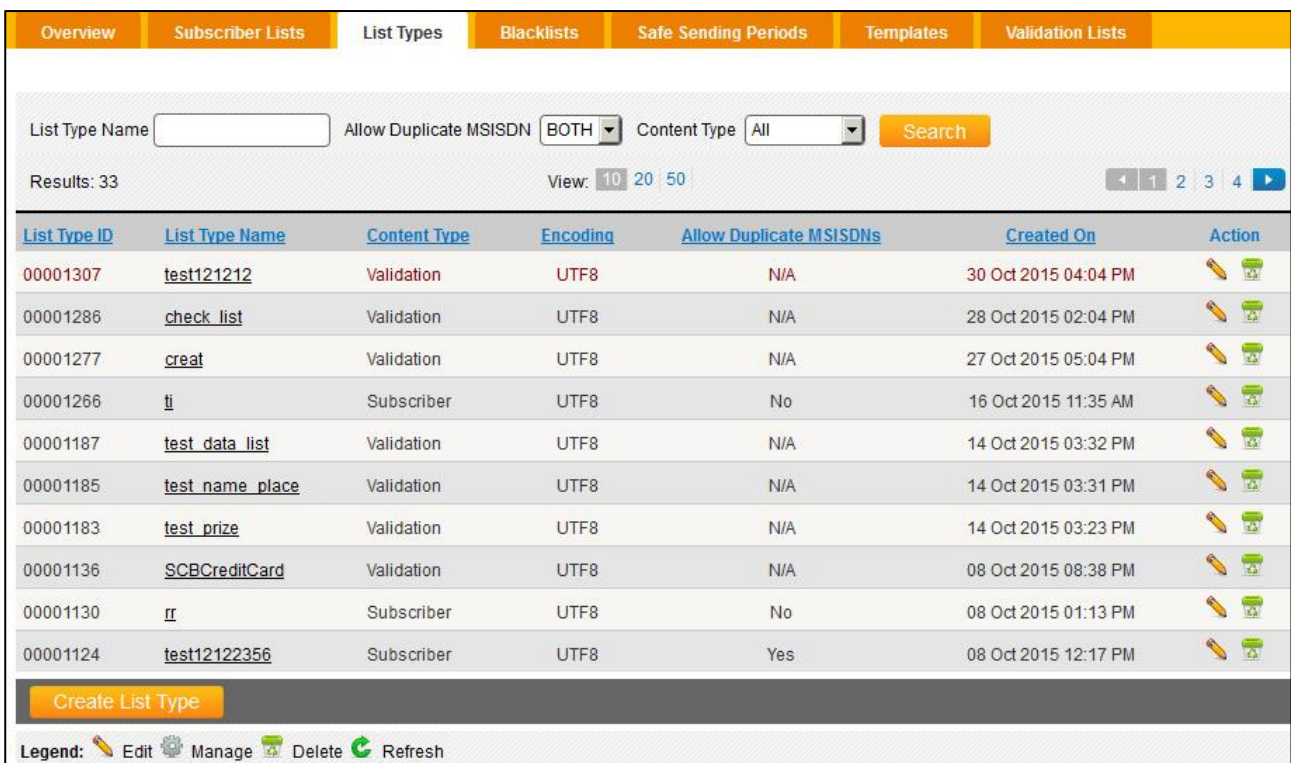
Lists can be associated with a list type, which simplifies the process of combining lists or uploading files into a list. List types must match in order for column data to be combined. List types also help to conveniently track the information stored in a list and confirm that two lists can be combined. For example, a list containing a column for “MSISDN”, a column for “Country”, and a column for “Carrier” will use a specific list type that includes these three columns and the order they appear in the list.

By naming, defining, and saving list types, new lists can be combined for use within campaigns. List types must first be defined in order to become available to a subscriber list.

Viewing and Searching List Types

To view or search list types:




1. From the main menu, click **Campaign Components**, and then click **List Types**. The **Manage List Types** page displays.



List Type ID	List Type Name	Content Type	Encoding	Allow Duplicate MSISDNs	Created On	Action
00001307	test121212	Validation	UTF8	N/A	30 Oct 2015 04:04 PM	
00001286	check_list	Validation	UTF8	N/A	28 Oct 2015 02:04 PM	
00001277	creat	Validation	UTF8	N/A	27 Oct 2015 05:04 PM	
00001266	ti	Subscriber	UTF8	No	16 Oct 2015 11:35 AM	
00001187	test_data_list	Validation	UTF8	N/A	14 Oct 2015 03:32 PM	
00001185	test_name_place	Validation	UTF8	N/A	14 Oct 2015 03:31 PM	
00001183	test_prize	Validation	UTF8	N/A	14 Oct 2015 03:23 PM	
00001136	SCBCreditCard	Validation	UTF8	N/A	08 Oct 2015 08:38 PM	
00001130	rr	Subscriber	UTF8	No	08 Oct 2015 01:13 PM	
00001124	test12122356	Subscriber	UTF8	Yes	08 Oct 2015 12:17 PM	

The manage list type's page

2. The **Manage List Types** page allows you to perform the following tasks:

- To search for a list type, in the **List Type Name** field, type the name of the list type, and then click **Search**. To filter the list further, from the **Allow Duplicate MSISDN** drop-down list, select **Yes** to view only list types allowing duplicate MSISDNs, **No** to hide list types allowing duplicate MSISDNs, or **Both** to display list types that allow and disallow duplicate MSISDNs.
- To navigate between pages in the list of list types, use the page navigation bar  to select a page.
- From the View navigation bar, customize the view of displayed list types by selecting the number of list types to display.
- Click a column heading to sort the displayed list types by List Type ID, List Type Name, Encoding, Allow Duplicate MSISDNs, or Created On date.
- To modify the details of a list type, click the appropriate Edit icon  from the Action column.
- To delete a list type, click the appropriate Delete icon  from the Action column. For more information, see *“Deleting a List Type”*.
- To create a list type, click Create New List Type. For more information, see *“Creating a List Type”*.
- To refresh the displayed list of list types, click Refresh.

Creating a List Type

To create a list type:

1. From the main menu, click Campaign Components, and then click List Types.
 - The List Types page displays.
2. Click Create List Type.
 - The Create New List Type dialog displays.



The Create new list type dialog

3. In the **Content Type Name** field, select either the **Subscriber List** or the **Validation List**.
4. In the **List Type Name** field, provide a name for the list type.
5. From the **Encoding** options, select the type of encoding to apply to the list type.
6. Check the **Allow Duplicate MSISDNs** option to allow duplicate MSISDNs in lists associated with the list type. **Allow Duplicate MSISDNs** option is not available for Validation List.
**NOTE: MO Opt-In features are not available to subscriber lists and list types that allow duplicate MSISDNs.*
7. Click **Next**.

Create New List Type
✕

Content Type Subscriber

List Type Name

Encoding UTF8 UCS2

Allow Duplicate MSISDNs

Parameter Column Name

Data Type -- Select Data Type -- ▼

Add Parameter

Column Name	Data Type
MSISDN	MSISDN

Filter Name (Filters are optional)

Join Condition AND OR

Number of Criteria 1 ▼

Please Select... ▼
Please Select... ▼


(Adding a filter will disable the ability to change the list type options)

Add Filter


No Filters Assigned.

Save
Cancel

Create New List Type page


8. To configure the list type parameters:
 - a. In the **Column Name** field, provide the name of the column you want to set as a parameter.
 - b. From the **Data Type** drop-down list, select the type of data contained in the column parameter.
 - c. Click **Add Parameter**.
The parameter displays as configured and can be deleted from the list type by clicking the **Delete** icon 

9. To configure filters for the list type:
 - a. In the **Filter Name** field, provide the name of the filter you want to apply to the list type.
 - b. If the filter is to include more than one set of criteria, select **AND** for inclusive criteria or **OR** for exclusive criteria, and select the number of criteria sets you want to define from the drop down list.
 - c. From the first **Please Select...** drop-down list, select the column by which you want to filter subscriptions in the list. The list of available columns is generated from the column names identified when the list was uploaded. A list with only one column can be filtered only by MSISDN.
 - d. From the second **Please Select...** drop-down list, select the method for applying the criteria using the characters entered in the field on the right:

- **Matches** – column/row information matches all characters
 - **Contains** – column/row information contains all characters
 - **Start with** – column/row information starts with all characters
 - **End with** – column/row information ends with all characters
- e. Repeat steps 9a-9d for each set of criteria defined in the filter.
- f. Click **Add Filter**.
- The filter displays as configured and can be deleted from the list type by clicking the **Delete** icon 
- g. Repeat steps for each filter you want to configure for the list type.
10. Click **Save**.
- The list type is created, and displays on the **Manage List Types** page.

Deleting a List Type

To delete a list type:

1. From the **Manage List Types** page, click the appropriate **Delete** icon  from the **Action** column.
2. Click **OK** to delete the list type.

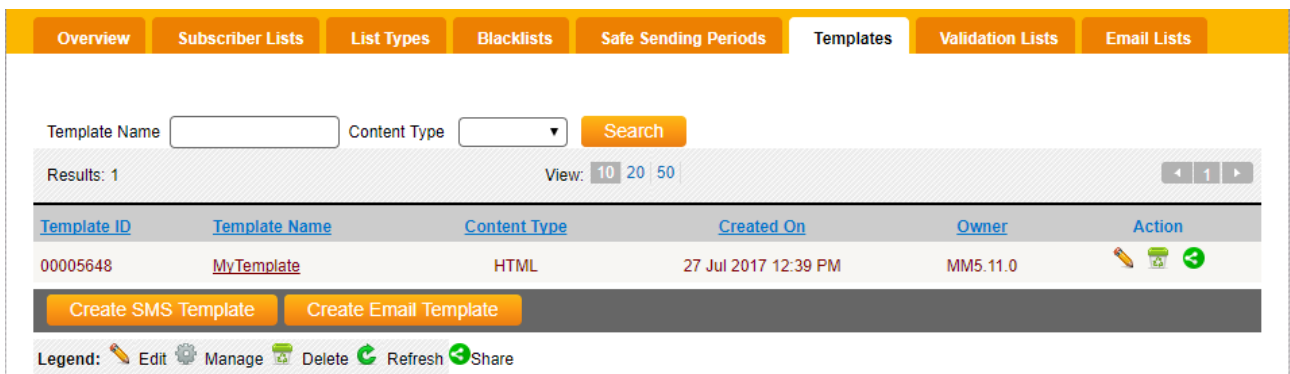
WORKING WITH TEMPLATES

Templates are the messages sent by a Campaign. Templates currently consist of text messages using SMS or RICH SMS. By naming and saving Templates, users can quickly create Campaigns using the required components. Because Templates are often the essential pieces of message manager Campaigns that require carrier approval, an approved Template does not need to be re-created or re-approved. Templates can be created during campaign creation, or they can be created independently of campaigns and saved for later use.

Viewing and Searching Templates




To view and search existing Templates:

1. From the main menu, click **Components**, and then click **Templates**. The **Templates** page displays.



The templates page

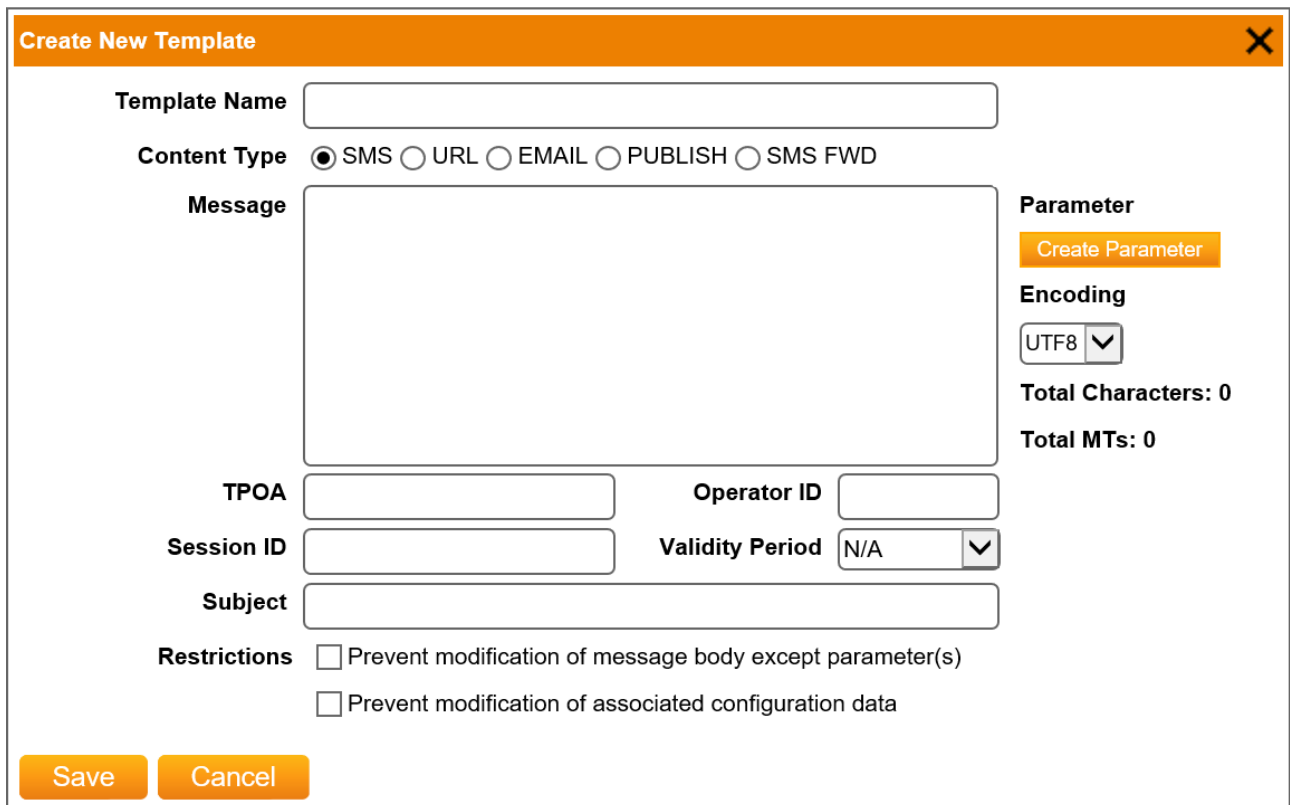
The **Templates** page allows you to perform the following tasks:

- To search for a template, in the **Template Name** field, type the name of the list type, select the type of content from the **Content Type** drop-down list, and then click **Search**.
- To navigate between pages in the list of Templates, use the page navigation bar  to select a page.
- From the **View** navigation bar, customize the view of displayed Templates by selecting the number of Templates to display.
- Click a column heading to sort the displayed templates by **Template ID**, **Template Name**, **Content Type**, or **Created On** date.
- To modify a template, click the appropriate **Edit** icon  from the **Action** column. For more information, see “*Modifying a Template*”.
- To delete a template, click the appropriate **Delete** icon  from the **Action** column. For more information, see “*Deleting a Template*”.
- To create a template, click **Create SMS Template**. For more information, see “*Creating a Template*”.
- To refresh the displayed list of Templates, click **Refresh**.

Creating a Template

To create a template:

1. From the main menu, click **Components**, and then click **Templates**.
The **Manage Templates List** page displays.
2. From the **Manage Templates List** page, click **Create SMS Template**.
The **Create New Template** dialog displays.



The screenshot shows the 'Create New Template' dialog box. It has an orange header with the title 'Create New Template' and a close button (X). The form contains the following fields and options:

- Template Name:** A text input field.
- Content Type:** Radio buttons for SMS (selected), URL, EMAIL, PUBLISH, and SMS FWD.
- Message:** A large text area for the message content.
- Parameter:** A button labeled 'Create Parameter'.
- Encoding:** A dropdown menu currently set to 'UTF8'.
- Total Characters:** 0
- Total MTs:** 0
- TPOA:** A text input field.
- Operator ID:** A text input field.
- Session ID:** A text input field.
- Validity Period:** A dropdown menu currently set to 'N/A'.
- Subject:** A text input field.
- Restrictions:** Two checkboxes:
 - Prevent modification of message body except parameter(s)
 - Prevent modification of associated configuration data
- Buttons:** 'Save' and 'Cancel' buttons at the bottom left.

The create new template dialog, SMS template

3. In the **Templates Name** field, provide a name for the template.
4. From the **Content Type** options, select the type of content for the Template:
 - **SMS** – Standard Short Message Service text (up to 160 characters)
 - **URL** – textual content retrieved from a URL

Creating an SMS Template

To create an SMS Template

1. Follow the steps for "Creating a Template", selecting **SMS** in step 3.
2. In the **Message** field, provide the message text.

3. To dynamically insert a parameter (for example, the subscriber name or MSISDN) into the text of the message, type a parameter in the **Parameter** field, and then click **Create**. Repeat these steps to create multiple message parameters.
 ☑The parameter is inserted into the message text.
4. From the **Encoding** drop-down list, select the type of character encoding for the template: **UTF8** or **UCS2**
5. If necessary, in the **TPOA** field, provide the Originating Address associated with the template.
6. If necessary, in the **Operator ID** field, provide the operator ID associated with the Template.
7. If necessary, in the Session ID field, provide the Session ID associated with the Template.
8. Two Restrictions can be applied to the template:
 - **Prevent modification of message body except parameter(s)**: If checked, user can only provide values for the parameters but cannot make changes to the message body when using this template in Send SMS, Ad Hoc Broadcast Campaign. Giving values for the parameters is compulsory while creating the campaign using the template with this restriction.
 - **Prevent modification of associated configuration data**: If checked then user cannot modify or change the configuration like TPOA, Operator ID, Session ID, encoding etc.
9. If restriction rules are unchecked, the entire template is editable.
10. Click **Save**.
 The template is saved, and the **Manage Template List** page displays.

Creating an Rich SMS Template

To create an Rich SMS Template:

1. From the main menu, click **Components**, and then click **Templates**.
 The **Manage Templates List** page displays.
2. From the **Manage Templates List** page, click **Create RICH SMS Template**.
 The **Create New Rich SMS Template** dialog displays.

Create new template dialog, RICH SMS template

3. Choose an image file from local machine to be uploaded. After uploading the image file an Image Name field will appear showing a randomly generated name for uploaded image. Note that the extension of uploaded image file remains the same.
 ***NOTE:** The image file size should be less than 1 MB and the allowed extensions are jpg,jpeg,png,gif.
4. Provide the valid image link you want to send.

- In the **Description** field, provide the message text.
- Click **Save**.

Creating an URL Template

To create an URL template:

- Follow the steps for “*Creating a Template*”, selecting **URL** in step 3. The **Create New Template** dialog displays fields for a URL Template.

Create new template dialog, URL template

- In the **URL** field, provide the URL that hosts the Template content. Specific content may be hosted at a remote URL, and by entering the address of the URL, the template becomes the content at the remote URL, not the URL itself.
- From the **Encoding** drop-down list, select the type of character encoding for the template: **UTF8** or **UCS2**.
- From the MT Limit drop-down list, select the number of SMS messages for the MT response (up to 9).
- In the **Content URL** field, provide the URL that hosts the template content.
- In the **Link Text** field, provide the text sent in the message that links to the content URL.
- From the **Encoding** drop-down list, select the type of character encoding for the template: **UTF8** or **UCS2**.
- If necessary, in the TPOA field, provide the Transmission Path Originating Address associated with the template.
- If necessary, in the **Operator ID** field, provide the operator ID associated with the Template.
- If necessary, in the Session ID field, provide the Session ID associated with the Template.
- Click **Save**. The template is saved, and the Manage Templates List page displays.

Creating a Simplified Template

A simplified version of the Template will be available if the profile property “Simplified Template” is set.

Profile settings for an organization can be done by System Administrator only.

Users can create a simplified template by just entering template name and message text. The other optional fields like TPOA, session id, operator id will be set based on the hub account’s settings.

To create a simplified template:

1. From the main menu, click **Components**, and then click **Templates**.
The **Manage Templates List** page displays.
2. From the **Manage Templates List** page, click **Create Template**.
The **Create New Template** dialog displays.




The screenshot shows a dialog box titled "Create New Template". It features a text input field for "Template Name" and a larger text area for "Message". To the right, there is a "Parameter" section with a "Create Parameter" button, an "Encoding" dropdown menu currently set to "UTF8", and two status indicators: "Total Characters: 0" and "Total MTs: 0". At the bottom left, there are "Save" and "Cancel" buttons.

Create Template dialogue for Simplify Template

3. In the Templates Name field, provide a name for the template.
4. In the **Message** field, provide the message text.
5. To dynamically insert a parameter (for example, the subscriber name or MSISDN) into the text of the message, type a parameter in the **Message** field, and then click **Create Parameter**. Repeat these steps to create multiple message parameters.
The parameter is inserted into the message text.
6. Click **Save** to save the template.


Modifying a Template

To modify a template:

1. From the main menu, click **Components** and then click **Templates**.
The **Manage Templates List** page displays.
2. From the **Manage Templates List** page, click the appropriate **Edit** icon  from the **Action** column. The **Edit Templates** dialog displays.
3. Modify the properties of the template as necessary. The fields available on the **Edit Template** dialog depend on the type of content for the selected template. For information about template fields, see the following sections:
 - *“Creating an SMS Template”*
 - *“Creating an URL Template”*
 - *“Creating a Rich SMS Template”*

Deleting a Template

To delete a template:

1. From the **Manage Templates List** page, click the appropriate **Delete** icon  from the **Action** column. A confirmation dialog displays.
2. Click **OK** to delete the template.

WORKING WITH BLACKLIST

Blacklists are lists of subscriber MSISDNs to be excluded from a campaign. Blacklists are applied to campaigns as a way to prevent messages from being delivered, or to ensure that customers requesting to be removed from certain communications are not accidentally sent messages. A blacklist consists of one column of MSISDNs. No other information is stored in a blacklist.

Viewing and Searching Blacklists

To view and search existing blacklists:

1. From the main menu, click **Components**, and then click **Blacklists**.
The **Manage Blacklists** page displays.

Blacklist ID	Blacklist Name	Created On	Status	Action
00000096	MyBlacklist	19 Aug 2013 05:07 PM	Ready	Manage Delete

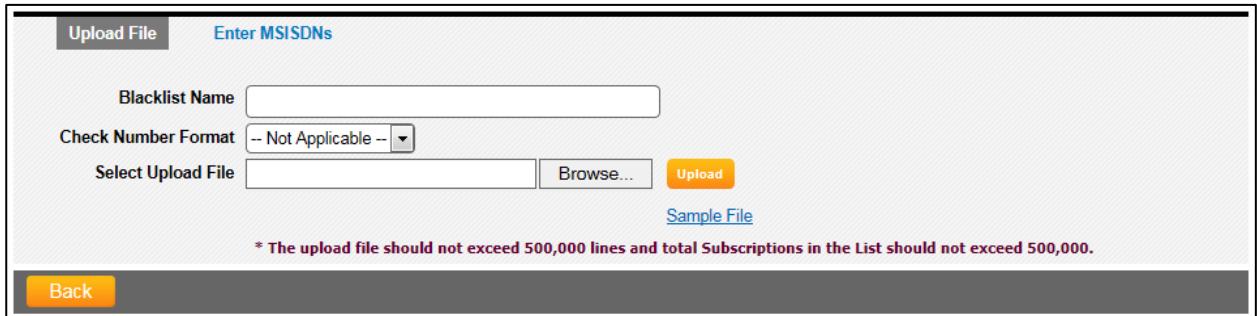
The manage blacklists page

2. The Manage Blacklists page allows you to perform the following tasks:
 - To search for a blacklist, in the **Blacklist Name** field, type the name of the blacklist, and then click **Search**.
 - To navigate between pages in the list of blacklists, use the page navigation bar to select a page.
 - From the **Page Size** list, customize the view of displayed blacklists by selecting the number of blacklists to display.
 - Click a column heading to sort the displayed blacklists by **Blacklist Name**, **Created On** date, or **Status**.
 - To manage a blacklist, click the appropriate **Manage** icon from the **Action** column. For more information, see *“Managing a Blacklist”*
 - To delete a blacklist, click the appropriate **Delete** icon from the **Action** column. For more information, see *“Deleting a Blacklist”*.
 - To create a blacklist, click **Create New Blacklist**. For more information, see *“Creating a Blacklist”*.
 - To refresh the displayed list of blacklists, click **Refresh**.

Creating a Blacklist

To create a blacklist:

1. From the main menu, click **Components**, and then click **Blacklists**. The **Blacklists** page displays.

The screenshot shows a web interface for creating a blacklist. At the top, there are two tabs: 'Upload File' (selected) and 'Enter MSISDNs'. Below the tabs, there is a form with the following elements: a text input field for 'Blacklist Name', a dropdown menu for 'Check Number Format' currently set to '-- Not Applicable --', and a file selection area with a 'Select Upload File' input, a 'Browse...' button, and an 'Upload' button. A blue link labeled 'Sample File' is located below the file selection area. A red asterisk note at the bottom of the form reads: '* The upload file should not exceed 500,000 lines and total Subscriptions in the List should not exceed 500,000.' At the bottom left of the dialog, there is a 'Back' button.

The create blacklist dialog, upload file tab

2. In the **Blacklist Name** field, provide a name for the blacklist.
3. To apply a country number format check to the list, from the **Check Number Format** drop-down list, select the country number plan by which subscriber MSISDNs are automatically formatted. This option is available only when all MSISDNs in the list use the same format.
**NOTE: Country number plans are not provided by default. Contact your account representative to request adding a country number plan.*
4. Select the tab corresponding to the method by which you want to enter subscriber numbers for the blacklist:

Upload File or Enter MSISDN(s).

The selected tab displays.

- If the **Upload File** tab is selected, click **Browse** to search for and locate the file containing the list of subscribers for the blacklist. The file should be a text file containing at least one column of MSISDNs. The MSISDN column must be the first column, and the first row of the file should be descriptive headers used for each column in the list. Message manager stores only the MSISDNs in a blacklist. All other information is discarded.
NOTE: Click **Sample File to view or download a sample blacklist. Notice the file format information listed in the sample.*

5. Click **Upload** to upload the list of subscriber MSISDNs.

The file is uploaded, and the **Blacklists** page displays, showing the newly-created blacklist first.

- If the **Enter MSISDNs** tab is selected, in the field provided, enter up to 20 internationally formatted MSISDNs, separated by semi-colons (;).

The screenshot shows a web interface with two tabs: 'Upload File' and 'Enter MSISDNs'. The 'Enter MSISDNs' tab is active. It contains a text input field for 'Blacklist Name', a dropdown menu for 'Check Number Format' with the value '-- Not Applicable --', and a large text area for 'Please Enter MSISDNs'. Below the text area is an orange 'Save' button and a note: '* Please separate MSISDN by \';''. At the bottom of the interface is a dark grey bar with an orange 'Back' button.

The create blacklist page, enter MSISDNs tab

6. Click **Save** to save the list.
The list is saved, and the **Blacklists** page displays, showing the newly- created blacklist first.

Managing a Blacklist

To manage a blacklist:

1. From the main menu, click **Components**, and then click **Blacklists**.
The **Blacklists** page displays.
2. Click the appropriate Manage icon from the Action column.
The **Blacklist Details** page displays.

The screenshot displays the 'Message Manager' interface. At the top, there are navigation links for 'My Campaigns' and 'New Campaigns', and a user profile 'Hello, ap1' with 'Log Out' and 'Change Password' links. The main navigation bar includes 'Message Manager', 'Campaign Components', and 'Manage Blacklist'. The 'Manage Blacklist' section contains the following information:

- Blacklist Name:** testbb (with an 'Edit List Name' button)
- Linked Hub Account:** -- Select Hub Account -- (with a 'Link Hub Account' button)
- Created On:** 05 Oct 2015 01:26 AM
- Updated On:** 05 Oct 2015 01:26 AM

Below this information is a tabbed interface with four tabs: 'Blacklist Creation History' (selected), 'Manage Blacklisted MSISDNs', 'Upload File', and 'Enter MSISDNs'. The 'Blacklist Creation History' tab shows a table with the following data:

Created On	Completed On	Creation Method	Status	Valid Count	Invalid Count
05 Oct 2015 01:26 AM	05 Oct 2015 01:27 AM	File	Completed	9	0

At the bottom of the table is a 'Refresh' button.

The blacklist details page, blacklist creation histories tab

3. The Blacklist Details page allows you to perform the following tasks:
 - To modify the blacklist name, click on button Edit List Name., enter the new name & then click Save.
 - To link a hub account with the blacklist, select any hub account from the Linked Hub Account dropdown and click on Link Hub Account button.
 - Selected hub account will become the default selection in Linked Hub Account dropdown, if hub account needs to be changed, select new hub account from the dropdown & click on Link Hub Account.
 - To view details about list creation, click the Blacklist Creation History tab. For more information, see *“Viewing Creation History”*.
 - To manage the MSISDNs in the list, click the Manage Blacklisted MSISDNs tab. To update the blacklist using an uploaded file of MSISDNs, click the Upload File tab.
 - To update the blacklist by entering MSISDNs manually, click the Enter MSISDNs tab.

Viewing Creation History

The **Blacklist Creation History** tab on the **Blacklist Details** page displays activity related to list creation, as well as changes made to the list, such as if blacklist is uploaded or MSISDNs are entered manually.

- Creation history can be sorted by clicking the **Created On** date, **Completed On** date, **Creation Method**, **Status**, **Valid Count**, or **Invalid Count** Column headings.
- Click **Refresh** to refresh the **Blacklist Creation History** details.

NOTE: If **Error is displayed in the **Status** column, click the error to view the error message in detail.*

Managing Blacklisted MSISDNs

To manage the blacklist, from the **Blacklist Details** page, click the **Manage Blacklisted MSISDNs** tab.

Manage Blacklist

Blacklist Name: testbb Edit List Name

Linked Hub Account: -- Select Hub Account -- Link Hub Account

Created On: 05 Oct 2015 01:26 AM

Updated On: 05 Oct 2015 01:26 AM

Blacklist Creation History | **Manage Blacklisted MSISDNs** | Upload File | Enter MSISDNs

MSISDN:

Include Hub Account: Search

Results: 7 View: 10 | 20 | 50

MSISDN	Created On	In Hub Account	Source	Action
+22222	28 Mar 2016 02:07 AM		User Input	
+1111	28 Mar 2016 02:07 AM		User Input	
+6590000001	05 Oct 2015 01:27 AM		Uploaded	
+6590000002	05 Oct 2015 01:27 AM		Uploaded	
+6590000003	05 Oct 2015 01:27 AM		Uploaded	
+6590000004	05 Oct 2015 01:27 AM		Uploaded	
+6590000006	05 Oct 2015 01:27 AM		Uploaded	

* Only first 500 records will be listed, Please use the filter function to narrow down the results.



Refresh Send All MSISDNs to Hub Account Delete All MSISDNs

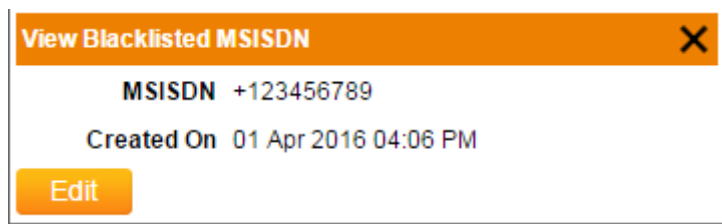
Legend: Edit Manage Delete Refresh

Blacklist details page, manage blacklisted MSISDNs tab

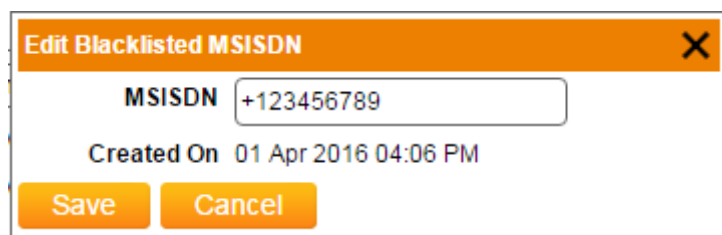
The **Manage Blacklisted MSISDNs** tab on the **Blacklist Details** page allows you to perform the following tasks:

- To search an MSISDN, type the MSISDN, and then click Search.
- To search the MSISDN in hub, check the checkbox **Include Hub Account** and then click search.
- If **Include Hub Account** is checked, first the given MSISDN will be searched in Message Manager Database, now If MSISDN is found in Message Manager Database then only the MSISDN will be searched in the Hub.
- To navigate between pages of blacklist lists, use the page navigation bar .

- From the **View**, customize the number of records to be displayed (10, 20 or 50 items per page).
- Click a column heading to sort the displayed MSISDNs by the column value. **E.g. MSISDNs or CreatedOn.**
- To view the details of an MSISDN, click the MSISDN you want to view. **View Blacklisted MSISDN** dialog will be displayed, MSISDN details can be edited by clicking **Edit**.
- Source will show the Uploaded status of MSISDNs as below:
 1. **User Input:** If the MSISDN is entered manually.
 2. **Uploaded:** If the MSISDN is uploaded from the list.
 3. **From MO:** If the MSISDN is added after MO is received.
- To modify an MSISDN, click the **Edit** icon  from the **Action** column. From the **Edit Blacklisted MSISDN** dialog that displayed, modify the MSISDN and click **Save**.
- To delete an MSISDN, click the **Delete** icon  from the **Action** column. From the confirmation dialog that displays, click **OK**.
- To refresh the displayed list of MSISDNs, click **Refresh**.
- To Post all MSISDNs in the Blacklist to API, click **Send All MSISDNs to Hub Account**.
- To Delete MSISDNs from Local and Hub Account, click **Delete All MSISDNs**



View MSISDN details



Edit Blacklisted MSISDN

Uploading a File to an Existing Blacklist

To upload a file containing MSISDNs to an existing blacklist:

1. From the **Blacklist Details** page, click the **Upload File** tab.
The **Upload File** tab displays.

The screenshot shows the 'Manage Blacklist' interface. At the top, the 'Blacklist Name' is 'testbb' with an 'Edit List Name' button. Below it, the 'Linked Hub Account' is set to '-- Select Hub Account --' with a 'Link Hub Account' button. The 'Created On' and 'Updated On' dates are both '05 Oct 2015 01:26 AM'. A navigation bar contains four tabs: 'Blacklist Creation History', 'Manage Blacklisted MSISDNs', 'Upload File' (which is active), and 'Enter MSISDNs'. Under the 'Upload File' tab, there is a 'Check Number Format' dropdown set to '-- Not Applicable --'. The 'Operation' section has two radio buttons: 'Append File Contents to the List' (selected) and 'Delete File Contents from the List'. A 'Select File' section includes a 'Choose File' button, a text box showing 'No file chosen', and an 'Upload' button. A 'Sample File' link is also present. A red asterisk note states: '* The upload file should not exceed 1,000,000 lines'. A 'Back' button is located at the bottom left.

The blacklist details page, upload file tab

2. From the **Check Number Format** drop-down list, select the country number plan by which subscriber MSISDNs are automatically formatted. This option is available only when all MSISDNs in the list use the same **Check Number Format**.

**NOTE: Country number plans are not provided by default. Contact your account representative to request adding a country number plan.*

3. From the **Operation** options, select the action to be taken with the file to be uploaded:

- **Append File Contents to the List:** Add's the numbers in the existing file to the blacklist.
- **Delete File Contents from the List:** Deletes all numbers matching those in the file from the blacklist.

4. Click **Browse** to search for and locate the file containing the list of blacklisted MSISDNs.

NOTE: Click **Sample File to view or download a sample blacklist. Notice the file format information listed in the sample. For more information about the sample file, see "Understanding Upload Files".*

5. Click **Upload** to upload the list of MSISDNs.

The file is uploaded, and message manager processes the MSISDNs in the list. During this time, the status displays as "Processing". When the processing is finished, the status displays as "Ready". If there was a problem processing the list, the status displays as "Error". This generally indicates a problem with

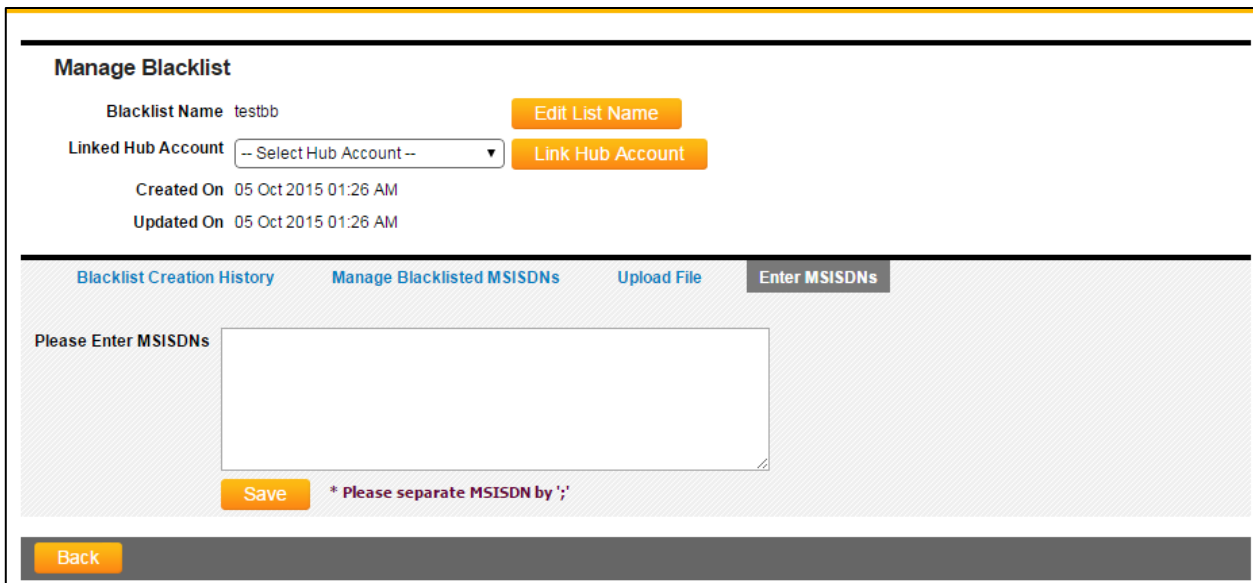
the structure of the MSISDNs or columns/rows of the list. Duplicate MSISDNs are automatically removed during processing.

6. Once the list is uploaded, all the uploaded MSISDNs will be sent to HUB, if a Hub account is linked with the blacklist.

Manually Entering MSISDNs for an Existing Blacklist

To manually enter MSISDNs for a blacklist:

1. From the **Blacklist Details** page, click the Enter **MSISDNs** tab. The **Enter MSISDNs** tab displays.




The screenshot shows the 'Manage Blacklist' interface. At the top, the 'Blacklist Name' is 'testbb' with an 'Edit List Name' button. Below it, the 'Linked Hub Account' is set to '-- Select Hub Account --' with a 'Link Hub Account' button. The 'Created On' and 'Updated On' dates are both '05 Oct 2015 01:26 AM'. A navigation bar contains four tabs: 'Blacklist Creation History', 'Manage Blacklisted MSISDNs', 'Upload File', and 'Enter MSISDNs' (which is active). The main area has a text input field labeled 'Please Enter MSISDNs' and a 'Save' button. A note below the field says '* Please separate MSISDN by ';''. A 'Back' button is at the bottom left.

The blacklist details page, enter MSISDNs tab

2. In the field **Please Enter MSISDNs**, enter up to 20 internationally formatted MSISDNs, separated by semi-colons (;) select the Hub Account from the **Linked Hub Account** dropdown and click **Link Hub Account** button.
3. Click **Save** to save the list.
4. If a Hub account is linked with the blacklist, entered MSISDNs will be sent to the HUB.

Deleting a Blacklist

To delete a blacklist:

1. From the **Manage Blacklists** page, click the **Delete** icon  from the **Action** column.
A confirmation dialog displays.
 1. Click **OK** to delete the blacklist.

WORKING WITH SAFE SENDING PERIODS

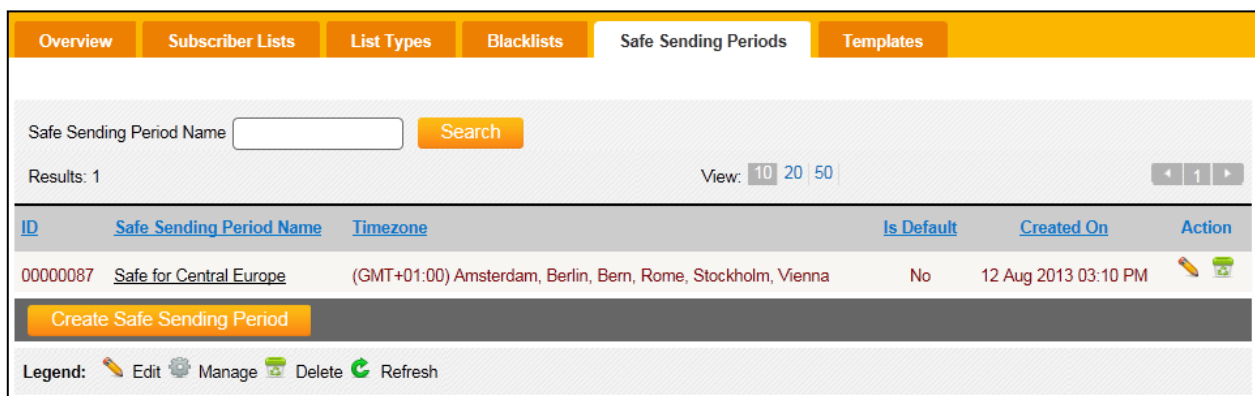
The Safe Sending Periods component controls the delivery windows or blocks specified for a campaign. Safe Sending Periods allow for the construction of complex sending schedules that may include safe sending periods and windows or message blocks allocated for delivery.

Viewing and Searching Safe Sending Periods

Safe Sending Periods (SSPs) allow you to specify daily windows during which messages can be sent. SSPs are applied on top of general scheduling and can be used for all types of schedules, including sending all messages at once.



To view and search existing safe sending periods:


1. From the main menu, click **Components**, and then click **Safe Sending Periods**. The **Manage Safe Sending Periods** page displays.



The Manage Safe Sending period's page

The **Manage Safe Sending Periods** page allows you to perform the following tasks:

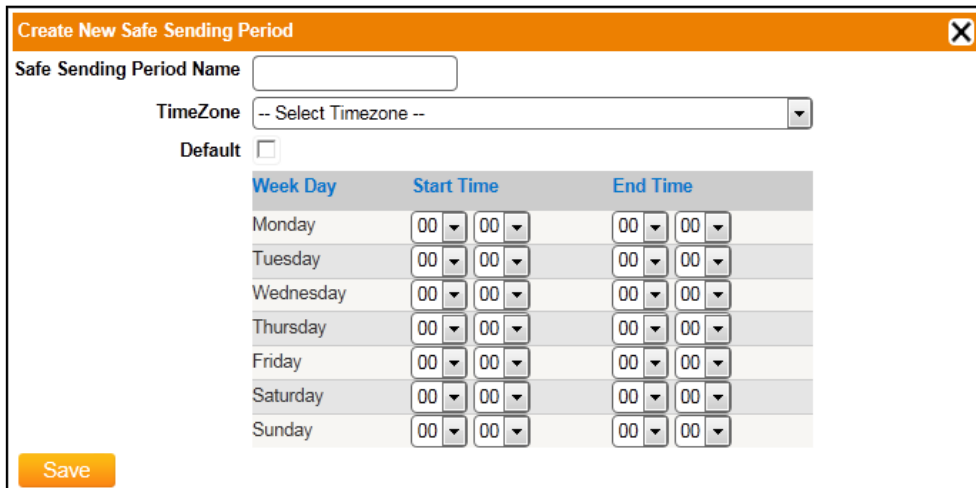
- To search for a safe sending period, in the **Safe Sending Period Name** field, type the name of the SSP, and then click **Search**.
- To navigate between pages in the list of safe sending periods, use the page navigation bar  to select a page.
- From the **View** list, customize the view of displayed subscriber lists by selecting the number of subscriber lists to display (10, 20 or 50 items per display).
- Click a column heading to sort the displayed safe sending periods by **ID**, **Name**, **Timezone**, **Is Default**, or **Created On** date.
- To view the details of a safe sending period, click the name of an SSP. The **View Safe Sending Period** dialog displays.
- To modify a safe sending period, click the appropriate **Edit** icon  from the **Action** column. For more information, see *"Modifying a Safe Sending Period"*.

- To delete a safe sending period, click the appropriate Delete icon  from the Action column. For more information, see “Deleting a Safe Sending Period”.
- To create a safe sending period, click **Create New Safe Sending Period**. For more information, see “Creating a Safe Sending Period”.

Creating a Safe Sending Period

To create a safe sending period:

1. From the main menu, click **Components**, and then click **Safe Sending Periods**. The **Manage Safe Sending Periods** page displays.
2. Click **Create New Safe Sending Period**. The **Create New Safe Sending Period** dialog displays.



Week Day	Start Time		End Time	
Monday	00	00	00	00
Tuesday	00	00	00	00
Wednesday	00	00	00	00
Thursday	00	00	00	00
Friday	00	00	00	00
Saturday	00	00	00	00
Sunday	00	00	00	00

The Create New Safe Sending Period dialog


3. In the **Safe Sending Period Name** field, provide a name for the safe sending period.
4. From the **Timezone** drop-down list, select the time zone for which the safe sending period applies.
5. To specify the safe sending period as a default SSP, check the **Default** box.
6. For each applicable day of the week, use the **Start Time** drop-down lists to specify the time (HH:MM) at which the delivery window begins.
7. For each applicable day of the week, use the **End Time** drop-down lists to specify the time (HH:MM) at which the delivery window ends.

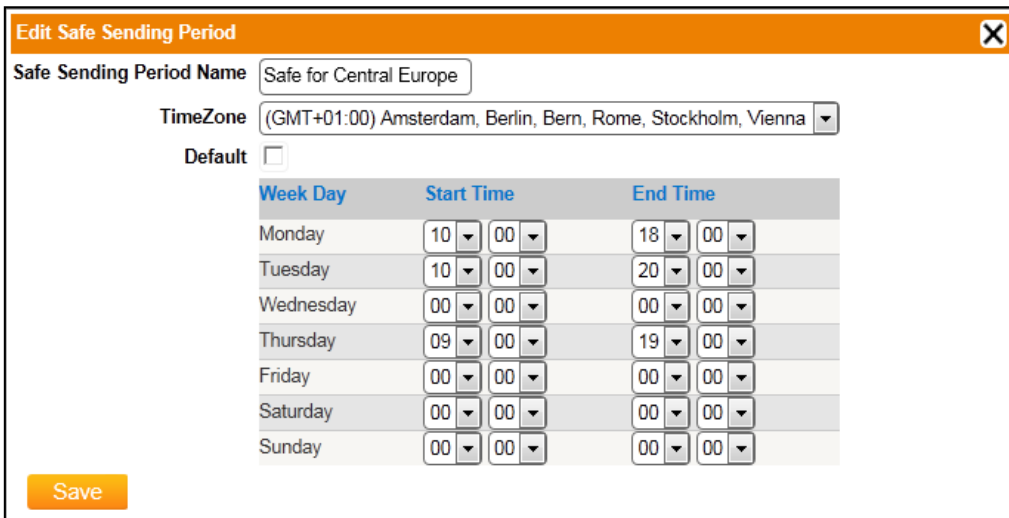
***NOTE:** To specify no safe sending period, leave the **Start Time** and **End Time** selections at 00:00.

8. Click **Save**.
The safe sending period is saved, and the **Manage Safe Sending Periods** page displays.

Modifying a Safe Sending Period

To modify a safe sending period:

1. From the main menu, click **Components**, and then click **Safe Sending Periods**.
The **Manage Safe Sending Periods** page displays.
2. Click the appropriate **Edit** icon  from the **Action** column.
The **Edit Safe Sending Period** dialog displays.



Week Day	Start Time	End Time
Monday	10:00	18:00
Tuesday	10:00	20:00
Wednesday	00:00	00:00
Thursday	09:00	19:00
Friday	00:00	00:00
Saturday	00:00	00:00
Sunday	00:00	00:00

The edit safe sending period dialog

3. In the **Safe Sending Period** Name field, modify the safe sending period name as necessary.
4. From the **Timezone** drop-down list, select the time zone for which the safe sending period applies.
5. To specify the safe sending period as a default SSP, check the **Default** box.
6. For each applicable day of the week, use the **Start Time** drop-down lists to specify the time (HH:MM) at which the delivery window begins.
7. For each applicable day of the week, use the **End Time** drop-down lists to specify the time (HH:MM) at which the delivery window ends.

***NOTE:** To specify no safe sending period, leave the **Start Time** and **End Time** selections at 00:00.

8. Click **Save**.
The safe sending period is saved, and the **Manage Safe Sending Periods** page displays.

Deleting a Safe Sending Period

To delete a safe sending period:

1. From the **Manage Safe Sending Periods** page, click the appropriate **Delete** icon from the **Action** column.
2. Click **OK** to delete the safe sending period.

WORKING WITH VALIDATION LISTS

Validation lists are lists of values that can be used to validate the MO parameter values in an MO validation campaign. Validation lists can be uploaded, saved, modified and reuse.

Viewing and Searching Validation Lists

To view or search for validation lists:


1. From the main menu, click **Campaign Components**, and then click **Validation Lists**.

List ID	List Name	List Type	Row Count	Created On	Status	Action
00001260	SCB Redemption 50K	Default	274944	02 Nov 2015 11:12 AM	Ready	Manage
00001246	test12345	Default	10	29 Oct 2015 03:50 PM	Ready	Manage

The Manage Validation Lists Page

The **Manage Validation Lists** page allows you to perform the following tasks:

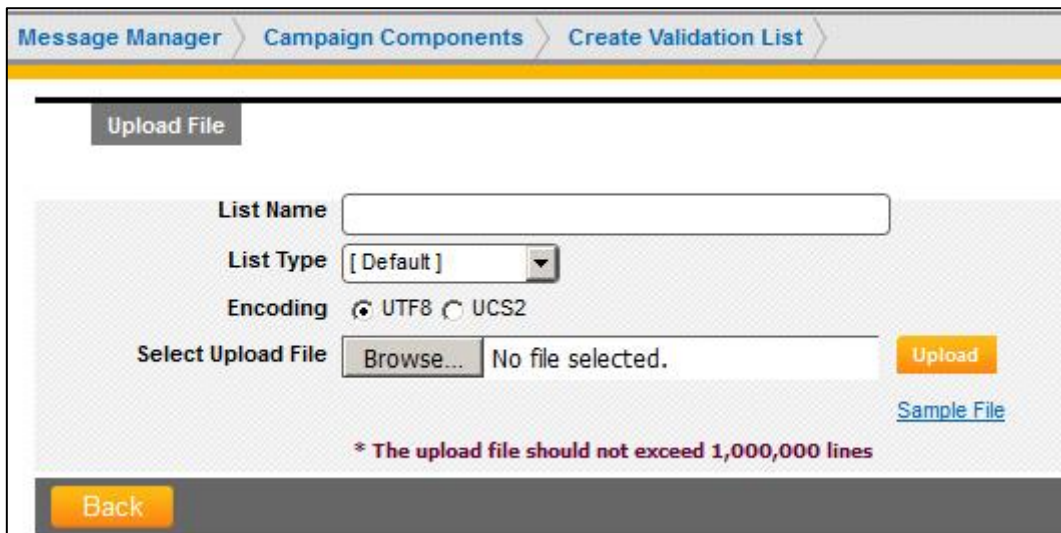
- To search for a validation list, in the **List Name** field, type the name of the list, and then click **Search**.
- To navigate between pages in the list of validation lists, use the page navigation bar to select a page.
- From the **View** list, customize the view of displayed validation lists by selecting the number of validation lists to display (10, 20 or 50 items per page).
- Click a column heading to sort the displayed validation lists by **List Name**, **List Type**, **Row Count**, **Created On** date, or **Status**.
- To view or manage the details of a validation list, click the appropriate **Manage** icon from the **Action** column. For more information, see “*Managing a Validation List*”.

- To delete a validation list, click the appropriate **Delete** icon  from the **Action** column. For more information, see “*Deleting a Validation List*”.
- To create a validation list, click **Create New List**. For more information, see “*Creating a Validation List*”.
- To refresh the validation lists displayed, click **Refresh**.

Creating a Validation List

To create a subscriber list:

1. From the main menu, click **Campaign Components**, and then click **Validation Lists**. The **Manage Validation Lists** page displays.
2. Click **Create List**. The **Create List** page displays.



Create new validation list page, upload file tab

3. In the **List Name** field, type a unique name for the new validation list.
4. From the **List Type** drop-down list, select a list type for determining the columns contained in the new list. For example, a list containing a column for “MSISDNs”, a column for “Country”, and a column for “Carrier” will use a specific list type that includes these three columns and the order they appear in the list. Select **[Default]** to produce a system-generated validation list.

***NOTE:** List types with content type as Validation List must first be defined in order to become available for selection. For more information, see “*Creating a List Type*”.

If **[Default]** is selected from the **List Type** drop-down list, the **Encoding** option is available. Select these options as necessary.

- From the **Encoding** field, select either **UTF8** or **UCS2**.
- Click **Browse** to search for and locate the file containing the validation list data.


NOTE: Click **Sample File to view or download a sample list. Notice the file format information listed in the sample. For more information about the sample file, see “Understanding Upload Files”.*

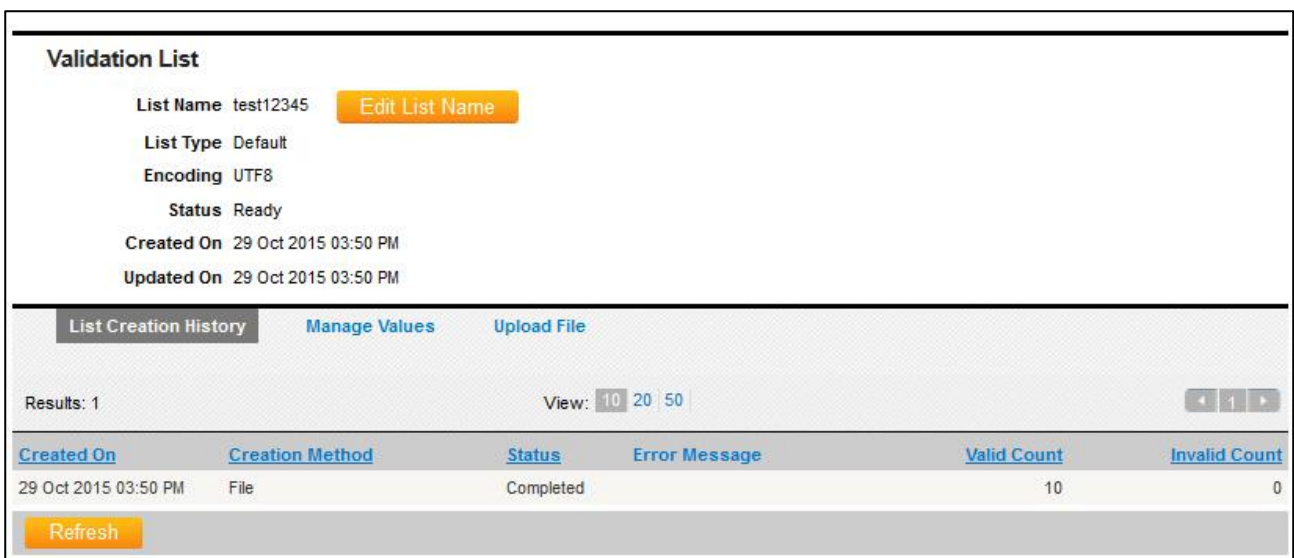
Click **Upload** to upload the validation list.

The file is uploaded, and the **Validation Lists** page shows the newly-created validation list first.

Managing a Validation List

To manage a validation list:

- From the main menu, click **Campaign Components**, and then click **Validation Lists**. The **Manage Validation Lists** page displays.
- From the **Actions** column, click the **Manage**  icon corresponding to the list you want to manage. The **Validation List Details** page displays.



Validation List

List Name: test12345 [Edit List Name](#)

List Type: Default

Encoding: UTF8

Status: Ready

Created On: 29 Oct 2015 03:50 PM

Updated On: 29 Oct 2015 03:50 PM

[List Creation History](#) [Manage Values](#) [Upload File](#)

Results: 1 View: 10 | 20 | 50

Created On	Creation Method	Status	Error Message	Valid Count	Invalid Count
29 Oct 2015 03:50 PM	File	Completed		10	0

[Refresh](#)

The validation list details page, list creation histories tab

The **Validation List Details** page allows you to perform the following tasks:

- To modify the name of the validation list, click **Edit List Name**. Type the new name for the list in the **List Name** field, and then click **Save**.
- To view details about list creation, click the **List Creation History** tab. For more information, see “Viewing Creation History”.

- To manage the validation values in the list, click the **Manage Values** tab. For more information, see *“Managing Values”*.

Viewing Creation History

The **List Creation History** tab on the **Validation List Details** page displays activity related to list creation, as well as changes made to the list, such as uploaded data.

To view details regarding the creation of the validation list, from the **Validation List Details** page, click the **List Creation History** tab. Creation history can be sorted by clicking the **Created On** date, **Completed On** date, **Creation Method**, **Status**, **Valid Count**, or **Invalid Count** column headings. Click **Refresh** to refresh the **List Creation History** tab.

****NOTE:** If **Error** is displayed in the **Status** column, click the error to view the error message in detail.*

Managing Values

The **Manage Values** tab on the **Validations List Details** page displays a complete list of values, and allows you to browse and filter the validation list, as well as create, modify, and delete individual records.

Validation List

List Name test12345 [Edit List Name](#)

List Type Default

Encoding UTF8

Status Ready

Created On 29 Oct 2015 03:50 PM

Updated On 29 Oct 2015 03:50 PM

[List Creation History](#) **Manage Values** [Upload File](#)

Filter [Search](#)

Results: 10 View:

PrizeCode	Amount	Created On	Action
PZC121	1000	29 Oct 2015 03:50 PM	
PZC122	2000	29 Oct 2015 03:50 PM	
PZC123	3000	29 Oct 2015 03:50 PM	
PZC124	4000	29 Oct 2015 03:50 PM	
PZC125	5000	29 Oct 2015 03:50 PM	
PZC126	6000	29 Oct 2015 03:50 PM	
PZC127	7000	29 Oct 2015 03:50 PM	
PZC128	8000	29 Oct 2015 03:50 PM	
PZC129	9000	29 Oct 2015 03:50 PM	
PZC130	10000	29 Oct 2015 03:50 PM	



* Only first 500 records will be listed, Please use the filter function to narrow down the results.

[Add Value](#) [Download](#) [Refresh](#)

The validation list details page, manage values tab

The **Manage Values** tab on the **Validation Lists Details** page allows you to perform the following tasks:

- To apply a filter to the list of validations, select an existing **filter** or **[Custom]** for creating a new one. For more information, see *Filtering the List of Subscriptions*.
- To navigate between pages in the list of validations, use the **Page** navigation bar to select a page.
- From the **View** menu, customize the view of displayed validation lists by selecting the number of validations to display (10, 20 or 50 items per page).
- Click a column heading to sort the displayed values. Columns available for sorting are defined in the upload file used to create the validation list.

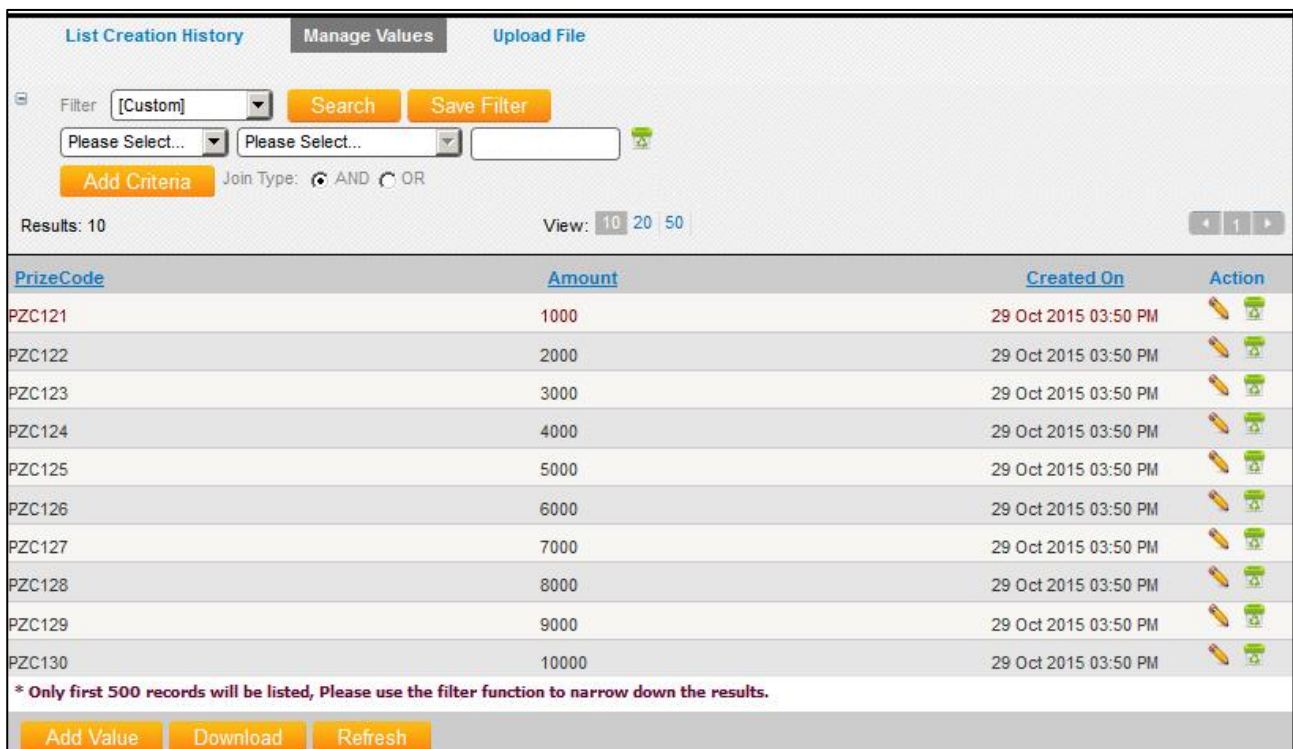
- To modify the details of a validation, click the appropriate **Edit** icon  from the **Action** column.
- To delete a validation, click the appropriate **Delete** icon  from the **Action** column.
- To export the list of validations displayed in the list, click **Download**. During the export process, results are exported to a .csv file, and both export buttons on the **Manage Values** tab are unavailable. Click **Refresh** to check the status of the export.

Filtering the List of Validations



















A filter is a set of criteria that can be applied to the list of validations in order to view a more specific set of records, and filters must be created before it can be applied. Message Manager allows you to define filters using multiple sets of criteria. By default, filters are created using a single set of criteria. When a filter is created using more than one set of criteria, criteria are defined as either inclusive (**AND**) or exclusive (**OR**).

Creating a New Filter. To create a new filter to apply to the list of validations:

1. From the **Manage Values** tab on the **Validation List Details** page click the plus icon on the left of the filter controls. The Manage Validations tab displays the options available for creating a filter.



The screenshot shows the 'Manage Values' tab of a validation list. At the top, there are tabs for 'List Creation History', 'Manage Values', and 'Upload File'. Below the tabs, there are filter controls: a 'Filter' dropdown set to '[Custom]', a 'Search' button, and a 'Save Filter' button. There are two 'Please Select...' dropdown menus and a text input field. Below these is an 'Add Criteria' button and a 'Join Type' selector with radio buttons for 'AND' (selected) and 'OR'. The 'Results: 10' and 'View: 10 20 50' are displayed. The main table has columns for 'PrizeCode', 'Amount', 'Created On', and 'Action'. The table contains 10 rows of data, each with a pencil icon and a trash icon in the 'Action' column. At the bottom, there are buttons for 'Add Value', 'Download', and 'Refresh'. A note at the bottom of the table states: '* Only first 500 records will be listed, Please use the filter function to narrow down the results.'

PrizeCode	Amount	Created On	Action
PZC121	1000	29 Oct 2015 03:50 PM	 
PZC122	2000	29 Oct 2015 03:50 PM	 
PZC123	3000	29 Oct 2015 03:50 PM	 
PZC124	4000	29 Oct 2015 03:50 PM	 
PZC125	5000	29 Oct 2015 03:50 PM	 
PZC126	6000	29 Oct 2015 03:50 PM	 
PZC127	7000	29 Oct 2015 03:50 PM	 
PZC128	8000	29 Oct 2015 03:50 PM	 
PZC129	9000	29 Oct 2015 03:50 PM	 
PZC130	10000	29 Oct 2015 03:50 PM	 

Manage Validation List

2. From the first **Please Select...** drop-down list, select the column by which you want to filter values in the list. The list of available columns is generated from the column names identified when the list was uploaded.
3. From the second **Please Select...** drop-down list, select the method for applying the criteria using the characters entered in the field on the right:

- **Matches** – column/row information matches all characters
- **Contains** – column/row information contains all characters
- **Start with** – column/row information starts with all characters
- **End with** – column/row information ends with all characters

4. Enter the select criteria in the third text box.

5. If an additional set of criteria is required then select the join type required (AND/OR) and then click the Add Criteria button. Another set of filter controls will appear below the first row. Repeat steps 2-5 to add the additional criteria.


6. Click **Search** to immediately apply the new filter, or click **save this Filter** as to save the filter for later use.

Applying an Existing Filter

To apply an existing filter to the list of subscriptions, select the filter from the drop-down list. Click **Search** to apply the selected filter.

Deleting a Validation List

To delete a validation list:

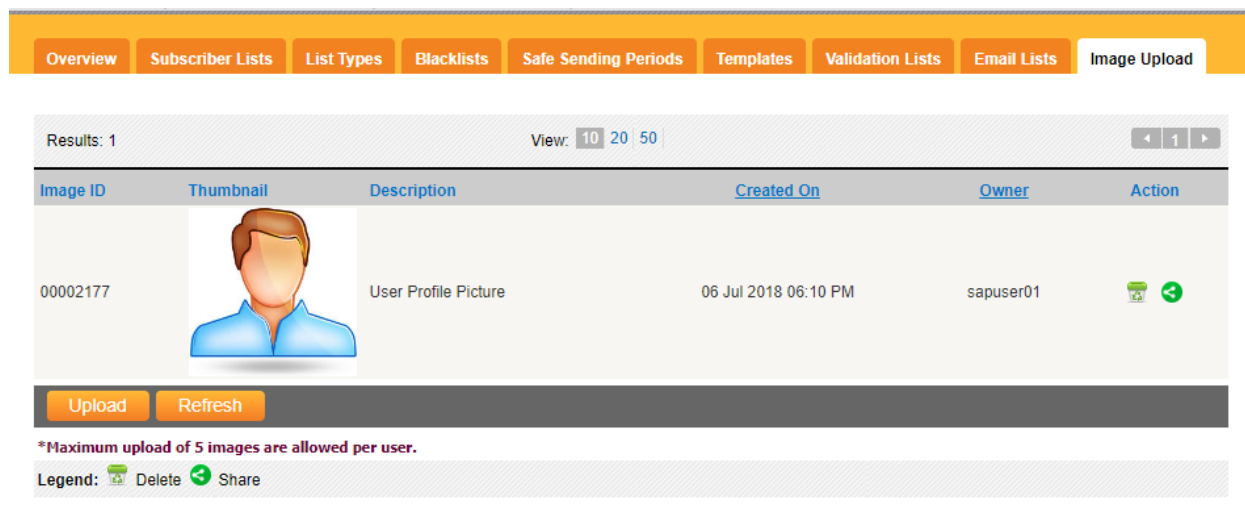
1. From the **Manage Validation Lists** page, click the appropriate **Delete** icon  from the **Action** column. A confirmation dialog displays.
2. Click **OK** to delete the validation list.

WORKING WITH IMAGES

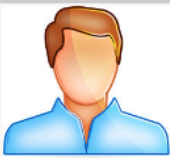


Images can be uploaded here to be used for rich campaigns.

Viewing and Searching Images

To view or search for Images:



The screenshot shows the 'Image Upload' tab selected in a navigation bar. Below the navigation bar, there is a table with the following data:

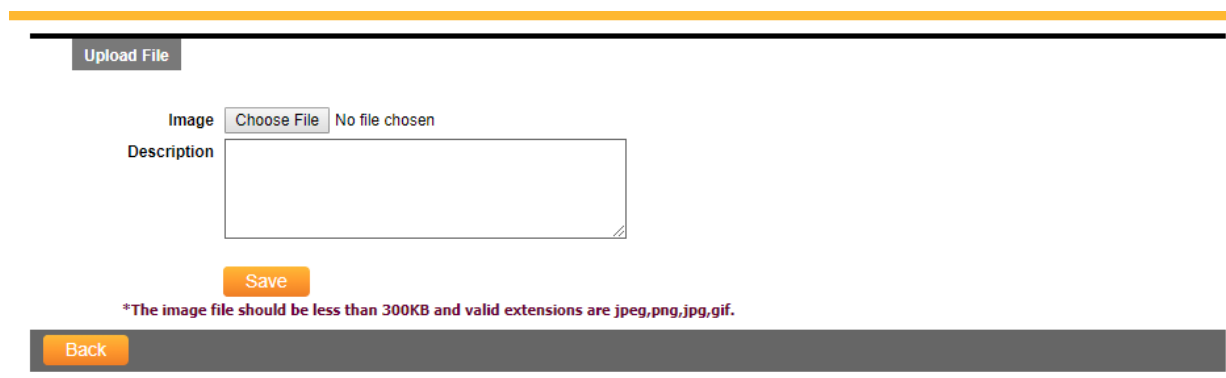
Image ID	Thumbnail	Description	Created On	Owner	Action
00002177		User Profile Picture	06 Jul 2018 06:10 PM	sapuser01	 

Below the table, there are 'Upload' and 'Refresh' buttons. A note states: '*Maximum upload of 5 images are allowed per user.' A legend at the bottom shows a trash icon for 'Delete' and a share icon for 'Share'.

The Manage Image Upload page

Uploading an Image

To upload an image:



The screenshot shows the 'Upload File' section. It includes a file selection button labeled 'Image Choose File' with the text 'No file chosen' next to it. Below this is a text input field for 'Description'. At the bottom of the form is a 'Save' button. A note below the form states: '*The image file should be less than 300KB and valid extensions are jpeg,png,jpg,gif.' A 'Back' button is located at the bottom left of the page.


The Upload Image Page

Upload the image and the appropriate description.

Note: In case the image is unavailable the description will be displayed to the user.

Deleting an image

To delete an image:

1. From the **Manage Image Upload List** page, click the appropriate **Delete** icon  from the **Action** column.
 - A confirmation dialog displays.

2. Click **OK** to delete the image.

COMPONENT SHARING

A user can share the components created by him with other users. The following components can be shared:

- **Subscriber Lists** - Shared subscriber lists are visible on Subscriber Lists page and are also available for selection in broadcast campaign on UI as well as Automator. Shared subscriber lists can be identified by their green background color. Shared subscriber lists can be viewed and modified and unshared depending upon the permissions assigned while sharing the Subscriber list.
- **Templates**- Shared templates are visible on Templates page and are also available for selection in all campaigns on UI as well as Automator. Shared Templates can be identified by their green background color. Shared Templates can be viewed and edited and unshared depending upon the permissions assigned while sharing the Template. Shared Templates will be available in the Campaign depending upon the permissions given while sharing and the Content Types set in the Organization Profile.
- **Safe Sending Periods**- Shared safe sending periods are visible on **Safe Sending Periods** page and are also available for selection in broadcast and ad-hoc campaigns. Shared safe sending periods can be identified by their green background color. Shared safe sending periods can be viewed and edited and unshared depending upon the permissions assigned while sharing the safe sending periods.
- **Blacklists** - Shared Blacklists are visible on Blacklists page and are also available for selection in various campaigns on UI based on the type of the shared Blacklist. Shared Blacklists can be identified by their green background color. Shared Blacklists can be viewed and modified and unshared depending upon the permissions assigned while sharing the Blacklists. Shared Blacklist can only be used in MO Opt-In Campaign if shared with Modify permission.

****NOTE:** A user must have privilege to share the components with other users. For more information, please see section Viewing and Setting Access Matrix*

Overview	Subscriber Lists	List Types	Blacklists	Safe Sending Periods	Templates	Validation Lists		
List Name <input type="text"/> <input type="button" value="Search"/>								
Results: 19			View: <input type="text" value="10"/> <input type="text" value="20"/> <input type="text" value="50"/>		<input type="button" value="1"/> <input type="button" value="2"/>			
<input type="checkbox"/>	List ID	List Name	List Type	Subscriptions	Created On	Owner	Status	Action
<input type="checkbox"/>	00003474	Check	Default	9	05 May 2016 04:53 PM	nidhi		
<input type="checkbox"/>	00003455	asa_DIRECT_201604281057	Default	1	28 Apr 2016 10:57 AM	nidhi		
<input type="checkbox"/>	00003411	asa_DIRECT_201604250424	Default	0	25 Apr 2016 04:24 PM	nidhi		
<input type="checkbox"/>	00003410	sdfgdfs_DIRECT_201604250407	Default	0	25 Apr 2016 04:07 PM	nidhi		
<input type="checkbox"/>	00003381	Schedule1_DIRECT_201604210122	Default	200	21 Apr 2016 01:22 PM	nidhi		
<input type="checkbox"/>	00003362	test_DIRECT_201603300503	Default	1	30 Mar 2016 05:03 PM	nidhi		
<input type="checkbox"/>	00003361	test_DIRECT_201603300502	Default	1	30 Mar 2016 05:02 PM	nidhi		
<input type="checkbox"/>	00002305	auto_list3333	Automator List Type	9	02 Feb 2016 11:34 AM	nidhi		

Subscriber List screen

1. To share a component, click on the share icon from the Action column.
2. The Manage Sharing page is opened for Subscriber List.

Message Manager > Campaign Components > Subscriber List > Manage Sharing

Manage Sharing : Subscriber List

This Subscriber List is not sharing to anyone.

Create new sharing to:

Everyone

Selected User(s)

With Permission Access Modify UnShare

Manage Sharing Page

3. If "Everyone" is selected, and shared with permissions by clicking the Share button, the component will be shared with all users in that organization having the given permissions and entry will be added in the grid.

***NOTE:** The Access permission will be selected by default.

Message Manager > Campaign Components > Subscriber List > Manage Sharing

Manage Sharing : Subscriber List

Results: 1 View: 10 20 50

<input type="checkbox"/>	Shared To	Access	Modify	UnShare	Action
<input type="checkbox"/>	[Everyone]	Yes	No	No	

Unshare

Create new sharing to:

Everyone
 Selected User(s)

With Permission Access Modify UnShare

Share

Back

Manage Sharing Page

- If “Share with Selected User(s)”, and shared with permissions by clicking the Share button, the component will be shared with users which are visible in grid.

Message Manager > Campaign Components > Subscriber List > Manage Sharing

Manage Sharing : Subscriber List

This Subscriber List is not sharing to anyone.

Create new sharing to:

Everyone
 Selected User(s)

sapmmuser1
 sapmmuser2
 User

With Permission Access Modify UnShare

Share

Back

Manage Sharing Page

- A user can be added by selecting it from **Select User Dropdown** and clicking on **Share**. Similarly, a user can be removed by clicking on **Delete** icon in grid.
- Multiple entries can be deleted from the grid by selecting the entries from the grid and clicking Unshare the button. Component will be unshared from the unshared users.

Message Manager Administration

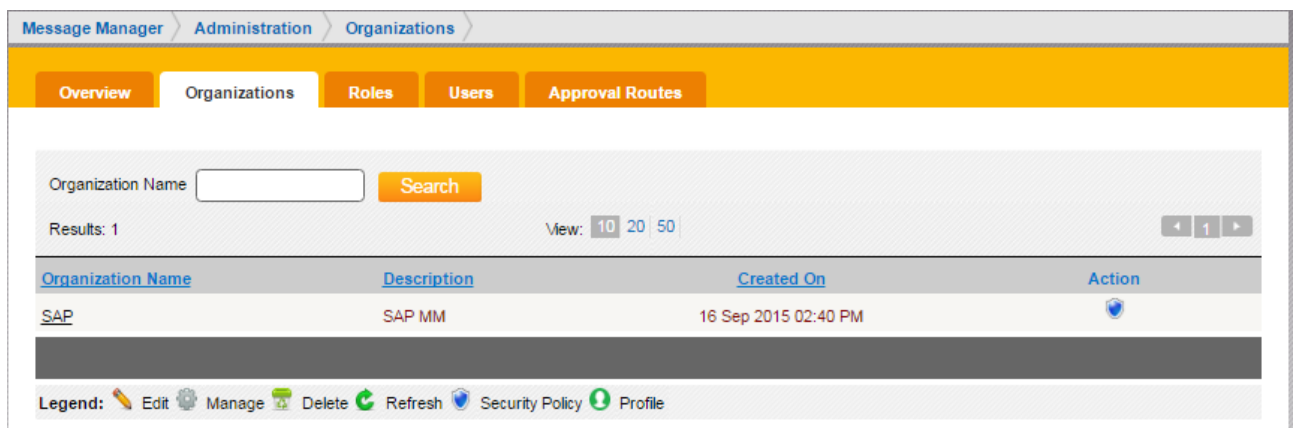
WORKING WITH ORGANIZATIONS

Organizations are the administrator-level accounts for a group. These accounts, provisioned by Message Manager, may configure sub-level user accounts for internal or external customers of an organization.

Viewing and Searching Organizations


To view or search organizations:

1. From the main menu, click **Administration**, and then click **Organizations**. The **Manage Organization List** page displays.



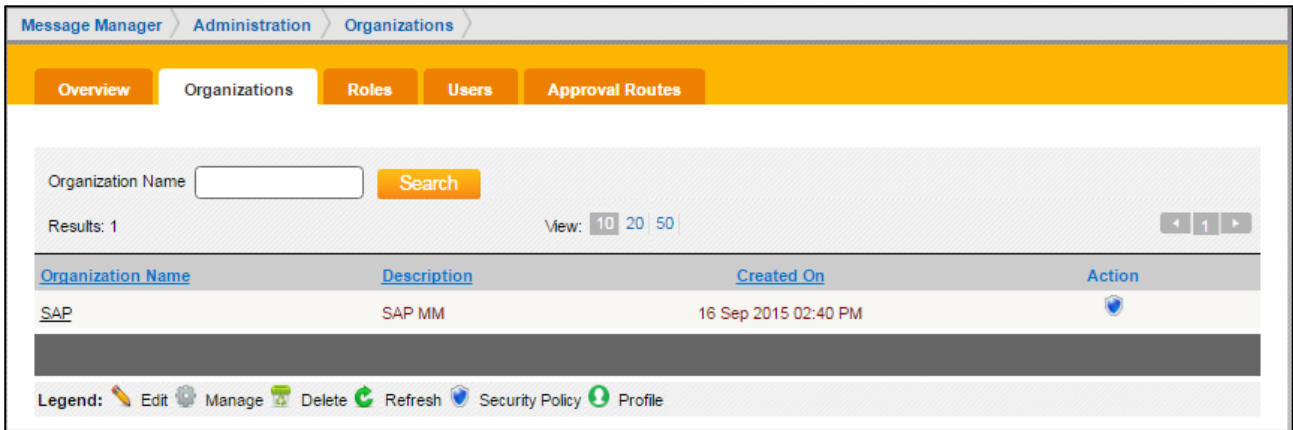
The manage organization list page

The **Manage Organization List** page allows you to perform the following tasks:

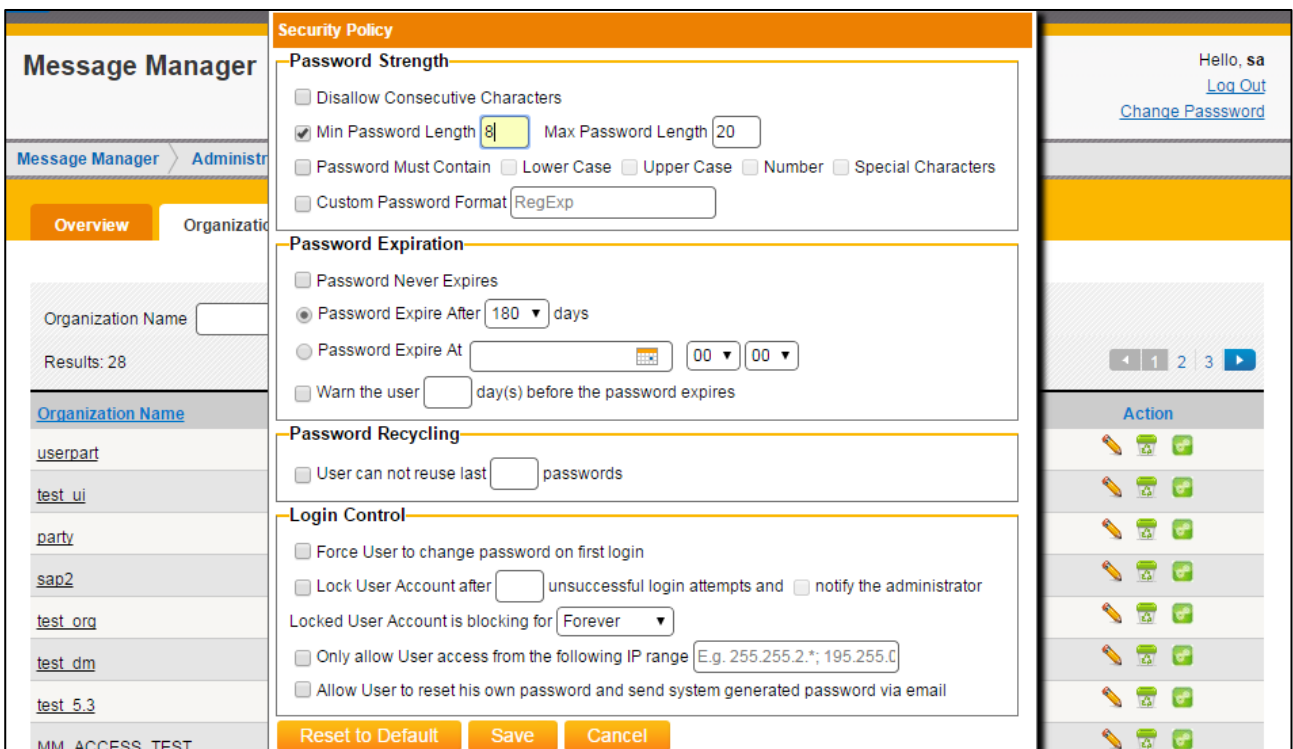
- To search for an organization, in the **Organization Name** field, type the name of the organization, and then click **Search**.
- To navigate between pages in the list of organizations, use the page navigation bar  to select a page.
- From the **View** list, customize the view of displayed subscriber lists by selecting the number of subscriber lists to display (10, 20 or 50 items per display).
- Click a column heading to sort the displayed organizations by **Organization Name**, **Description**, or **Created On** date.
- Click the name of an organization to view details of the selected organization.

View and Edit Organization Security Policy

- From the main menu, click on **Administration**, and then click On **Organizations** tab.
Click on security policy icon 



The manage Organizations list page



The Security Policy page

Edit Organizations
✕

Organization Name

Description

Timezone (UTC) Coordinated Universal Time ▾

Hub Accounts -- Select Hub Account -- ▾ Add

No Hub Account Assigned.

Short Codes -- Select Short Code -- ▾ Add

No Short Code Assigned.

Data Retention

No of Retention Days

Replace MSISDN

Replace Message

CTool Hub Accounts

<input type="text" value="Login ID"/>	<input type="text" value="Hub Account Name"/>	Add
---------------------------------------	---	-----

No CTool Login ID/Hub Account added

* For Data Retention on EM Hub please update the hub data retention scripts manually.

Save
Cancel

The Edit Organization page

The **Security Policy** page allows you to perform the following tasks:

- Password Strength: This group allows to specify the combination of characters or numbers a password may consist of.
- Password Expiration: Allows the user to set the password expiration timelines & alert.
- Password Recycling: Allows the user to set the no. of passwords that can be recycled.
- Login Control: Allows the user to set the action needs to be taken in case of password change, account locked out and the domains allowed.

To set password strength section for an Organization

- Disallow consecutive characters: Do not allow the user to add consecutive characters like “##33bb”.
- Min/Max Length: Specify the min/max number of characters for the password. Default values for min and max length is 8 and 20 respectively.
- Must Contains: Specify the character format.
- Custom Password Format: Specify the Regular Expression for the password.

Password Expiration:

- Password Never Expire: Disable Password Expiration.
- Password Expired After: User password will expire x days after creation or last change of password.

- Password Expired At: Expire User Password at a given date time. The value could even earlier than current time which will immediately ask the user to change password upon his next login. This setting will only take effect when user's last password change time is earlier than the given value.
- Password Expire Warning: Display a warning message on Home screen x days before his password expired

Password Recycling

- Password Recycling: User cannot reuse last x password

Login Control

- Force Change Password: Force User to change password on his first successful login.
- Lock User Account : Setting for locking user account due to Unsuccessful Login Attempts
- Notify administrator: Notify the administrator when user account is locked.
- Blocking for x minutes: Block user login for x minutes. The DropDownList also have an option "Forever" which means the account will be locked until SA/OA manually resets the account status.
- Configure User Access IP: Restrict access from Ips other than the configured domains. Domains should be IP with mask "*" and use ";" to separate multiple domains. Introduced an IP Lockdown to have provided the IPs range using "/" which should be the only ones allowed to access Message Manager. E.g. 27.110.78.0/20 will specify the range of 20 IPs.
- Allow user to set his own password and send system generated password via email: This functionality enables the Forgot password functionality for the user. If user selects, it is able to get the new password and if not then will get the message to contact admin on login screen.

To set Default Policy for an organization

The Default security policy page.

If security policy is not set for any organization it will take default settings.

- Min/Max Length: Specify the min/max number of characters for the password. Default values for min and max length is 8 and 20 respectively.

- Password Expired After: Default value for User password is 180 days, after creation or last change of password.

On the Security Policy screen clicking on **Reset to Default** button will set the system settings as the default policy for the organization

WORKING WITH ROLES














Customized roles can be setup under an organization. After an organization is created, the user is navigated to the Roles management screen.

Viewing and Searching Roles

To view, search or create a new Role:


1. From the **Main Menu**, click Administration, and then click **Roles**.

The screenshot shows the 'Manage Roles Screen' in a web application. The top navigation bar includes 'Message Manager', 'My Campaigns', 'New Campaigns', 'Campaign Components', and 'Administration'. The user is logged in as 'Hello, ap__new1' with links for 'Log Out' and 'Change Password'. The breadcrumb trail is 'Message Manager > Administration > Roles'. The main content area has three tabs: 'Overview', 'Roles', and 'Users'. Below the tabs is a search form with 'Organization Name' and 'Role Name' input fields, a 'Search' button, and a 'Results: 7' indicator. A table lists roles with columns for Organization, Role Code, Name, Description, CreatedOn, and Action. The table contains 7 rows of role data. At the bottom, there is a 'Create Role' button.

Organization	Role Code	Name	Description	CreatedOn	Action
SAP	User	freg		28 Jul 2016 15:27:42	  
SAP	User	verm		28 Jul 2016 15:24:35	  
SAP	Maker	Maker		22 Jul 2016 11:49:03	  
SAP	User	User		22 Jul 2016 11:49:03	  
SAP	Organization Administrator	Organization Administrator		22 Jul 2016 11:49:03	
SAP	Account Administrator	Account Administrator		22 Jul 2016 11:49:03	
SAP	System Administrator	System Administrator		22 Jul 2016 11:49:03	

Manage Roles Screen

The **Manage Role List** page allows you to perform the following tasks:

- To search for a role, in the **Role Name** field, type the name of the role, and then click **Search**. Roles can also be searched by organization by entering a value in the **Organization field**.
- To navigate between pages in the list of roles, use the **Page** drop-down list to select a page.
- From the **Page Size** list, customize the view of displayed roles by selecting the number of roles to display.
- Click a column heading to sort the displayed roles by **Organization, Role Code, Name, Description** or **Created On** date.
- To create a role, click **Create role**. For more information, see *“Creating a Role”*.
- To modify a role, click the appropriate **Edit** icon  from the **Action** column. For more information, see *“Modifying a Role”*.

- To delete a role, click the appropriate **Delete** icon  from the **Action** column. For more information, see “Deleting a Role”.

Creating a Role

To create a new role

1. From the **Manage Role List** page, click **Create Role**. The **Create New Role** dialog displays.


A dialog box titled "Create New Role" with a close button (X) in the top right corner. It contains two input fields: "Role Name" (a single-line text box) and "Role Description" (a multi-line text area). At the bottom, there are two buttons: "Save" and "Cancel".

Create Role screen

2. Enter the **Role Name** and **Role Description**.
3. Click on **Save**.

Modifying a Role

To edit a Role,

1. From the **Manage Roles List** page, click the appropriate **Edit** Icon  from the **Action** column. The **Edit Role** page displays.


A dialog box titled "Create New Role" (though it is used for editing) with a close button (X) in the top right corner. It contains two input fields: "Role Name" (a single-line text box) and "Role Description" (a multi-line text area). At the bottom, there are two buttons: "Save" and "Cancel".

The Edit Role Screen

2. Modify the information as necessary.
3. Click **Save**.

Deleting a Role

To delete a Role,

1. From the **Manage Role List** page, click the appropriate **Delete** icon  from the **Action** column. A confirmation dialog displays.
2. Click **OK** to delete the role.


Viewing and Setting Access Matrix

The access control matrix is used to restrict the access of users to Message Manager features. Once a role has been created, user will be navigated to the access control screen. All the privileges set for the organization will be displayed in the access matrix for role. By default, all the privileges will be unchecked.

Quick SMS					
Quick SMS	<input checked="" type="checkbox"/>	Send			
Administration					
Approval Routes	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
			<input checked="" type="checkbox"/>	Edit	
			<input checked="" type="checkbox"/>	Delete	
Organizations	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Security_Policy	
Users	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
		<input checked="" type="checkbox"/>	Change_Password	<input checked="" type="checkbox"/>	Access_Control
		<input checked="" type="checkbox"/>	Manage Purchase History	<input checked="" type="checkbox"/>	Security_Policy
				<input checked="" type="checkbox"/>	Access Purchase History
Roles	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
		<input checked="" type="checkbox"/>	Access Control	<input checked="" type="checkbox"/>	Edit
				<input checked="" type="checkbox"/>	Delete
				<input type="checkbox"/>	Select/Deselect All
New Campaigns					
Adhoc Broadcast	<input checked="" type="checkbox"/>	Create	<input checked="" type="checkbox"/>	Manage	
			<input checked="" type="checkbox"/>	Delete	
			<input checked="" type="checkbox"/>	Share	
Broadcast	<input checked="" type="checkbox"/>	Create	<input checked="" type="checkbox"/>	Manage	
		<input checked="" type="checkbox"/>	Edit	<input checked="" type="checkbox"/>	Delete
			<input checked="" type="checkbox"/>	Archive	
			<input checked="" type="checkbox"/>	Restore	
Email Broadcast	<input checked="" type="checkbox"/>	Create	<input checked="" type="checkbox"/>	Archive	
		<input checked="" type="checkbox"/>	Manage	<input checked="" type="checkbox"/>	Delete
			<input checked="" type="checkbox"/>	Share	
Interactive	<input checked="" type="checkbox"/>	Create	<input checked="" type="checkbox"/>	Edit	
		<input checked="" type="checkbox"/>	Stop	<input checked="" type="checkbox"/>	Archive
			<input checked="" type="checkbox"/>	Restore	
MO Opt-In	<input checked="" type="checkbox"/>	Create	<input checked="" type="checkbox"/>	Edit	
		<input checked="" type="checkbox"/>	Stop	<input checked="" type="checkbox"/>	Archive
			<input checked="" type="checkbox"/>	Restore	
MO Validation	<input checked="" type="checkbox"/>	Create	<input checked="" type="checkbox"/>	Edit	
		<input checked="" type="checkbox"/>	Stop	<input checked="" type="checkbox"/>	Archive
			<input checked="" type="checkbox"/>	Restore	
				<input checked="" type="checkbox"/>	Delete
				<input checked="" type="checkbox"/>	Share
				<input type="checkbox"/>	Select/Deselect All
Campaign Components					
Blacklists	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
		<input checked="" type="checkbox"/>	Share	<input checked="" type="checkbox"/>	Manage
				<input checked="" type="checkbox"/>	Delete
Safe Sending Periods	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
		<input checked="" type="checkbox"/>	Share	<input checked="" type="checkbox"/>	Edit
				<input checked="" type="checkbox"/>	Delete
Subscriber Lists	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
		<input checked="" type="checkbox"/>	Share	<input checked="" type="checkbox"/>	Manage
				<input checked="" type="checkbox"/>	Delete
Templates	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create_SMS	
		<input checked="" type="checkbox"/>	Share	<input checked="" type="checkbox"/>	Create_Email
				<input checked="" type="checkbox"/>	Edit
				<input checked="" type="checkbox"/>	Create_RichSMS
List Types	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
		<input checked="" type="checkbox"/>	Share	<input checked="" type="checkbox"/>	Edit
				<input checked="" type="checkbox"/>	Delete
Validation Lists	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
		<input checked="" type="checkbox"/>	Share	<input checked="" type="checkbox"/>	Manage
				<input checked="" type="checkbox"/>	Delete
Email Lists	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
		<input checked="" type="checkbox"/>	Share	<input checked="" type="checkbox"/>	Delete
				<input checked="" type="checkbox"/>	Manage
Image Upload	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Create	
				<input checked="" type="checkbox"/>	Delete
				<input checked="" type="checkbox"/>	Share
				<input type="checkbox"/>	Select/Deselect All

Role Access Matrix

To view and set role access privileges

1. From the **Manage Roles** page, click the appropriate **Access Control**  icon from the **Action** column. The **Access Control** Page displays.
2. To provide or remove a privilege to role check or uncheck checkbox and click on **save** button. Click on select/deselect checkbox for selecting/deselecting all checkboxes in a function group.
3. Clicking on "**Restore to Default**" button will uncheck all the privileges.

4. Click on **save** button to save the privileges. At least one privilege must be set. The privileges set for a role will be available for the users created with this role. If a role privilege is deleted, the same will be deleted from the user privilege also.

WORKING WITH USER ACCOUNTS

User accounts are able to create and manage campaigns. User accounts are created and managed on the Manage Users List page.

Viewing and Searching User Accounts

To view or search for user accounts:

1. From the **Main Menu**, click Administration, and then click **Users**.



The screenshot displays the 'Manage Users List' page. At the top, there is a breadcrumb trail: 'Message Manager > Administration > Users'. Below this is a navigation bar with tabs for 'Overview', 'Organizations', 'Roles', 'Users' (selected), and 'Approval Routes'. A search bar is located below the navigation bar, with fields for 'Login ID', 'User Name', and 'Organization' (set to 'SAP'), and a 'Search' button. Below the search bar, it shows 'Results: 109' and a 'View' dropdown set to '10', with page navigation buttons for 1, 2, 3, 4, 5, and 11. The main content is a table with the following columns: Login ID, User Name, Organization, Role, Timezone, Created On, Status, and Action. The table contains several rows of user data, including 'checj200', 'chech100', 'iamnew_1', 'test1_1', '2107', 'test123456', 'accountaa', 'makertest', 'newSA', and 'NewUser01'. At the bottom left, there is a 'Create User' button.

Login ID	User Name	Organization	Role	Timezone	Created On	Status	Action
checj200	checj200	SAP	User	(UTC+08:00) Kuala Lumpur, Singapore	22 Jul 2016 12:08 PM	Active	[Action Icons]
chech100	chech100	SAP	Maker	(UTC+02:00) Amman	22 Jul 2016 11:42 AM	Active	[Action Icons]
iamnew_1	iamnew_1	SAP	User	(UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi	22 Jul 2016 11:32 AM	Active	[Action Icons]
test1_1	test1_1	SAP	User	(UTC-10:00) Hawaii	21 Jul 2016 02:28 PM	Active	[Action Icons]
2107	2107	SAP	User	(UTC-10:00) Hawaii	21 Jul 2016 01:00 PM	Active	[Action Icons]
test123456	test123456	SAP	User	(UTC-08:00) Pacific Time (US & Canada)	21 Jul 2016 12:52 PM	Active	[Action Icons]
accountaa	accountaa	SAP	Account Administrator	(UTC-07:00) Chihuahua, La Paz, Mazatlan	21 Jul 2016 12:06 PM	Active	[Action Icons]
makertest	makertest	SAP	Maker	(UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi	20 Jul 2016 04:35 PM	Active	[Action Icons]
newSA	newSA	SAP	System Administrator	(UTC-10:00) Hawaii	19 Jul 2016 02:03 PM	Active	[Action Icons]
NewUser01	NewUser01	SAP	User	(UTC-12:00) International Date Line West	28 Jun 2016 11:18 AM	Active	[Action Icons]

The manage user's list page

The **Manage Users List** page allows you to perform the following tasks:

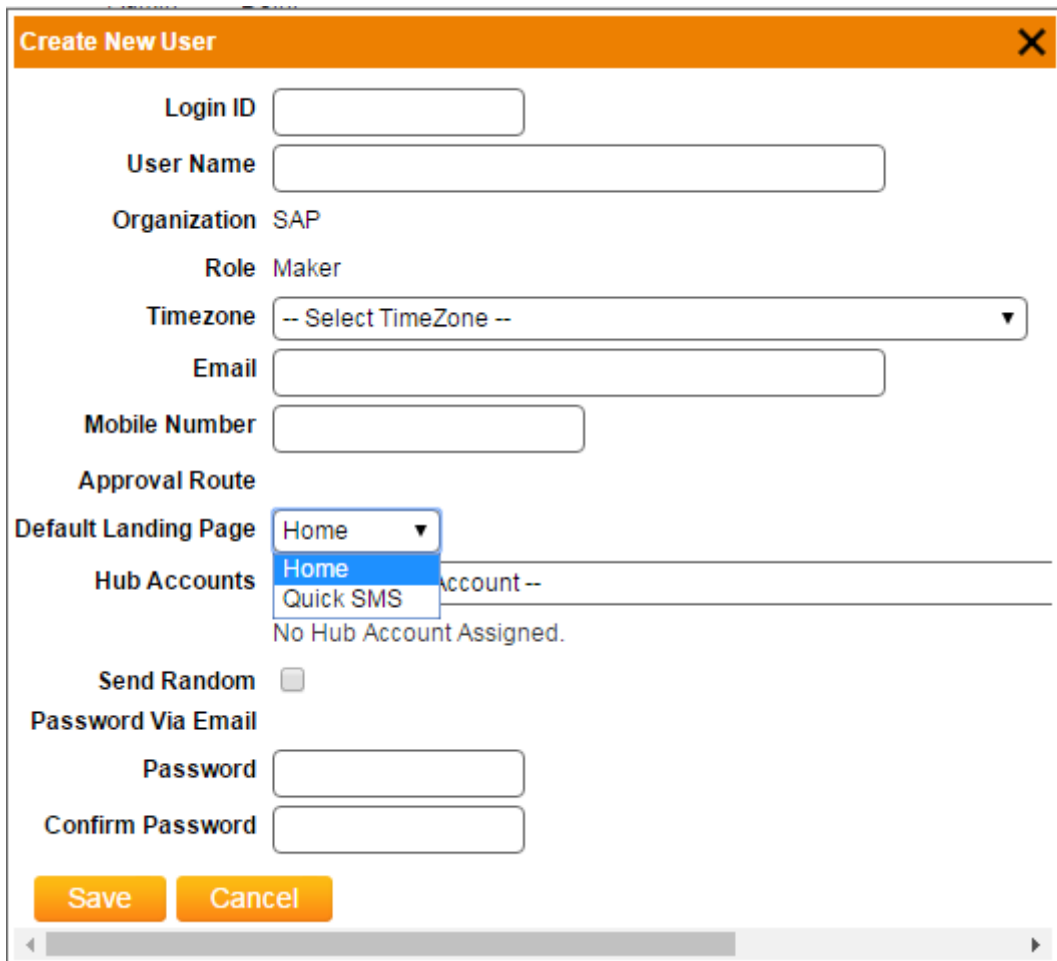
- To search for a user, in the **User Name** field, type the name of the user, and then click **Search**. Users can also be searched by organization by selecting a value from the **Organization** drop-down list.
- To navigate between pages in the list of users, use the **Page** drop-down list to select a page.
- From the **Page Size** list, customize the view of displayed users by selecting the number of users to display.
- Click a column heading to sort the displayed users by **Login ID**, **User Name**, **Organization**, **Role**, **Timezone**, or **Created On** date.

- To view or edit user account details, or to reset the account password, click a login ID from the **Login ID** column.
- For information about resetting a password, see *“Resetting a User Password”*. For information regarding modifying a user account, see *“Modifying a User Account”*.
- To modify a user, click the appropriate **Edit** icon  from the **Action** column. A user can also be modified by clicking a login ID from the **Login ID** column, and then clicking **Edit** from the **View User** dialog. For more information, see *“Modifying a User Account”*.
- To delete a user, click the appropriate **Delete** icon  from the **Action** column.
- To create a user, click **Create User**. For more information, see *“Creating a User Account”*.
- To refresh the users displayed, click **Refresh**.

Creating a User Account

To create a new user account:

1. From the **Manage Users List** page, click **Create User**.



Create New User [Close]

Login ID

User Name

Organization SAP

Role Maker

Timezone -- Select TimeZone --

Email

Mobile Number

Approval Route

Default Landing Page Home

Hub Accounts Home
Quick SMS
No Hub Account Assigned.

Send Random

Password Via Email

Password

Confirm Password


Save Cancel

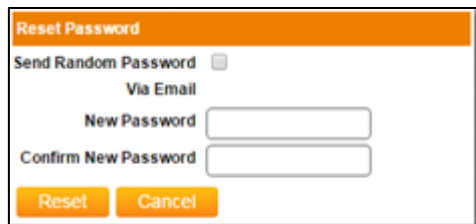
Create new user dialog

2. In the **Login ID** field, type a unique login ID the user will use to log in to message manager.
3. In the **Password** field, type a password the user will use to log in to message manager.
4. In the **Confirm Password** field, retype the password to confirm.
5. In the **User Name** field, provide the name of the user on the account.
6. From the **Timezone** drop-down list, select the time zone applicable to the user.
7. In the **Email** field, provide the main contact email address for the user.
8. In the **Mobile Number** field, provide the mobile phone number of the user.
9. From the **Approval Route** drop-down list, select the approval route applicable to the user. For more information about approval routes, see *“Working with Approval Routes”*.
10. From the **Default Landing Page** drop-down list, choose between either Home page or Quick SMS page. The default value is Home page. Quick SMS will be visible in the dropdown only if the role/user has access to Quick SMS. On login, user will be navigated to the login screen or the Quick SMS screen accordingly.
11. **Send Random Password via Email** will send a default auto generated password on User’s email id.
12. Click **Save** when finished.

Resetting a User Password

To reset a user password:

1. From the **Manage Users List** page, click the reset password icon  of the user account for which you want to reset a password from the **Action** column.




The reset password dialog

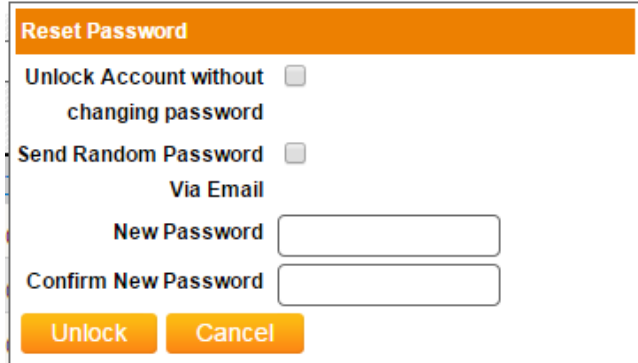
1. **Send Random Password via Email:** Once admin checks the checkbox both the **New Password & Confirm Password** fields will be disabled, and password will be sent to the User's email ID on click of Reset button.

If Send Random password Via Email check box is not checked:

1. In the **New Password** field, type the new password for the user account.
2. In the **Confirm New Password** field, retype the new password to confirm.
3. Click **Reset**.
The password is reset and the **View User** dialog displays. If the user account is locked, it will be unlocked after password reset.

Unlocking a User Account

1. From the **Manage Users List** page, click the reset password icon  of the user account for which you want to unlock the account from the **Action** column.



The dialog box is titled "Reset Password" and has an orange header. It contains the following elements:

- Checkbox: "Unlock Account without changing password" (unchecked)
- Checkbox: "Send Random Password Via Email" (unchecked)
- Text input: "New Password"
- Text input: "Confirm New Password"
- Buttons: "Unlock" and "Cancel" (orange)

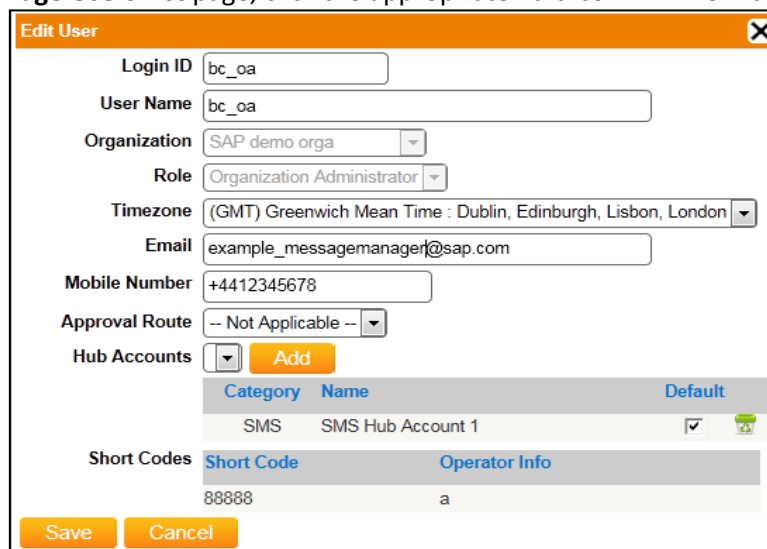
Unlocking User Account Dialog

2. Select **Unlock account without changing password** & click on Unlock.
3. If the password also needs to be changed, uncheck the check box for **Unlock account without changing password**, either select **Send Random Password via Email** or enter the **New Password** and **Confirm New Password** and click on Unlock button. The password will be reset and the account will be unlocked as well.
4. **User account** will be **unlocked**.

Modifying a User Account

To edit a user account:

1. From the **Manage Users List** page, click the appropriate **Edit** Icon  from the **Action** column.



The dialog box is titled "Edit User" and has an orange header with a close button. It contains the following elements:

- Text input: "Login ID" (bc_oa)
- Text input: "User Name" (bc_oa)
- Dropdown: "Organization" (SAP demo orga)
- Dropdown: "Role" (Organization Administrator)
- Dropdown: "Timezone" ((GMT) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London)
- Text input: "Email" (example_messagemanager@sap.com)
- Text input: "Mobile Number" (+4412345678)
- Dropdown: "Approval Route" (-- Not Applicable --)
- Dropdown: "Hub Accounts" (with "Add" button)
- Table for Hub Accounts:

Category	Name	Default
SMS	SMS Hub Account 1	<input checked="" type="checkbox"/>


- Text input: "Short Codes" (88888)
- Text input: "Operator Info" (a)
- Buttons: "Save" and "Cancel" (orange)

The edit user dialog

2. Modify the user account information as necessary. For information regarding user account fields, see "Creating a User Account".
3. Click **Save** when finished.

Removing a User Account

To delete a user account:


1. From the **Manage Users List** page, click the appropriate **Delete** icon  from the **Action** column.
2. Click **OK** to delete the user account.

Viewing and Setting Access Matrix

The access control matrix is used to restrict the access of users to Message Manager features. By default all the features as per the user's role are visible and the system administrator or organization administrator can change the access to features of the user.

If a user privilege is added/deleted, the next time a user logs in the system the features visible to him will be according to the ones set in the access control matrix. For more information on default role privileges, please check "*Default role privileges*".

To view and set user access matrix

1. From the **Manage Users List** page, click the appropriate **Access Control**  icon from the **Action** column.
2. User privileges are shown as per user's role by default. To provide or remove a privilege to user check or uncheck checkbox and click on **save** button.
3. To reset default user privilege as per their role click on "**Restore to Default**" button and click on **save** button.

Quick SMS

Quick SMS Send

Administration

Approval Routes	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Delete
Organizations	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Security_Policy		
Users	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Change_Password	<input checked="" type="checkbox"/> Access_Control	<input checked="" type="checkbox"/> Security_Policy	<input checked="" type="checkbox"/> Access Purchase History
	<input checked="" type="checkbox"/> Manage Purchase History			
Roles	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Access Control			

Select/Deselect All

New Campaigns

Adhoc Broadcast	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Delete	<input checked="" type="checkbox"/> Share
Broadcast	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Delete	<input checked="" type="checkbox"/> Approval
	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Archive	<input checked="" type="checkbox"/> Restore	<input checked="" type="checkbox"/> Share
Email Broadcast	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Archive	<input checked="" type="checkbox"/> Delete	<input checked="" type="checkbox"/> Edit
	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Restore	<input checked="" type="checkbox"/> Share	<input type="checkbox"/> Approval
Interactive	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Stop	<input checked="" type="checkbox"/> Archive	<input checked="" type="checkbox"/> Restore	<input checked="" type="checkbox"/> Share
MO Opt-In	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Stop	<input checked="" type="checkbox"/> Archive	<input checked="" type="checkbox"/> Restore	<input checked="" type="checkbox"/> Share
MO Validation	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Stop	<input checked="" type="checkbox"/> Archive	<input checked="" type="checkbox"/> Restore	<input checked="" type="checkbox"/> Share

Select/Deselect All

Campaign Components

Blacklists	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Share			
Safe Sending Periods	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Share			
Subscriber Lists	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Share			
Templates	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create_SMS	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Delete
	<input checked="" type="checkbox"/> Share	<input checked="" type="checkbox"/> Create_Email	<input checked="" type="checkbox"/> Create_RichSMS	
List Types	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Edit	<input checked="" type="checkbox"/> Delete
Validation Lists	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Manage	<input checked="" type="checkbox"/> Delete
Email Lists	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Delete	<input checked="" type="checkbox"/> Manage
	<input checked="" type="checkbox"/> Share			
Image Upload	<input checked="" type="checkbox"/> Access	<input checked="" type="checkbox"/> Create	<input checked="" type="checkbox"/> Delete	<input checked="" type="checkbox"/> Share

Select/Deselect All

Manage user access control

View and Edit User Security Policy

















































- From the main menu, click on **Administration tab**, and then click **Users**
 - Click on security policy icon 

Message Manager > Administration > Users

Overview Organizations Roles **Users** Approval Routes

Login ID User Name Organization

Results: 109 View: ...

Login ID	User Name	Organization	Role	Timezone	Created On	Status	Action
chech200	chech200	SAP	User	(UTC+08:00) Kuala Lumpur, Singapore	22 Jul 2016 12:08 PM	Active	     
chech100	chech100	SAP	Maker	(UTC+02:00) Amman	22 Jul 2016 11:42 AM	Active	     
iamnew_1	iamnew_1	SAP	User	(UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi	22 Jul 2016 11:32 AM	Active	     
test1_1	test1_1	SAP	User	(UTC-10:00) Hawaii	21 Jul 2016 02:28 PM	Active	     
2107	2107	SAP	User	(UTC-10:00) Hawaii	21 Jul 2016 01:00 PM	Active	     
test123456	test123456	SAP	User	(UTC-08:00) Pacific Time (US & Canada)	21 Jul 2016 12:52 PM	Active	     
accountaa	accountaa	SAP	Account Administrator	(UTC-07:00) Chihuahua, La Paz, Mazatlan	21 Jul 2016 12:06 PM	Active	
makertest	makertest	SAP	Maker	(UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi	20 Jul 2016 04:35 PM	Active	     
newSA	newSA	SAP	System Administrator	(UTC-10:00) Hawaii	19 Jul 2016 02:03 PM	Active	
NewUser01	NewUser01	SAP	User	(UTC-12:00) International Date Line West	28 Jun 2016 11:18 AM	Active	     

Manage Users List page

Message Manager

Message Manager > Administration

Overview | Organization

Login ID:

Results: 75

Login ID	User Name	Organization
nimo	nimo	SAP
rsain	rsain	SAP
pr	pranami	SAP
pass	pass	SAP
u3	u3	SAP
u2	u2	SAP
u1	u1	SAP
user1	u1	SAP
testN	testN	SAP

Security Policy

Password Strength

- Disallow Consecutive Characters
- Min Password Length Max Password Length
- Password Must Contain Lower Case Upper Case Number Special Characters
- Custom Password Format

Password Expiration

- Password Never Expires
- Password Expire After days
- Password Expire At
- Warn the user day(s) before the password expires

Password Recycling

- User can not reuse last passwords

Login Control

- Force User to change password on first login
- Lock User Account after unsuccessful login attempts and notify the administrator
- Locked User Account is blocking for
- Only allow User access from the following IP range
- Allow User to reset his own password and send system generated password via email

Reset to Default | Save | Cancel

Hello, oa
[Log Out](#)
[Change Password](#)

The Security Policy page

The **Security Policy** page allows you to perform the following tasks:

- **Password Strength:** This group allows to specify the combination of characters or numbers a password may consist of.
- **Password Expiration:** Allows the user to set the password expiration timelines & alert.
- **Password Recycling:** Allows the user to set the no. of passwords that can be recycled
- **Login Control:** Allows the user to set the action needs to be taken in case of password change, account locked out and the domains allowed.

To set password strength section for an Organization

- **Disallow consecutive characters:** Do not allow the user to add consecutive characters like “##33bb”.
- **Min/Max Length:** Specify the min/max number of characters for the password. Default values for min and max length is 8 and 20 respectively.
- **Must Contains:** Specify the character format.
- **Custom Password Format:** Specify the Regular Expression for the password.

Password Expiration:

- **Password Never Expire:** Disable Password Expiration.
- **Password Expired After:** User password will expire x days after creation or last change of password.
- **Password Expired At:** Expire User Password at a given date time. The value could even earlier than current time which will immediately ask the user to change password upon his next login. This setting will only take effect when user’s last password change time is earlier than the given value.
- **Password Expire Warning:** Display a warning message on Home screen x days before his password expired

Password Recycling

- Password Recycling: User cannot reuse last x password

Login Control

- Force Change Password: Force User to change password on his first successful login.
- Lock User Account: Setting for locking user account due to Unsuccessful Login Attempts
- Notify administrator: Notify the administrator when user account is locked.
- Blocking for x minutes: Block user login for x minutes. The DropDownList also have an option "Forever" which means the account will be locked until SA/OA manually resets the account status.
- Configure User Access IP: Restrict access from IPs other than the configured domains. Domains should be IP with mask "*" and use ";" to separate multiple domains. Introduced an IP Lockdown to have provided the IPs range using "/" which should be the only ones allowed to access Message Manager. E.g. 27.110.78.0/20 will specify the range of 20 IPs.
- Allow user to set his own password and send system generated password via email: This functionality enables the Forgot password functionality for the user. If user selects it is able to get the new password and if not then will get the message to contact admin on login screen.

To set Default Policy for a User

The screenshot shows the 'Security Policy' configuration page. On the left, there is a 'Message Manager' header and a table of users. The main area contains four sections of settings:

- Password Strength:** Includes options for 'Disallow Consecutive Characters', 'Min Password Length' (8), 'Max Password Length' (20), 'Password Must Contain' (Lower Case, Upper Case, Number, Special Characters), and 'Custom Password Format' (RegExp).
- Password Expiration:** Includes options for 'Password Never Expires', 'Password Expire After' (180 days), 'Password Expire At' (00:00), and 'Warn the user' (day(s) before the password expires).
- Password Recycling:** Includes an option for 'User can not reuse last' (passwords).
- Login Control:** Includes options for 'Force User to change password on first login', 'Lock User Account after' (unsuccessful login attempts and notify the administrator), 'Locked User Account is blocking for' (Forever), 'Only allow User access from the following IP range' (E.g. 255.255.2.*; 195.255.0), and 'Allow User to reset his own password and send system generated password via email'.

At the bottom of the settings area, there are three buttons: 'Reset to Default', 'Save', and 'Cancel'. The 'Reset to Default' button is highlighted in orange.

Login ID	User Name	Organiz
nimo	nimo	SAP
rsain	rsain	SAP
pr	pranami	SAP
pass	pass	SAP
u3	u3	SAP
u2	u2	SAP
u1	u1	SAP
user1	u1	SAP
testN	testN	SAP

The Default security policy page

On the Security Policy screen clicking on **Reset to Default** button will set the organization security policy as the user's default security policy. The figure: The Default security policy page above shows the default settings for a user.

- **Min/Max Length:** Specify the min/max number of characters for the password. Default values for min and max length is 8 and 20 respectively.
- **Password Expired After:** Default value for User password is 180 days, after creation or last change of password.

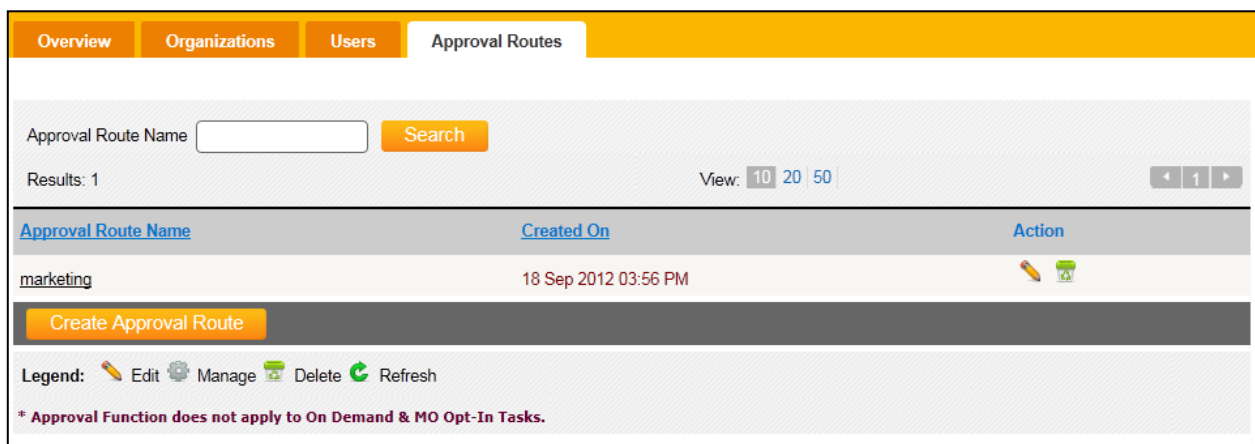
Working with Approval Routes

Approval routes are configured in order to require campaigns be approved before being run (Also known as Maker & Checker model).

Viewing and Searching Approval Routes



To view or search for approval routes:

1. From the main menu, click **Administration**, and then click **Approval Routes**. The **Approval Routes List** page displays.



The approval route list page

The **Approval Routes** page allows you to perform the following tasks:

- To search for an approval route, in the **Approval Route Name** field, type the name of the approval route, and then click **Search**.
- To navigate between pages in the list of approval routes, use the **Page** drop-down list to select a page.
- From the **Page Size** list, customize the view of displayed approval routes by selecting the number of approval routes to display.
- Click a column heading to sort the displayed approval routes by **Approval Route Name** or **Created On** date.
- To view details of an approval route, click the name of the approval route from the **Approval Route Name** column.
- To modify an approval route, click the appropriate **Edit** icon  from the **Action** column. Approval routes may also be modified by first clicking an approval route name, then clicking **Edit** on the **View Approval Route** dialog. For more information, see *“Modifying an Approval Route”*.
- To delete an approval route, click the appropriate **Delete** icon  from the **Action** column. For more information, see *“Removing an Approval Route”*.
- To create an approval route, click **Create Approval Route**. For more information, see *“Creating an Approval Route”*.

- To refresh the approval routes displayed, click **Refresh**.

Creating an Approval Route

To create an approval route:

1. From the main menu, click **Administration**, and then click **Approval Routes**.
The **Approval Route List** page displays.
2. Click **Create Approval Route**.
The **Create New Approval Route** dialog displays.

Create new approval route dialog

3. Enter a name in the **Approval Route Name** field.
4. Select Users from the **Approvers** drop-down menu and click **add**.
**NOTE: You can only add one user at a time to add to an approval route.*
5. Click **Save** when finished.

Viewing an Approval Route

To view an approval route:

1. From the main menu, click **Administration**, and then click **Approval Routes**.
The **Approval Route List** displays.
2. Click the name of the approval route to view from the **Approval Route Name** column.
The **View Approval Route** dialog displays.


Approval Order	Approver Name
1	bc_oa

The view approval route dialog

***NOTE:** To edit the approval route, click **Edit**. For more information, see “Modifying an Approval Route” on page below.

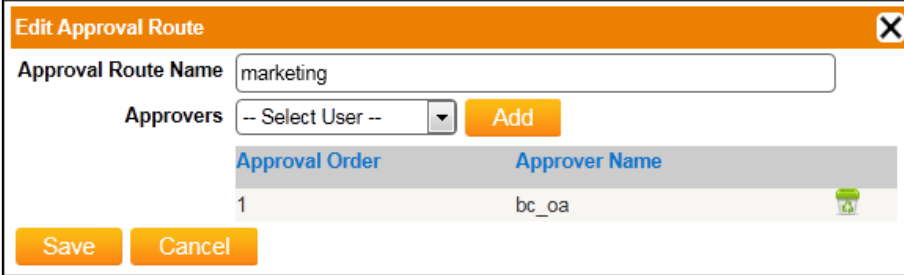
Modifying an Approval Route

To modify an approval route:

1. From the **Approval Route List** page, click the appropriate **Edit** icon  from the **Action** column.


***NOTE:** Approval routes may also be modified by first clicking an approval route name, then clicking **Edit** on the **View Approval Route** dialog.

The **Edit Approval Route** dialog displays.




Approval Order	Approver Name
1	bc_oa

The edit approval route dialog

2. Modify the **Approval Route Name** as necessary.
3. Add and remove approvers as necessary. To delete an approver, click the **Delete** icon . To add an approver, select an approver from the **Approvers** drop-down list, then click **Add**.
4. Click **Save** when finished.

Removing an Approval Route

To delete an approval route:

1. From the **Approval Route List** page, click the appropriate **Delete** icon  from the **Action** column. A confirmation dialog displays.
2. Click **OK** to delete the approval route.

Automator

WORKING WITH THE AUTOMATOR

The Campaign Automator allows Content Providers (CPs) to be able to automate the list creation and schedule campaign process instead of having to configure it using the web interface.

CPs send both subscriber lists and configuration files to Message Manager using SFTP. Information is added to logs while the Automator picks up the .csv and configuration file for processing.

After a subscriber list group is created and a campaign is scheduled, an email is sent to the CP notifying them of the process status.

***NOTE:**

1. CPs must provide their IP addresses in order to register it with the firewall. Please contact your account manager for further information.
2. User must have Access and Create Privileges for the Campaign Creation. User must also have Access and create privileges for validation and subscriber lists for specific type of campaigns (see "Viewing and Setting Access Matrix").

Working with Broadcast Automator

Understanding the Subscriber List File

The first row of the subscriber list file represents the data header, while the first column represents the subscriber MSISDN in international format. Only the MSISDN column is mandatory. Additional columns are optional, as long as the data is separated by semi-colons (;). The maximum number of columns is 10. The list type of the subscriber list should be set to the default settings and will be handled by the Automator application.

In the sample file below, columns are defined as **MSISDN**, **Name**, and **Balance**.



Sample subscriber list file

***NOTE:** The upload file should not exceed 1,000,000 lines

Understanding the Configuration File

The sample configuration file below is in XML format and it needs to be saved in **UTF-16, little endian** encoding format.

The hub account used by the campaign is the **default** account which needs to be defined in the user account.

```
<?xml version="1.0" encoding="utf-16"?>
<AutomatorConfig>
  <UserInfo>
    <LoginID>username</LoginID>
    <Email>email@example.com</Email>
  </UserInfo>
  <SubscriberListInfo>
    <FileName>CarWinners.txt</FileName>
    <ListName>Car Winners</ListName>
    <Encoding>UTF8</Encoding>
    <AllowDuplicateMSISDN>true</AllowDuplicateMSISDN>
  </SubscriberListInfo>
  <Tasks>
    <AutomatorTask>
      <TaskName>Car Winners Campaign</TaskName>
      <TimeZone>GMT Standard Time</TimeZone>
      <MessageContent>
        <Encoding>UTF8</Encoding>
        <Message>Dear [P]Name[/P] you have won a [P]Car[/P]</Message>
        <TPOA>12345</TPOA>
      </MessageContent>
      <Schedule>
        <StartTime>NOW</StartTime>
      </Schedule>
      <MailNotification>
        <NotifyWhenTaskConfirm>true</NotifyWhenTaskConfirm>
        <NotifyWhenTaskStart>true</NotifyWhenTaskStart>
        <NotifyWhenTaskEnd>true</NotifyWhenTaskEnd>
      </MailNotification>
    </AutomatorTask>
  </Tasks>
</AutomatorConfig>
```

Sample XML configuration file

About the XML Header

The header is fixed for all configuration files. If any item is modified, especially the encoding, the Automator Service may interpret the file incorrectly.

```
<?xml version="1.0" encoding="utf-16"?>
```

Sample XML header

About the UserInfo Section

The **UserInfo** section contains the user authentication and contact information.

```
<UserInfo>
  <LoginID>jbloggs</LoginID>
  <Email>email@example.com</Email>
</UserInfo>
```

Sample UserInfo section

Attributes of the **UserInfo** section include:

- **Login ID** – (required) Login ID to message manager
- **Email** – (optional) User’s contact email address where processing status is sent

About the SubscriberListInfo Section

The **SubscriberListInfo** section can be used in two ways. The first is to specify the details of a new subscriber list to be created or it can be used to reference an existing subscriber list.

Creating a new subscriber list:

```
<SubscriberListInfo>
  <FileName>CarWinners.txt</FileName>
  <ListName>Car Winners</ListName>
  <Encoding>UTF8</Encoding>
  <AllowDuplicateMSISDN>>true</AllowDuplicateMSISDN>
</SubscriberListInfo>
```

Sample SubscriberListInfo section

Attributes of the **SubscriberListInfo** section include:

Note the attributes below are only required if ListID is not used (see reuse list section below).

- **FileName** – (required) Uploaded subscriber list file name
- **ListName** – (required) Name of the subscriber list to be created in message manager
- **Encoding** – (required) Type of encoding for the subscriber list: **UTF8** (default) or **UCS2**
- **AllowDuplicateMSISDN** – (required) Indicator for accepting or rejecting duplicate MSISDNs on the subscriber list: **True** or **False** (default)

Reusing an existing subscriber list:

```
<SubscriberListInfo>
  <ListID>1234</ListID>
</SubscriberListInfo>
```

Sample SubscriberListInfo section

Attributes of the **SubscriberListInfo** section include:

- **ListID** – (required) the list Id of the subscriber list to be used.

About the Campaigns Section

The **Tasks** section contains the campaign information.

```
<Tasks>
  <AutomatorTask>
    <TaskName>Car Winners Campaign</TaskName>
    <TimeZone>GMT Standard Time</TimeZone>
    <MessageContent>
      <Encoding>UTF8</Encoding>
      <Message>Dear [P]Name[/P] you have won a [P]Car[/P]</Message>
      <TPOA>12345</TPOA>
    </MessageContent>
    <Schedule>
      <StartTime>NOW</StartTime>
    </Schedule>
    <MailNotification>
      <NotifyWhenTaskConfirm>true</NotifyWhenTaskConfirm>
      <NotifyWhenTaskStart>true</NotifyWhenTaskStart>
      <NotifyWhenTaskEnd>true</NotifyWhenTaskEnd>
    </MailNotification>
  </AutomatorTask>
</Tasks>
```

Sample campaigns with send NOW section

Attributes of the **Task** section include:

- **AutomatorTask** – (required) Collection of Automator campaigns

About the AutomatorTask Subsection

The **Task** subsection contains the details of an Automator task. Attributes of the **Task** subsection include:

- **TaskName** – (required) Name of the campaign to be created
- **TimeZone** – (required) Time zone ID used for the campaign
- **Filter** – (optional) Filter applied to the subscribers list (text filtering only)
- **Filter.ColumnName** – (required if Filter is present) Target subscriber list column name on which to filter
- **Filter.Operator** – (required if Filter is present) Comparison operator applied to the filter: Matches, Contains, Start With, and End With
- **Filter.Value** – (required if Filter is present) Search value applied to the filter
- **Schedule** – (required) Schedule for message sending
- **Schedule.StartTime** – (required) Start time for schedule corresponding with the specified TimeZone: Format = day month year hh:mm AM/PM (must be at least 15 minutes later than current time), e.g. 08 Aug 2008 08:18 AM or "NOW" to send immediately.
- **MailNotification** – (optional) Mail notification
- **MailNotification.NotifyWhenTaskConfirm** – (optional) Indicator for requiring an email when a campaign is confirmed: True or False (default)

- **MailNotification.NotifyWhenTaskStart** – (optional) Indicator for requiring an email when a campaign has started: True or False (default)
- **MailNotification.NotifyWhenTaskEnd** – (optional) Indicator for requiring an email when a campaign is completed: True or False (default)
- **MessageContent** – (required) Message text (simple text) to be sent to subscribers; complex messages that include dynamically inserted parameters is contained in the MessageContent.Message attribute
- **MessageContent.TPOA** – (optional) TPOA used for the message
- **MessageContent.Message** – (required) Message text in which column names can be wrapped with [P]ColumnName[/P] to mark this as a parameter; actual contents are replaced with the column value when the message is sent
- **MessageContent.TemplateID** – (optional) When you use the TemplateID it will take all the message details(message, tpoa, encoding etc.) from a template that has already been created by the user in the Templates section of message manager web GUI. The values contained in the template will overwrite what is defined in the XML file if there is any duplicate information.

**NOTE: MSISDN is a default parameter for all subscriber lists.*

- **MessageContent.Encoding**—(optional) USC2 encoding must be used if any parameter from a USC2 subscriber list is used; otherwise content sent to subscribers may not be readable (**UTF8** (default) or **UCS2**).

Sending Messages with Text Message Content Type

```
<MessageContent>
  <TextMessage>
    <TemplateType>TextMessage</TemplateType>
    <OriginalMessage>TM Message Test</OriginalMessage>
    <TPOA>22222</TPOA>
    <OperatorID>4</OperatorID>
    <Encoding>UTF8</Encoding>
    <SessionID>aaabbb123</SessionID>
    <IsLongMessage>>false</IsLongMessage>
    <IsStaticMessage>>false</IsStaticMessage>
  </TextMessage>
</MessageContent>
```

Sample MessageContent using a text message content type

Attributes for this type of **MessageContent** include:

- **MessageContent.TextMessage.TemplateType** – (required) Type of Content: TextMessage
- **MessageContent.TextMessage.TPOA** – (optional) TPOA used for sending the message

- **MessageContent.TextMessage.OperatorID** – (optional) Operator ID used for sending the message
- **MessageContent.TextMessage.SessionID** – (optional) Session ID used for sending the message
- **MessageContent.TextMessage.OriginalMessage** – (required) Message text in which column names can be wrapped with [P]ColumnName[/P] to mark this as a parameter; actual contents are replaced with the column value when the message is sent

**NOTE: MSISDN is a default parameter for all subscriber lists.*

- **MessageContent.TextMessage.Encoding**—(optional) USC2 encoding must be used if any parameter from a USC2 subscriber list is used; otherwise content sent to subscribers may not be readable (UTF8 (default) or UCS2)
- **MessageContent.TextMessage.IsLongMessage**—(optional) Indicator specifying whether the message contains more than 160 characters (UTF8) or more than 70 characters (UCS2): True or False (default)
- **MessageContent.TextMessage.IsStaticMessage**—(optional) Indicator specifying whether the message contains one or more parameters: True or False (default)

Sending Messages with URL Message Content Type

```
<MessageContent>
  <TextMessage>
    <TemplateType>URLMessage</TemplateType>
    <TPOA>22222</TPOA>
    <OperatorID>4</OperatorID>
    <Encoding>UTF8</Encoding>
    <URL>http://example.com/mytext.txt</URL>
    <IsLongMessage>>false</IsLongMessage>
    <MTLimit>9</MTLimit>
  </TextMessage>
</MessageContent>
```

Sample MessageContent using a URL message content type

Attributes for this type of **MessageContent** include:

- **MessageContent.URLMessage.TemplateType** – (required) Type of Content: **URLMessage**
- **MessageContent.URLMessage.TPOA** – (optional) TPOA used for sending the message
- **MessageContent.URLMessage.OperatorID** – (optional) Operator ID used for sending the message
- **MessageContent.TextMessage.SessionID** – (optional) Session ID used for sending the message
- **MessageContent.URLMessage.URL** – (required) URL from which to retrieve message content

- **MessageContent.URLMessage.Encoding** – (optional) USC2 encoding must be used if any parameter from a USC2 subscriber list is used; otherwise content sent to subscribers may not be readable (**UTF8** (default) or **UCS2**)
- **MessageContent.URLMessage.IsLongMessage** – (optional) Indicator specifying whether the message contains more than 160 characters (UTF8) or more than 70 characters (UCS2): **True** or **False** (default)
- **MessageContent.URLMessage.MTLimit** – (optional) Maximum number of MT messages: Integer values **1** (default)-**9**

Sample Automator Configuration Files

UCS2 Example

```
<?xml version="1.0" encoding="utf-16"?>
<AutomatorConfig>
  <UserInfo>
    <LoginID>jbloggs</LoginID>
    <Email>email@example.com</Email>
  </UserInfo>
  <SubscriberListInfo>
    <FileName>UCS2List.txt</FileName>
    <ListName>HowAreYou</ListName>
    <Encoding>UTF8</Encoding>
    <AllowDuplicateMSISDN>true</AllowDuplicateMSISDN>
  </SubscriberListInfo>
  <Tasks>
    <AutomatorTask>
      <TaskName>How are you</TaskName>
      <TimeZone>Singapore Standard Time</TimeZone>
      <MessageContent>
        <Encoding>UCS2</Encoding>
        <Message>Dear [P]Name[/P] 你好吗? </Message>
        <TPOA>12345</TPOA>
      </MessageContent>
      <Schedule>
        <StartTime>NOW</StartTime>
      </Schedule>
      <MailNotification>
        <NotifyWhenTaskConfirm>true</NotifyWhenTaskConfirm>
        <NotifyWhenTaskStart>true</NotifyWhenTaskStart>
        <NotifyWhenTaskEnd>true</NotifyWhenTaskEnd>
      </MailNotification>
    </AutomatorTask>
  </Tasks>
</AutomatorConfig>
```

Sample automator configuration file for UCS2 message

Filter Example

```
<?xml version="1.0" encoding="utf-16"?>
<AutomatorConfig>
  <UserInfo>
    <LoginID>jbloggs</LoginID>
    <Email>email@example.com</Email>
  </UserInfo>
  <SubscriberListInfo>
    <FileName>MasterList.txt</FileName>
    <ListName>Master</ListName>
    <Encoding>UTF8</Encoding>
    <AllowDuplicateMSISDN>true</AllowDuplicateMSISDN>
  </SubscriberListInfo>
  <Tasks>
    <AutomatorTask>
      <TaskName>Lucky Seven Campaign</TaskName>
      <TimeZone>GMT Standard Time</TimeZone>
      <Filter>
        <ColumnName>MSISDN</ColumnName>
        <Operator>Contains</Operator>
        <Value>7</Value>
      </Filter>
      <MessageContent>
        <Encoding>UTF8</Encoding>
        <Message>Dear [P]Name[/P] you have won a prize!</Message>
        <TPOA>12345</TPOA>
      </MessageContent>
      <Schedule>
        <StartTime>NOW</StartTime>
      </Schedule>
      <MailNotification>
        <NotifyWhenTaskConfirm>true</NotifyWhenTaskConfirm>
        <NotifyWhenTaskStart>true</NotifyWhenTaskStart>
        <NotifyWhenTaskEnd>true</NotifyWhenTaskEnd>
      </MailNotification>
    </AutomatorTask>
  </Tasks>
</AutomatorConfig>
```

Sample automator configuration file with filter

Template Example

```
<?xml version="1.0" encoding="utf-16"?>
<AutomatorConfig>
  <UserInfo>
    <LoginID>jbloggs</LoginID>
    <Email>email@example.com</Email>
  </UserInfo>
  <SubscriberListInfo>
    <FileName>JulySubscribers.txt</FileName>
    <ListName>July Subscribers</ListName>
    <Encoding>UTF8</Encoding>
    <AllowDuplicateMSISDN>true</AllowDuplicateMSISDN>
  </SubscriberListInfo>
  <Tasks>
    <AutomatorTask>
      <TaskName>MarketingJuly</TaskName>
      <TimeZone>GMT Standard Time</TimeZone>
      <MessageContent>
        <TemplateID>373</TemplateID>
      </MessageContent>
      <Schedule>
        <StartTime>NOW</StartTime>
      </Schedule>
      <MailNotification>
        <NotifyWhenTaskConfirm>true</NotifyWhenTaskConfirm>
        <NotifyWhenTaskStart>true</NotifyWhenTaskStart>
        <NotifyWhenTaskEnd>true</NotifyWhenTaskEnd>
      </MailNotification>
    </AutomatorTask>
  </Tasks>
</AutomatorConfig>
```

Sample automator configuration file with templateid

WORKING WITH INTERACTIVE AUTOMATOR

Understanding the Configuration File

The sample configuration file below is in XML format.

The hub account used by the campaign is the **default** account which is defined in the user account.

```
<MOAutomatorConfig>

  <UserInfo>
    <LoginID>userLoginID</LoginID>
    <Email>userEmailID</Email>
  </UserInfo>

  <TaskType>OnDemand</TaskType>

  <MOTasks>
    <!-- CAMPAIGN INFORMATION -->
    <MOAutomatorTask>
      <TaskName>OnDemand_Automator_Sample</TaskName>
      <TimeZone>GMT Standard Time</TimeZone>
      <StartTime>2016-01-01</StartTime>
      <EndTime>2016-01-25</EndTime>
      <ShortCode>5555</ShortCode>
      <PrimaryKeyword>DEMOKEYWORD</PrimaryKeyword>
      <IsNullKeyword>N</IsNullKeyword>
      <Encoding>UTF8</Encoding>

      <!-- VERIFICATION KEYWORDS -->
      <VerificationContent>
        <ConfirmationKeyword>YES</ConfirmationKeyword>
        <RejectionKeyword>NO</RejectionKeyword>
      </VerificationContent>

      <!--MO RESPONSES [VERIFICATION] [PRIMARY RESPONSES] [SECONDARY RESPONSES]-->
      <MOResponses>

        <MOResponse>
          <MOTaskType>Verification</MOTaskType>
          <ResponseType>Question</ResponseType>
          <ContentType>SMS</ContentType>
          <MessageContent>
            <TextMessage>
              <OriginalMessage>Are you sure you want to subscribe? [P]OriginalMessageWithoutKeyword[/P]
[P]OriginalMSISDN[/P]</OriginalMessage>
            <TPOA>5555</TPOA>
            <OperatorID>40</OperatorID>
            <Encoding>UTF8</Encoding>
            <SessionID>SessionID123</SessionID>
          </TextMessage>
        </MOResponse>
      </MOResponses>
    </MOAutomatorTask>
  </MOTasks>
</MOAutomatorConfig>
```

```

    <IsLongMessage>>false</IsLongMessage>
    <IsStaticMessage>>false</IsStaticMessage>
  </TextMessage>
</MessageContent>
<HubAccountName>SMSSHUBACCOUNT</HubAccountName>
</MOResponse>

<MOResponse>
  <MOTaskType>Verification</MOTaskType>
  <ResponseType>Rejection</ResponseType>
  <ContentType>sms</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Are you sure you wish to exit? [P]OriginalMessage[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UCS2</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>

<MOResponse>
  <MOTaskType>Verification</MOTaskType>
  <ResponseType>Unrecognized</ResponseType>
  <ContentType>in</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>The message sent was not recognized. Please try again
[P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName>INHubAccount</HubAccountName>
</MOResponse>

<!--[PRIMARY KEYWORD RESPONSE] [CONTENT TYPE SMS]-->
<MOResponse>
  <MOTaskType>primaryKeywordResponse</MOTaskType>

```

```

    <ResponseType>PrimaryKeyword</ResponseType>
    <IsApplyVerification>Y</IsApplyVerification>
    <ContentType>SMS</ContentType>
    <MessageContent>
      <TextMessage>
        <OriginalMessage>Message for Primary keyword [P]OriginalMessage[/P]
[P]OriginalMessageWithoutKeyword[/P]</OriginalMessage>
        <TPOA>5555</TPOA>
        <OperatorID>47</OperatorID>
        <Encoding>UTF8</Encoding>
        <SessionID>SessionID123</SessionID>
        <IsLongMessage>>false</IsLongMessage>
        <IsStaticMessage>>false</IsStaticMessage>
      </TextMessage>
    </MessageContent>
    <HubAccountName>SMSHubAccount</HubAccountName>
  </MOResponse>

  <!-- [SECONDARY KEYWORD RESPONSE] -->
  <MOResponse>
    <MOTaskType>SecondaryKeywordResponse</MOTaskType>
    <IsApplyVerification>Y</IsApplyVerification>
    <ContentType>SMS</ContentType>
    <SecondaryKeyword>PIC1,PIC2</SecondaryKeyword>
    <KeywordMatchMode>exact</KeywordMatchMode>
    <MessageContent>
      <TextMessage>
        <OriginalMessage>Secondary Keyword Response Message
[P]OriginalMessageWithoutKeyword[/P] [P]OriginalMSISDN[/P]</OriginalMessage>
        <TPOA>22222</TPOA>
        <OperatorID>4</OperatorID>
        <Encoding>UTF8</Encoding>
        <SessionID>aaabbb123</SessionID>
        <IsLongMessage>>false</IsLongMessage>
        <IsStaticMessage>>false</IsStaticMessage>
      </TextMessage>
    </MessageContent>
    <HubAccountName>SMSHubAccount</HubAccountName>
  </MOResponse>

</MOResponses>

</MOAutomatorTask>
</MOTasks>
</MOAutomatorConfig>

```

Sample XML configuration file

About the UserInfo Section

The **UserInfo** section contains the user authentication and contact information.

```
<UserInfo>
  <LoginID>userLoginID</LoginID>
  <Email>userEmailID</Email>
</UserInfo>
```

Sample UserInfo section

Attributes of the **UserInfo** section include:

- **Login ID** – (required) Login ID to message manager
- **Email** – (optional) User's contact email address where processing status is sent

About the TaskType Section

The **TaskType** section contains the type of campaign to be created.

```
<TaskType>OnDemand</TaskType>
```

Sample TaskType section

About the Campaigns Section

The **MOTasks** section contains the campaign information.

```
<MOAutomatorTask>
  <TaskName>OnDemand_Automator_Sample</TaskName>
  <TimeZone>GMT Standard Time</TimeZone>
  <StartTime>2016-01-01</StartTime>
  <EndTime>2016-01-25</EndTime>
  <ShortCode>5555</ShortCode>
  <PrimaryKeyword>DEMOKEYWORD</PrimaryKeyword>
  <IsNullKeyword>N</IsNullKeyword>
  <Encoding>UTF8</Encoding>
</MOAutomatorTask>
```

Sample campaigns information section

Attributes of the **MOTask** section include:

- **MOAutomatorTask** – (required) Collection of Automator campaigns

About the MO Automator Task Subsection

The **MOTask** subsection contains the details of a MOAutomator task. Attributes of the **MOTask** subsection include:

- **TaskName** – (required) Name of the campaign to be created
- **TimeZone** – (required) Time zone ID used for the campaign
- **StartTime** – (required) Start time for the campaign
- **EndTime** – (required) End time for the campaign
- **ShortCode** – (required) Short Code for the campaign
- **PrimaryKeyword** -- (required) Primary Keyword for the campaign
- **IsNullKeyword**– (optional) IsNullKeyword can be applied if there is no Primary keyword
- **Encoding**– (optional) Encoding can be specified

About the VerificationContent Subsection

```
<VerificationContent>  
  <ConfirmationKeyword>YES</ConfirmationKeyword>  
  <RejectionKeyword>NO</RejectionKeyword>  
</VerificationContent>
```

Verification Content section

- **VerificationContent** – (optional) If MOResponses.IsApplyVerification is true then Verification Content is mandatory
- **VerificationContent.ConfirmationKeyword** -- (required) The keyword for confirming participation in campaign
- **VerificationContent.RejectionKeyword** -- (required) The keyword for not participating in campaign

About the MOResponses Subsection

About Verification Response

```
<MOResponse>
  <MOTaskType>Verification</MOTaskType>
  <ResponseType>Question</ResponseType>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Message Content
[P]OriginalMessage[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName>SMSSHUBACCOUNT</HubAccountName>
```

Verification response

- **MOResponse.MOTaskType** – (required) The value will be Verification for Verification Responses
- **MOResponse.ResponseType** – (required) The response type can be set as
- **Question**–the question sent to subscribers asking for confirmation or rejection.
- **Rejection**–the response sent to subscribers after a rejection is received.
- **Unrecognized**- the response sent to subscribers after an unrecognizable verification message is received.
- **MOResponse.ContentType** – (required) SMS or Intelligent Notification (IN) will be used for sending text messages. Possible values: SMS, IN
- **MessageContent** – (required) The content of the message to be sent
- **MessageContent.Message** – (required) Message text in which parameter names can be wrapped with **[P]ParameterName[/P]** to mark this as a parameter; actual contents are replaced with the parameter value when the message is sent
- **MessageContent.TextMessage.TPOA** – (optional) TPOA used for sending the message
- **MessageContent.TextMessage.OperatorID** – (optional) Operator ID used for sending the message
- **MessageContent.TextMessage.SessionID** – (optional) Session ID used for sending the message
- **MessageContent.TextMessage.Encoding**—(optional) USC2 encoding must be used if any content in a USC2 format; otherwise content sent to subscribers may not be readable (**UTF8** (default) or **UCS2**)

- **MessageContent.TextMessage.IsLongMessage**—(optional) Indicator specifying whether the message contains more than 160 characters (UTF8) or more than 70 characters (UCS2): **True** or **False** (default)
- **MessageContent.TextMessage.IsStaticMessage**—(optional) Indicator specifying whether the message contains one or more parameters: **True** or **False** (default)
- **MOResponse.HubAccountName** – (optional) HubAccount used for sending the message. This should match with MOResponse.ContentType. default (User’s default hubaccount)

About Primary Keyword Response and Secondary Keyword Response

```

<MOResponse>
  <MOTaskType>primaryKeywordResponse</MOTaskType>
  <ResponseType>PrimaryKeyword</ResponseType>
  <IsApplyVerification>Y</IsApplyVerification>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Messagecontent
[P]OriginalMessageWithoutKeyword[/P][P]OriginalMSISDN[/P]</OriginalMessage>
    </TextMessage>
    <TPOA>5555</TPOA>
    <OperatorID>47</OperatorID>
    <Encoding>UTF8</Encoding>
    <SessionID>SessionID123</SessionID>
    <IsLongMessage>>false</IsLongMessage>
    <IsStaticMessage>>false</IsStaticMessage>
    <ValidityPeriod>5M</ValidityPeriod>
  </TextMessage>
</MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>

```

Primary Keyword Response

- **MOResponse. MOTaskType** – (required) The value will be **primaryKeywordResponse** for Primary Keyword Responses
- **MOResponse.ResponseType** – (required) the response task type can have the following response type
- **PrimaryKeyword**

- **BeforeStarted**
- **AfterEnded**
- **MOResponse.ContentType** – (required) Content Type used for sending the message. The ContentType can be SMS, Email, Publish, SMSFwd, IntelligentNotification
- Rest of the fields are same as given in the section above.

About ContentType Email

```

<MOResponse>
  <MOTaskType>PrimaryKeywordResponse</MOTaskType>
  <ResponseType>PrimaryKeyword</ResponseType>
  <ContentType>Email</ContentType>
  <MessageContent>
    <EmailMessage>
      <ToAddress>emailid@gmail.com</ToAddress>
      <Subject>Email Subject</Subject>
      <EmailBody>Email Content</EmailBody>
    </EmailMessage>
  </MessageContent>
</MOResponse>

```

Email Content Type

- **MessageContent.EmailMessage.ToAddress** – (required) The addressee of the email
- **MessageContent.EmailMessage.Subject** – (required) The Subject of the Email.
- **MessageContent.EmailMessage.EmailBody** – (required) the main content of the email.

About ContentType Publish

```

<MOResponse>
  <MOTaskType>PrimaryKeywordResponse</MOTaskType>
  <ResponseType>PrimaryKeyword</ResponseType>
  <ContentType>PUBLISH</ContentType>
  <MessageContent>
    <PublishMessage>
      <PublishURL>http://www.google.com</PublishURL>
    </PublishMessage>
  </MessageContent>
</MOResponse>

```

Publish Content type

- MessageContent.PublishMessage. PublishURL – (required) used to publish response

About SMSFwdMessage

```

<MOResponse>
  <MOTaskType>PrimaryKeywordResponse</MOTaskType>
  <ResponseType>PrimaryKeyword</ResponseType>
  <ContentType>SMSFWD</ContentType>
  <MessageContent>
    <SMSFwdMessage>
      <Recipients>+9585855285,+9585855285</Recipients>
      <OriginalMessage>SMS FWD Content</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>47</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </SMSFwdMessage>
  </MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>

```

SMS Forward Content Type

- **MessageContent.SMSFwdMessage. Recipients** – (required) The MSISDN numbers of the recipients
- **MessageContent.SMSFwdMessage. OriginalMessage** – (required) The message content to be sent

About TemplateID

```
<MOResponse>
  <MOTaskType>PrimaryKeywordResponse</MOTaskType>
  <ResponseType>PrimaryKeyword</ResponseType>
  <ContentType>SMSFWD</ContentType>
  <MessageContent>
    <TemplateID>1008</TemplateID>
  </MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>
```

Using Template

- **MessageContent.TemplateID** – (optional) The templateID of the saved template.

About Secondary Keyword Response

```
<MOResponse>
  <MOTaskType>secondaryKeywordResponse</MOTaskType>
  <ResponseType>SecondaryKeyword</ResponseType>
  <KeywordMatch>Exact</KeywordMatch>
  <IsApplyVerification>Y</IsApplyVerification>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Messagecontent[P]OriginalMessageWithoutKeyword[/P]
[P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>47</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>false</IsLongMessage>
      <IsStaticMessage>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>
```

Secondary Keyword Response Section

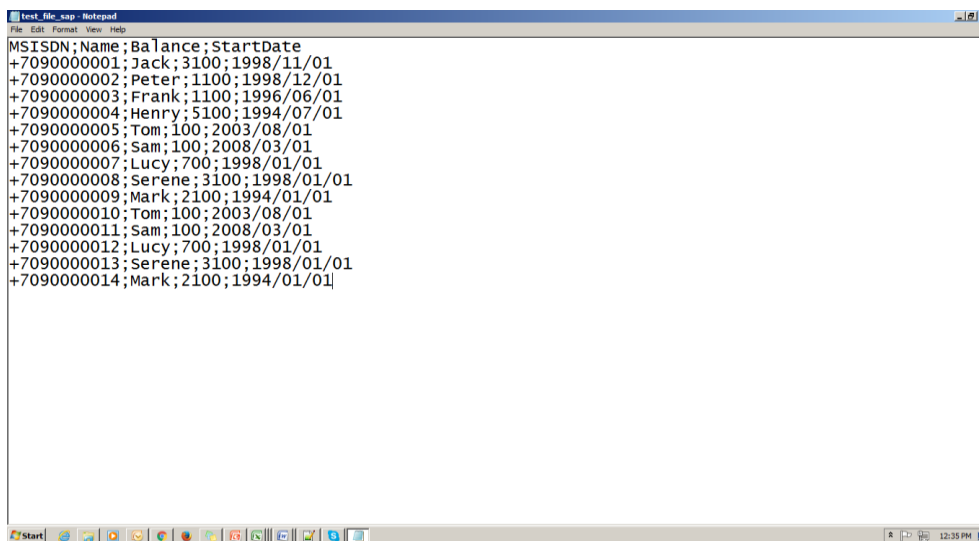
- **MOResponse.MOTaskType** – (required) The value will **SecondaryKeywordResponse** for Secondary Keyword response
- **MOResponse.ResponseType** – (required) the response type used for sending the message
- **MOResponse.KeywordMatch** – (required) the match to be applied on the message. Value can be Exact, Contains
- **MOResponse.ContentType** – (required) Content Type used for sending the message. The ContentType can be SMS, Email, Publish, SMSFwd, IntelligentNotification

WORKING WITH THE MO-OPT IN AUTOMATOR

Understanding the Subscriber List File

The first row of the subscriber list file represents the data header, while the first column represents the subscriber MSISDN in international format. Only the MSISDN column is mandatory. Additional columns are optional, as long as the data is separated by semi-colons (;). The maximum number of columns is 10. The list type of the subscriber list should be set to the default settings and will be handled by the Automator application.

In the sample file below, columns are defined as **MSISDN, Name, Balance** and **StartDate**



```
test_file_snap - Notepad
File Edit Format View Help
MSISDN;Name;Balance;StartDate
+7090000001;Jack;3100;1998/11/01
+7090000002;Peter;1100;1998/12/01
+7090000003;Frank;1100;1996/06/01
+7090000004;Henry;5100;1994/07/01
+7090000005;Tom;100;2003/08/01
+7090000006;Sam;100;2008/03/01
+7090000007;Lucy;700;1998/01/01
+7090000008;Serene;3100;1998/01/01
+7090000009;Mark;2100;1994/01/01
+7090000010;Tom;100;2003/08/01
+7090000011;Sam;100;2008/03/01
+7090000012;Lucy;700;1998/01/01
+7090000013;Serene;3100;1998/01/01
+7090000014;Mark;2100;1994/01/01
```

Sample Subscriber List

***NOTE: The upload file should not exceed 1,000,000 lines**

Understanding the Configuration File

The sample configuration file below is in XML format and it needs to be saved in **UTF-16, little endian** encoding format.

The hub account used by the campaign is the **default** account which needs to be defined in the user account.

```
<MOAutomatorConfig>
  <UserInfo>
    <LoginID>ap7</LoginID>
    <Email>user@test.com</Email>
  </UserInfo>

  <!-- [MOOPTIN SUBSCRIBER LIST] -->
  <SubscriberListInfo>
    <FileName>Subscribers.txt</FileName>
    <ListName>MOOptInList</ListName>
```

```

    <Encoding>UTF8</Encoding>
  </SubscriberListInfo>
  <TaskType>MOOptIn</TaskType>

  <MOTasks>
    <MOAutomatorTask>
      <!-- [CAMPAIGN INFORMATION] -->
      <TaskName>MOOptIn_Automator_Sample</TaskName>
      <TimeZone>GMT Standard Time</TimeZone>
      <StartTime>2016-01-01</StartTime>
      <EndTime>2016-01-25</EndTime>
      <ShortCode>5555</ShortCode>
      <PrimaryKeyword>prime1</PrimaryKeyword>
      <IsNullKeyword>N</IsNullKeyword>
      <Encoding>UTF8</Encoding>

      <!-- [VERIFICATION KEYWORDS] -->
      <VerificationContent>
        <ConfirmationKeyword>YES</ConfirmationKeyword>
        <RejectionKeyword>NO</RejectionKeyword>
      </VerificationContent>

      <!-- [OPTIN/OPTOUT KEYWORDS] -->
      <MOOptInDetails>
        <OptInKeyword>Opt-In</OptInKeyword>
        <OptOutKeyword>Opt-out</OptOutKeyword>
      </MOOptInDetails>

      <MOResponses>
        <!-- MO RESPONSES [VERIFICATION] [MOOPTINRESPONSE] -->

        <!-- [VERIFICATION QUESTION RESPONSE] -->
        <MOResponse>
          <MOTaskType>Verification</MOTaskType>
          <ResponseType>Question</ResponseType>
          <ContentType>SMS</ContentType>
          <MessageContent>
            <TextMessage>
              <OriginalMessage>Are you interested [P]OriginalMessageWithoutKeyword[/P]
[P]OriginalMSISDN[/P]</OriginalMessage>
              <TPOA>5555</TPOA>
              <OperatorID>40</OperatorID>
              <Encoding>UTF8</Encoding>
              <SessionID>SessionID123</SessionID>
              <IsLongMessage>>false</IsLongMessage>
              <IsStaticMessage>>false</IsStaticMessage>
            </TextMessage>
          </MessageContent>
          <HubAccountName>SMSSHUBACCOUNT</HubAccountName>
        </MOResponse>
      </MOResponses>
    </MOAutomatorTask>
  </MOTasks>

```



```

</MOResponse>

        <!-- [VERIFICATION REJECTION RESPONSE] -->
<MOResponse>
  <MOTaskType>Verification</MOTaskType>
  <ResponseType>Rejection</ResponseType>
  <ContentType>sms</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>You have been unregistered. [P]OriginalMessage[/P]
[P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UCS2</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>

<!-- [VERIFICATION UNRECOGNIZED RESPONSE] CONTENT TYPE [INTELLIGENT NOTIFICATION] -->
<MOResponse>
  <MOTaskType>Verification</MOTaskType>
  <ResponseType>Unrecognized</ResponseType>
  <ContentType>in</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Sorry cannot recognize [P]OriginalMessageWithoutKeyword[/P]
[P]OriginalMessage[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName>INHubAccount</HubAccountName>
</MOResponse>

        <!-- [MOOPTIN RESPONSE] [CONTENT TYPE SMS] -->
<MOResponse>
  <MOTaskType>MOOptInResponse</MOTaskType>
  <ResponseType>MOOptIn</ResponseType>
  <IsApplyVerification>Y</IsApplyVerification>

```

```
<ContentType>SMS</ContentType>
<MessageContent>
  <TextMessage>
    <OriginalMessage>Opted In Successfully [P]OriginalMessageWithoutKeyword[/P]
[P]OriginalMessage[/P]</OriginalMessage>
    <TPOA>22222</TPOA>
    <OperatorID>4</OperatorID>
    <Encoding>UTF8</Encoding>
    <SessionID>SessionID123</SessionID>
    <IsLongMessage>>false</IsLongMessage>
    <IsStaticMessage>>false</IsStaticMessage>
    <ValidityPeriod>5m</ValidityPeriod>
  </TextMessage>
</MessageContent>
<HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>
```

```
<!--[MOOPTIN RESPONSE] [CONTENT TYPE EMAIL]-->
```

```
<MOResponse>
  <MOTaskType>MOOptInResponse</MOTaskType>
  <ResponseType>MOOptIn</ResponseType>
  <ContentType>Email</ContentType>
  <MessageContent>
    <EmailMessage>
      <ToAddress>emailid@gmail.com</ToAddress>
      <Subject>Email Subject</Subject>
      <EmailBody> Opted In Successfully </EmailBody>
    </EmailMessage>
  </MessageContent>
</MOResponse>
```

```
<!--[MOOPTIN RESPONSE] [CONTENT TYPE PUBLISH]-->
```

```
<MOResponse>
  <MOTaskType>MOOptInResponse</MOTaskType>
  <ResponseType>MOOptIn</ResponseType>
  <ContentType>PUBLISH</ContentType>
  <MessageContent>
    <PublishMessage>
      <PublishURL>http://www.google.com</PublishURL>
    </PublishMessage>
  </MessageContent>
</MOResponse>
```

```
<!--[MOOPTIN RESPONSE] [CONTENT TYPE SMSFWD]-->
```

```
<MOResponse>
  <MOTaskType>MOOptInResponse</MOTaskType>
  <ResponseType>MOOptIn</ResponseType>
  <ContentType>SMSFWD</ContentType>
```

```
<MessageContent>
  <SMSFwdMessage>
    <Recipients>+9585855285,+9585855285</Recipients>
    <OriginalMessage> Opted In Successfully </OriginalMessage>
    <TPOA>5555</TPOA>
    <OperatorID>47</OperatorID>
    <Encoding>UTF8</Encoding>
    <SessionID>SessionID123</SessionID>
    <IsLongMessage>>false</IsLongMessage>
    <IsStaticMessage>>false</IsStaticMessage>
  </SMSFwdMessage>
</MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>
```

```
<!-- [MOOPTIN RESPONSE] [BEFORESTARTED] -->
```

```
<MOResponse>
  <MOTaskType>MOOptInResponse</MOTaskType>
  <ResponseType>BeforeStarted</ResponseType>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Campaign not yet started</OriginalMessage>
      <TPOA>22222</TPOA>
      <OperatorID>4</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
    </TextMessage>
  </MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>
```

```
<!-- [MOOPTIN RESPONSE] [AfterEnded] -->
```

```
<MOResponse>
  <MOTaskType>MOOptInResponse</MOTaskType>
  <ResponseType>AfterEnded</ResponseType>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Sorry campaign ended [P]OriginalMessageWithoutKeyword[/P]
[P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>47</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
```

```

        <IsStaticMessage>>false</IsStaticMessage>
    </TextMessage>
</MessageContent>
    <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>

        <!-- [MOOPTIN RESPONSE] [MOOptOut] -->
<MOResponse>
    <MOTaskType>MOOptInResponse</MOTaskType>
    <ResponseType>MOOptOut</ResponseType>
    <ContentType>SMS</ContentType>
    <MessageContent>
        <TextMessage>
            <OriginalMessage>Opted Out Successfully [P]OriginalMessage[/P]
[P]OriginalMessageWithoutKeyword[/P]</OriginalMessage>
            <TPOA>5555</TPOA>
            <OperatorID>47</OperatorID>
            <Encoding>UTF8</Encoding>
            <SessionID>SessionID123</SessionID>
            <IsLongMessage>>false</IsLongMessage>
            <IsStaticMessage>>false</IsStaticMessage>
        </TextMessage>
    </MessageContent>
    <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>

        <!-- [MOOPTIN RESPONSE] [MOOptedInAlready] -->
<MOResponse>
    <MOTaskType>MOOptInResponse</MOTaskType>
    <ResponseType>MOOptedInAlready</ResponseType>
    <ContentType>IN</ContentType>
    <MessageContent>
        <TextMessage>
            <OriginalMessage>Already Opted In Successfully [P]OriginalMessage[/P] </OriginalMessage>
            <TPOA>5555</TPOA>
            <OperatorID>4</OperatorID>
            <Encoding>UTF8</Encoding>
            <SessionID>SessionID123</SessionID>
            <IsLongMessage>>false</IsLongMessage>
            <IsStaticMessage>>false</IsStaticMessage>
            <ValidityPeriod>5m</ValidityPeriod>
        </TextMessage>
    </MessageContent>
    <HubAccountName>INHubAccount</HubAccountName>
</MOResponse>

        <!-- [MOOPTIN RESPONSE] [MOOptInUnrecognized] -->

```

```

<MOResponse>
  <MOTaskType>MOOptInResponse</MOTaskType>
  <ResponseType>MOOptInUnrecognized</ResponseType>
  <ContentType>sms</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Cannot recognize [P]OriginalMessageWithoutKeyword[/P]
</OriginalMessage>
    <TPOA>5555</TPOA>
    <OperatorID>4</OperatorID>
    <Encoding>UTF8</Encoding>
    <SessionID>SessionID123</SessionID>
    <IsLongMessage>>false</IsLongMessage>
    <IsStaticMessage>>false</IsStaticMessage>
    <ValidityPeriod>5m</ValidityPeriod>
  </TextMessage>
</MessageContent>
  <HubAccountName>SMSHubAccount</HubAccountName>
</MOResponse>

</MOResponses>
</MOAutomatorTask>
</MOTasks>
</MOAutomatorConfig>

```

Sample Configuration xml file

About the UserInfo Section

The **UserInfo** section contains the user authentication and contact information.

```

<UserInfo>
  <LoginID>ap7</LoginID>
  <Email>emailID@test.com</Email>
</UserInfo>

```

Sample User Info section

Attributes of the **UserInfo** section include:

- **Login ID** – (required) Login ID to message manager
- **Email** – (optional) User's contact email address where processing status is sent

About the SubscriberListInfo Section

The **SubscriberListInfo** section can be used in two ways. The first is to specify the details of a new subscriber list to be created or it can be used to reference an existing subscriber

```

<SubscriberListInfo>
  <FileName>MOOptInSubsfile.txt</FileName>
  <ListName>opt_check2</ListName>
  <Encoding>UTF8</Encoding>
</SubscriberListInfo>

```

Sample SubscriberListInfo section

Attributes of the **SubscriberListInfo** section include:

- **FileName** – (required) Uploaded subscriber list file name
- **ListName** – (required) Name of the subscriber list to be created in message manager
- **Encoding** – (required) Type of encoding for the subscriber list: UTF8 (default) or UCS2

About the Campaign Section

The **Tasks** section contains the campaign information.

```

<MOTasks>
  <MOAutomatorTask>
    <!-- [CAMPAIGN INFORMATION] -->
    <TaskName>MOOptIn_Automator_Sample</TaskName>
    <TimeZone>GMT Standard Time</TimeZone>
    <StartTime>2016-01-01</StartTime>
    <EndTime>2016-01-25</EndTime>
    <ShortCode>5555</ShortCode>
    <PrimaryKeyword>prime1</PrimaryKeyword>
    <IsNullKeyword>N</IsNullKeyword>
    <Encoding>UTF8</Encoding>

    <!-- [VERIFICATION KEYWORDS] -->
    <VerificationContent>
      <ConfirmationKeyword>YES</ConfirmationKeyword>
      <RejectionKeyword>NO</RejectionKeyword>
    </VerificationContent>

    <!-- [OPTIN/OPTOUT KEYWORDS] -->
    <MOOptInDetails>
      <OptInKeyword>YES1</OptInKeyword>
      <OptOutKeyword>NO1</OptOutKeyword>
    </MOOptInDetails>
  </MOAutomatorTask>
</MOTasks>

```

Sample campaigns with start time section

About the AutomatorTask Subsection

The **Task** subsection contains the details of an Automator task. Attributes of the **Task** subsection include:

- **TaskName** – (required) Name of the campaign to be created
- **TimeZone** – (required) Time zone ID used for the campaign
- **StartTime** – (required) Start time for schedule corresponding with the specified TimeZone: Format = day month year hh:mm AM/PM e.g. 08 Aug 2008 08:18 AM
- **EndTime** – (required) End time for schedule corresponding with the specified TimeZone: Format = day month year hh:mm AM/PM, e.g. 08 Aug 2008 08:18 AM
- **Short Code**– (required) The short code is the code a subscriber uses to send the request for a program.
- **Primary Keyword(s)** – (required) In the field, type the keyword that must be sent by the subscriber in order to start the program. Multiple keywords can be entered separated by commas.
- **IsNull Keyword**– (Optional)To configure the campaign without a keyword
- **Encoding**–(optional) USC2 encoding must be used if any parameter from a USC2 subscriber list is used; otherwise content sent to subscribers may not be readable (UTF8 (default) or UCS2)
- **VerificationContent**– (Optional) On the tab, configure the keywords subscribers must send in order to confirm or reject an opt-in or opt-out, as well as their response messages.
- **VerificationContent.ConfirmationKeyword**– If Verification is applied then confirmation keyword is the keyword a subscriber must send in order to confirm an opt-in or opt-out.
- **VerificationContent.RejectionKeyword**–(optional) If Verification is applied then rejection keyword is the keyword a subscriber must send in order to reject an opt-in or opt-out.
- **MOOptInDetails .OptInKeyword(s)** – (required) the keyword a subscriber must send in order to opt-in to the campaign.
- **MOOptInDetails.OptOutKeyword(s)**– (Optional) the keyword a subscriber must send in order to opt-out of the campaign

Sending Verification Responses with Text Message Content Type SMS/IN

```
<MOResponses>  
<!--MO RESPONSES [VERIFICATION] [MOOPTINRESPONSE] -->  
  
<!-- [VERIFICATION QUESTION RESPONSE] -->
```

```

<MOResponse>
  <MOTaskType>Verification</MOTaskType>
  <ResponseType>Question</ResponseType>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Are you really interested [P]OriginalMessageWithoutKeyword[/P]
</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName>SMSSHUBACCOUNT</HubAccountName>
</MOResponse>

```

Sample Message Content using a text message with content type SMS

- **MOTaskType**– Type of campaign you have to create
- **ResponseType** – (required) Type of response send to the user for the verification. In this case question type of response is send
- **ContentType**– (required) **SMS/IN** can be send to the user. If content type is SMS it is send to the user if it is IN(Intelligent Notification) type that message is send to the user
- **OriginalMessage**– (required) Message text in which parameter names can be wrapped with [P]ParameterName[/P] to mark this as a parameter; actual contents are replaced with the parameter value when the message is sent
- ***NOTE: MSISDN** is a default parameter for all subscriber lists.
- **TPOA** – (optional) TPOA used for sending the message
- **OperatorID** – (optional) Operator ID used for sending the message
- **SessionID** – (optional) Session ID used for sending the message
- **Encoding**– (optional) UCS2 encoding must be used if any parameter from a UCS2 subscriber list is used; otherwise content sent to subscribers may not be readable (**UTF8** (default) or **UCS2**)
- **IsLongMessage**– (optional) Indicator specifying whether the message contains more than 160 characters (UTF8) or more than 70 characters (UCS2): **True** or **False** (default)
- **IsStaticMessage**–(optional) Indicator specifying whether the message contains one or more parameters: **True** or **False** (default)
- **ValidityPeriod** – (optional) The validity period for the campaign.
- **HubAccount**–(required) the account associated to the user is selected from the drop down. It can be of SMS content type or IN (Intelligent Notification) type.

- For MOTaskType as Verification, there could be 3 types of ResponseType:
 - **Question**—the question sent to subscribers asking for confirmation or rejection.
 - **Rejection**—the response sent to subscribers after a rejection is received.
 - **Unrecognized**- the response sent to subscribers after an unrecognizable verification message is received.

Sending Opt-In Responses with Text Message Content Type SMS

```

<!-- MO Opt In response demo -->
<!-- SMS ContentType -->
<<MOResponse>
  <MOTaskType>MOOptInResponse</MOTaskType>
  <ResponseType>MOOptIn</ResponseType>
  <IsApplyVerification>Y</IsApplyVerification>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>Opted In Successfully [P]OriginalMessage[/P]</OriginalMessage>
      <TPOA>22222</TPOA>
      <OperatorID>4</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5m</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName>SMSTHubAccount</HubAccountName>
</MOResponse>

```

Sample Message Content using a text message with content type SMS/IN

For MOTaskType as MOOptInResponse, there could be 7 types of ResponseType:

- **MOOpt-InResponse** –the response sent after a subscriber opts-in
- **MOOpt-OutResponse** –the response sent after a subscriber opts-out
- **MOOpt-InAlreadyResponse** –the response sent after a subscriber attempts to opt-in while already being opted-in
- **MOOpt-OutAlreadyResponse** –the response sent after a subscriber attempts to opt-out while already being opted-out
- **MOOpt-InUnrecognizedResponse** –the response sent after a subscriber sends an unrecognizable request message

- **BeforeStartedResponse** –the response sent after a subscriber attempts to opt-in prior to the campaign start date
- **AfterEndedResponse** –the response sent after a subscriber attempts to opt-in after the campaign end date
- **Content Type** tag can have values such as **SMS, Email, Publish, SMS Fwd** and **IN**. Refer to main configuration xml for details.

WORKING WITH THE MO VALIDATION AUTOMATOR

Understanding the validation List File

The first row of the validation list file represents the data header. The list type of the validation list should be set to the default settings and will be handled by the Automator application.

In the sample file below, columns are defined as **MSISDN**, **Name**, and **Balance**.



Sample validation list file

***NOTE:** The upload file should not exceed 1,000,000 lines

Understanding the Configuration File

The sample configuration file below is in XML format and it needs to be saved in **UTF-16, little endian** encoding format.

The hub account used by the campaign is the **default** account which needs to be defined in the user account.

```
<?xml version="1.0" encoding="UTF-8"?>
<MOAutomatorConfig>
  <UserInfo>
    <LoginID>test_QA</LoginID>
    <Email>test@gmail.com</Email>
  </UserInfo>

  <!-- [UPLOAD VALIDATION LIST] -->

  <ValidationListInfo>
    <ValidationList>
      <FileName>Bulk_MO.txt</FileName>
      <ListName>Bulk_MO</ListName>
      <Encoding>UTF8</Encoding>
    </ValidationList>
    <ValidationList>
      <FileName>SampleMOValidationList2.txt</FileName>
      <ListName>MOValueList1</ListName>
      <Encoding>UTF8</Encoding>
    </ValidationList>
  </ValidationListInfo>
</MOAutomatorConfig>
```

```

</ValidationList>
</ValidationListInfo>

<TaskType>MOValidation</TaskType>

<!-- [CAMPAIGN INFORMATION] -->
<MOTasks>
  <MOAutomatorTask>
    <TaskName>MOValidation_Automator_Sample_30</TaskName>
    <TimeZone>Singapore Standard Time</TimeZone>
    <StartTime>2015-11-04 23:15:00</StartTime>
    <EndTime>2015-11-05 18:30:00</EndTime>
    <ShortCode>3434</ShortCode>
    <PrimaryKeyword>SCBAUTOMATOR1009</PrimaryKeyword>
    <IsNullKeyword>n</IsNullKeyword>
    <Encoding>UCS2</Encoding>
    <!-- [QUOTA INFORMATION] -->
    <CampaignQuota>1</CampaignQuota>

    <!-- [MESSAGE FORMAT PARAMETER INFORMATION] -->
    <MOParameters>

      <MOParameter>
        <ParamName>MSISDN</ParamName>
        <DataType>MSISDN</DataType>
        <MatchCondition>MATCHES</MatchCondition>
        <MatchWith>FIXEDVALUE</MatchWith>
        <CustomValue>+9782854852</CustomValue>
        <IsOptional>n</IsOptional>
        <ParamQuota>1</ParamQuota>
      </MOParameter>

      <MOParameter>
        <ParamName>CreditCard</ParamName>
        <DataType>Number</DataType>
        <MinLength>16</MinLength>
        <MaxLength>16</MaxLength>
        <MatchCondition>Matches</MatchCondition>
        <MatchWith>ValueInList</MatchWith>
        <MatchCondition>EqualsorLessThan</MatchCondition>
        <MatchWith>FIXEDVALUE</MatchWith>
        <CustomValue>123</CustomValue>
        <ParameterList>
          <ListName>MOValueList1</ListName>
          <ColumnName>BIN</ColumnName>
        </ParameterList>
        <IsOptional>n</IsOptional>
        <ParamQuota>1</ParamQuota>
      </MOParameter>
    </MOParameters>
  </MOAutomatorTask>
</MOTasks>

```

```
<MOParameter>
  <ParamName>NRIC</ParamName>
  <DataType>TEXT</DataType>
  <MinLength>9</MinLength>
  <MaxLength>9</MaxLength>
  <MatchCondition>Matches</MatchCondition>
  <MatchWith>RegularExpression</MatchWith>
  <CustomValue>^[SFTG]\d{7}[AZ]$</CustomValue>
  <IsOptional>N</IsOptional>
  <ParamQuota>1</ParamQuota>
</MOParameter>
```

```
<MOParameter>
  <ParamName>PRIZECODE</ParamName>
  <DataType>TEXT</DataType>
  <MinLength>6</MinLength>
  <MaxLength>8</MaxLength>
  <MatchCondition>Contains</MatchCondition>
  <MatchWith>ValueInList</MatchWith>
  <ParameterList>
    <ListID>00001262</ListID>
    <ColumnName>PrizeCode</ColumnName>
  </ParameterList>
  <IsOptional>n</IsOptional>
  <ParamQuota>1</ParamQuota>
</MOParameter>
```

```
</MOParameters>
```

```
<!--MO RESPONSES-->
```

```
<MOResponses>
```

```
<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ResponseType>SuccessResponse</ResponseType>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>MessageContent for SuccessResponse [P]OriginalMessage[/P]
[P]OriginalMessageWithoutKeyword[/P] [P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UCS2</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
</MOResponse>
```

```

</MessageContent>
<HubAccountName />
</MOResponse>

<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ResponseType>AfterEnded</ResponseType>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>MessageContent for SuccessResponse [P]OriginalMessage[/P]
[P]OriginalMessageWithoutKeyword[/P] [P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UCS2</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName />
</MOResponse>

<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ResponseType>BeforeStarted</ResponseType>
  <ContentType>sms</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>MessageContent for SuccessResponse [P]OriginalMessage[/P]
[P]OriginalMessageWithoutKeyword[/P] [P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>40</OperatorID>
      <Encoding>UCS2</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
      <ValidityPeriod>5M</ValidityPeriod>
    </TextMessage>
  </MessageContent>
  <HubAccountName />
</MOResponse>

<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ResponseType>CampaignQuotaReached</ResponseType>
  <ContentType>PUBLISH</ContentType>
  <MessageContent>

```

```

<PublishMessage>
  <PublishURL>http://www.google.com</PublishURL>
</PublishMessage>
</MessageContent>
</MOResponse>

<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ResponseType>InvalidParamFormat</ResponseType>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>MessageContent for SuccessResponse [P]OriginalMessage[/P]
[P]OriginalMessageWithoutKeyword[/P] [P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>47</OperatorID>
      <Encoding>UCS2</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
    </TextMessage>
  </MessageContent>
  <HubAccountName />
</MOResponse>

<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ParamName>NRIC</ParamName>
  <ResponseType>ValidationFailed</ResponseType>
  <ContentType>SMSFWD</ContentType>
  <MessageContent>
    <SMSFwdMessage>
      <Recipients>+9585855285,+9585855285</Recipients>
      <OriginalMessage>Parameter NRIC Validation Failed</OriginalMessage>
      <TPOA>22222</TPOA>
      <OperatorID>4</OperatorID>
      <Encoding>UCS2</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
    </SMSFwdMessage>
  </MessageContent>
  <HubAccountName />
</MOResponse>

<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ResponseType>InvalidParamFormat</ResponseType>
  <ContentType>Email</ContentType>

```

```

<MessageContent>
  <EmailMessage>
    <ToAddress>emailid@gmail.com</ToAddress>
    <Subject>Email Subject</Subject>
    <EmailBody>Invalid Parameter format</EmailBody>
  </EmailMessage>
</MessageContent>
</MOResponse>

<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ParamName>NRIC</ParamName>
  <ResponseType>QuotaReached</ResponseType>
  <ContentType>SMSFWD</ContentType>
  <MessageContent>
    <SMSFwdMessage>
      <Recipients>+9585855285,+9585855285</Recipients>
      <OriginalMessage>NRIC Quota Reached</OriginalMessage>
      <TPOA>22222</TPOA>
      <OperatorID>4</OperatorID>
      <Encoding>UTF8</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>>false</IsLongMessage>
      <IsStaticMessage>>false</IsStaticMessage>
    </SMSFwdMessage>
  </MessageContent>
  <HubAccountName />
</MOResponse>

</MOResponses>

</MOAutomatorTask>
</MOTasks>
</MOAutomatorConfig>

```

Sample Configuration xml file

About the UserInfo Section

The UserInfo section contains the user authentication and contact information.

```

<UserInfo>
  <LoginID>ap7</LoginID>
  <Email>emailID@test.com</Email>
</UserInfo>

```

Sample UserInfo section

Attributes of the **UserInfo** section include:

- **Login ID** – (required) Login ID to message manager
- **Email** – (optional) User's contact email address where processing status is sent

About the ValidationListInfo Section

It is used to specify the details of a new validation list to be created.

Reusing an existing validation list (The existing list must belong to same user who's login is used while creating campaign using Automator):

```
<SubscriberListInfo>
  <FileName>MOOptInSubsfile.txt</FileName>
  <ListName>opt_check2</ListName>
  <Encoding>UTF8</Encoding>
</SubscriberListInfo>
```

Attributes of the **ValidationListInfo** section include:

**NOTE the attributes below are only required if ListID is not used (see reuse list section below).*

- **FileName** – (required) Uploaded subscriber list file name
- **ListName** – (required) Name of the Validation list to be created in message manager
- **Encoding** – (required) Type of encoding for the Validation list: **UTF8** (default) or **UCS2**

Reusing an existing validation list:

```
<ParameterList>
  <ListID>00001262</ListID>
  <ColumnName>PrizeCode</ColumnName>
</ParameterList>
```

Sample ValidationListInfo section

The existing validation list can be used as follows in the parameter section of XML:

```
<MOParameter>
  <ParamName>PRIZECODE</ParamName>
  <DataType>TEXT</DataType>
  <MinLength>6</MinLength>
  <MaxLength>8</MaxLength>
  <MatchCondition>Contains</MatchCondition>
  <MatchWith>ValueInList</MatchWith>
  <ParameterList>
    <ListID>00001262</ListID>
    <ColumnName>PrizeCode</ColumnName>
  </ParameterList>
  <IsOptional>n</IsOptional>
  <ParamQuota>1</ParamQuota>
</MOParameter>
```

Sample ValidationListInfo section in parameter creation

Attributes of the **ValidationListInfo** section include:

- **ListID** – (required) The list Id of the subscriber list to be used.
- **ColumnName** – the name of the column in the list

About the Campaign Section

The **Tasks** section contains the campaign information.

```
<MOTasks>
  <MOAutomatorTask>
    <!-- [CAMPAIGN INFORMATION] -->
    <TaskName>MOValidation_Automator_Sample_30</TaskName>
    <TimeZone>Singapore Standard Time</TimeZone>
    <StartTime>2015-11-04 23:15:00</StartTime>
    <EndTime>2015-11-05 18:30:00</EndTime>
    <ShortCode>3434</ShortCode>
    <PrimaryKeyword>SCBAUTOMATOR1009</PrimaryKeyword>
    <IsNullKeyword>n</IsNullKeyword>
    <Encoding>UCS2</Encoding>
  </MOAutomatorTask>
</MOTasks>
```

Sample ValidationListInfo section in parameter creation

About the Automator Task Subsection

The **Task** subsection contains the details of an Automator task. Attributes of the **Task** subsection include:

- **TaskType** - (required) describes type of campaign to be created.
- **TaskName** – (required) Name of the campaign to be created
- **TimeZone** – (required) Time zone ID used for the campaign
- **StartTime** – (required) Start time for schedule corresponding with the specified TimeZone: Format = day month year hh:mm:ss(24 Hrs)(must be at least 5 minutes later than current time), e.g. 08 Aug 2008 08:18
- **EndTime** - (required) End time for schedule corresponding with the specified TimeZone: Format = day month year hh:mm:ss (24 Hrs) e.g. 08 Aug 2008 15:18 .
- **ShortCode** – It is the originating address for the message.
- **Primary Keyword**- It is the unique keyword set while campaign creation.
- **IsNullKeyword** – This is set Y in case when no Primary keyword is set for the campaign.

About the Parameter Creation Subsection

The Parameter subsection takes care of parameter creation. The following is a sample XML file for the parameter creation.

```
<MOPparameter>
  <ParamName>NRIC</ParamName>
  <DataType>TEXT</DataType>
  <MinLength>9</MinLength>
  <MaxLength>9</MaxLength>
  <MatchCondition>Matches</MatchCondition>
  <MatchWith>RegularExpression</MatchWith>
  <CustomValue>^[SFTG]\d{7}[AZ]$</CustomValue>
  <IsOptional>N</IsOptional>
  <ParamQuota>1</ParamQuota>
</MOPparameter>
```

Sample XML Parameter creation configuration file

```
<MOPparameter>
  <ParamName>MSISDN</ParamName>
  <DataType>MSISDN</DataType>
  <MatchCondition>MATCHES</MatchCondition>
  <MatchWith>FIXEDVALUE</MatchWith>
  <CustomValue>+9782854852</CustomValue>
  <IsOptional>n</IsOptional>
  <ParamQuota>1</ParamQuota>
</MOPparameter>
```

Sample XML Parameter creation configuration file

- **ParamName**-The name of the parameter which needs to be created.
- **DataType**-The Type of parameter is defined here it can be a text or a Number.In case of MSISDN the data type is MSISDN
- **Min or Max length**-This field defines the min and max length for the Text datatype .
- **Min or Max Value**-This field defines the min and max Value for the number datatype .
- **MatchCondition** – This field accepts the following values :

Select the Match Condition

For Text Data Type

- **NA** – No Matching condition
- **Matches** – parameter value matches all characters
- **Contains** – parameter value contains all characters
- **StartWith** – parameter value starts with all characters
- **EndWith** – parameter value ends with all characters

For Number Data Type

- **NA** – No Matching condition
- **Equals** – parameter value equals the given value
- **Greater Than** – parameter value greater than the given value
- **EqualsorGreaterThan** -parameter value greater than or equals the given value
- **LessThan** - parameter valueless than the given value
- **EqualsorLessThan** - parameter value less than or equals the given value

- **MatchWith Condition**- This defines the matching condition to be used while parameter creation. If a Match condition other than “Not Required” is selected, Match With can be Fixed value or value in List

For Text Data Type

- **ValueInList** –Match condition applies against any value in list
- **FixedValue** – Match condition applies against fixed value
- **RegExpression** - Match condition applies against regular expression

For Number Data Type

- **ValueInList** –Match condition applies against any value in list
- **Fixed Value** – Match condition applies against fixed value
- **ParamQuota**-This defines the Quota for a particular parameter .
- **CustomValue** – This contains the value with which the fixed value of matchwith must be compared.
- **IsOptional**-This makes the particular parameter Optional .It has two options Y,N

Sample Automator Response Types creation

```
<MOResponse>
  <MOTaskType>Response</MOTaskType>
  <ResponseType>InvalidParamFormat</ResponseType>
  <ContentType>SMS</ContentType>
  <MessageContent>
    <TextMessage>
      <OriginalMessage>MessageContent for SuccessResponse
[P]OriginalMessage[/P] [P]OriginalMessageWithoutKeyword[/P]
[P]OriginalMSISDN[/P]</OriginalMessage>
      <TPOA>5555</TPOA>
      <OperatorID>47</OperatorID>
      <Encoding>UCS2</Encoding>
      <SessionID>SessionID123</SessionID>
      <IsLongMessage>false</IsLongMessage>
      <IsStaticMessage>false</IsStaticMessage>
    </TextMessage>
  </MessageContent>
  <HubAccountName></HubAccountName>
</MOResponse>
```

Sample XML Response creation configuration file

- **OriginalMessage** – (required) Message text in which parameter names can be wrapped with [P]ParameterName[/P] to mark this as a parameter; actual contents are replaced with the parameter value.
- **ContentType** – Contains the Type of content in which the messages to be sent it can be SMS, SMSFWD, EMAIL, PUBLISH.
- **ResponseType** – (required) This contains the types of responses which needs to be sent to the user.

Response Types can be as follows:

- **SuccessResponse** – the response sent if the format of the SMS is correct, all the validation is passed, and the user is successfully registered.
- **BeforeStarted** – the response sent if a subscriber attempts to send an SMS prior to the campaign start date.
- **AfterEnded** – the response sent if a subscriber attempts to send an SMS after the campaign end date.
- **CampaignQuotaReached** – the response sent if the campaign has a quota associated with it and registration is full.
- **InvalidParameterFormat** – the response sent if the format of the SMS is incorrect.
- **Parametervalidationfailed** – the response sent if either parameter format or value in the SMS is invalid. This can be set separately for each parameter.
- **ParameterQuotareached** – the response sent if the parameter has a quota associated with it and number of successful entries with a particular value has reached the quota limit. This can be set separately for each parameter.
- **TPOA** – (optional) TPOA used for sending the message
- **OperatorID** – (optional) Operator ID used for sending the message
- **SessionID** – (optional) Session ID used for sending the message

- **IsStaticMessage** – (optional) Indicator specifying whether the message contains one or more parameters
- **MessageContent** – (required) Message text (simple text) to be sent to subscribers.
- **OriginalMessage**-It is the text message need to be sent to the user.
- **Encoding**—(optional) USC2 encoding must be used if any parameter from a USC2 validation list is used; otherwise content sent to subscribers may not be readable (**UTF8** (default) or **UCS2**).

DEFAULT ROLE PRIVILEGES

Prior to release 5.6, every role in Message Manager had a default set of privileges as given in the table below. The roles created for organizations prior to release 5.6 will continue to have these default privileges.

With 5.6 release, the privileges can be set at organization level by the System Administrator which will then be available for customization at role level. Any new role created post release 5.6 will not have these default privileges. Privileges will have to be set manually for each role.

Role	Function Name	Privilege Name
System Administrator(SA)	Hub Accounts	Access
System Administrator(SA)	Hub Accounts	Create
System Administrator(SA)	Hub Accounts	Delete
System Administrator(SA)	Hub Accounts	Edit
System Administrator(SA)	Organizations	Access
System Administrator(SA)	Organizations	Create
System Administrator(SA)	Organizations	Delete
System Administrator(SA)	Organizations	Edit
System Administrator(SA)	Organizations	Security Policy
System Administrator(SA)	Short Codes	Access
System Administrator(SA)	Short Codes	Create
System Administrator(SA)	Short Codes	Delete
System Administrator(SA)	Short Codes	Edit
System Administrator(SA)	Users	Access
System Administrator(SA)	Users	Access Control
System Administrator(SA)	Users	Change Password
System Administrator(SA)	Users	Create
System Administrator(SA)	Users	Delete
System Administrator(SA)	Users	Edit
System Administrator(SA)	Users	Restore User
System Administrator(SA)	Users	Security Policy
Account Administrator(AA)	Hub Accounts	Access
Account Administrator(AA)	Hub Accounts	Create
Account Administrator(AA)	Hub Accounts	Delete
Account Administrator(AA)	Hub Accounts	Edit
Account Administrator(AA)	Organizations	Access
Account Administrator(AA)	Organizations	Create
Account Administrator(AA)	Organizations	Delete
Account Administrator(AA)	Organizations	Edit
Account Administrator(AA)	Organizations	Security Policy
Account Administrator(AA)	Short Codes	Access
Account Administrator(AA)	Short Codes	Create
Account Administrator(AA)	Short Codes	Delete

Role	Function Name	Privilege Name
Account Administrator(AA)	Short Codes	Edit
Account Administrator(AA)	Users	Access
Account Administrator(AA)	Users	Access Control
Account Administrator(AA)	Users	Change Password
Account Administrator(AA)	Users	Create
Account Administrator(AA)	Users	Delete
Account Administrator(AA)	Users	Edit
Account Administrator(AA)	Users	Restore User
Account Administrator(AA)	Users	Security Policy
Organization Administrator(OA)	Organizations	Access
Organization Administrator(OA)	Organizations	Security Policy
Organization Administrator(OA)	Users	Access
Organization Administrator(OA)	Users	Access Control
Organization Administrator(OA)	Users	Change Password
Organization Administrator(OA)	Users	Create
Organization Administrator(OA)	Users	Delete
Organization Administrator(OA)	Users	Edit
Organization Administrator(OA)	Users	Security Policy
Organization Administrator(OA)	Approval Routes	Access
Organization Administrator(OA)	Approval Routes	Create
Organization Administrator(OA)	Approval Routes	Delete
Organization Administrator(OA)	Approval Routes	Edit
Organization Administrator(OA)	Safe Sending Periods	Access
Organization Administrator(OA)	Safe Sending Periods	Create
Organization Administrator(OA)	Safe Sending Periods	Delete
Organization Administrator(OA)	Safe Sending Periods	Edit
Organization Administrator(OA)	Subscriber Lists	Access
Organization Administrator(OA)	Subscriber Lists	Create
Organization Administrator(OA)	Subscriber Lists	Delete
Organization Administrator(OA)	Subscriber Lists	Manage
Organization Administrator(OA)	Templates	Access
Organization Administrator(OA)	Templates	Create
Organization Administrator(OA)	Templates	Delete
Organization Administrator(OA)	Templates	Edit
Organization Administrator(OA)	List Types	Access
Organization Administrator(OA)	List Types	Create
Organization Administrator(OA)	List Types	Delete
Organization Administrator(OA)	List Types	Edit
Organization Administrator(OA)	Blacklists	Access
Organization Administrator(OA)	Blacklists	Create
Organization Administrator(OA)	Blacklists	Delete

Role	Function Name	Privilege Name
Organization Administrator(OA)	Blacklists	Manage
Organization Administrator(OA)	Validation Lists	Access
Organization Administrator(OA)	Validation Lists	Create
Organization Administrator(OA)	Validation Lists	Delete
Organization Administrator(OA)	Validation Lists	Manage
Organization Administrator(OA)	Broadcast Campaign	Create
Organization Administrator(OA)	Broadcast Campaign	Approval
Organization Administrator(OA)	Broadcast Campaign	Delete
Organization Administrator(OA)	Broadcast Campaign	Manage
Organization Administrator(OA)	Broadcast Campaign	Edit
Organization Administrator(OA)	Broadcast Campaign	Archive
Organization Administrator(OA)	Broadcast Campaign	Restore
Organization Administrator(OA)	Interactive Campaign	Create
Organization Administrator(OA)	Interactive Campaign	Archive
Organization Administrator(OA)	Interactive Campaign	Delete
Organization Administrator(OA)	Interactive Campaign	Edit
Organization Administrator(OA)	Interactive Campaign	Manage
Organization Administrator(OA)	Interactive Campaign	Restore
Organization Administrator(OA)	Interactive Campaign	Stop
Organization Administrator(OA)	Opt In Campaign	Create
Organization Administrator(OA)	Opt In Campaign	Archive
Organization Administrator(OA)	Opt In Campaign	Delete
Organization Administrator(OA)	Opt In Campaign	Edit
Organization Administrator(OA)	Opt In Campaign	Manage
Organization Administrator(OA)	Opt In Campaign	Restore
Organization Administrator(OA)	Opt In Campaign	Stop
Organization Administrator(OA)	Validation Campaign	Create
Organization Administrator(OA)	Validation Campaign	Archive
Organization Administrator(OA)	Validation Campaign	Delete
Organization Administrator(OA)	Validation Campaign	Edit
Organization Administrator(OA)	Validation Campaign	Manage
Organization Administrator(OA)	Validation Campaign	Restore
Organization Administrator(OA)	Validation Campaign	Stop
User	Blacklists	Access
User	Blacklists	Create
User	Blacklists	Delete
User	Blacklists	Manage
User	Safe Sending Periods	Access
User	Safe Sending Periods	Create
User	Safe Sending Periods	Delete
User	Safe Sending Periods	Edit

Role	Function Name	Privilege Name
User	Subscriber Lists	Access
User	Subscriber Lists	Create
User	Subscriber Lists	Delete
User	Subscriber Lists	Manage
User	Templates	Access
User	Templates	Create
User	Templates	Delete
User	Templates	Edit
User	List Types	Access
User	List Types	Create
User	List Types	Delete
User	List Types	Edit
User	Validation Lists	Access
User	Validation Lists	Create
User	Validation Lists	Delete
User	Validation Lists	Manage
User	Broadcast Campaign	Create
User	Broadcast Campaign	Approval
User	Broadcast Campaign	Delete
User	Broadcast Campaign	Manage
User	Broadcast Campaign	Edit
User	Broadcast Campaign	Archive
User	Broadcast Campaign	Restore
User	Interactive Campaign	Create
User	Interactive Campaign	Archive
User	Interactive Campaign	Delete
User	Interactive Campaign	Edit
User	Interactive Campaign	Manage
User	Interactive Campaign	Restore
User	Interactive Campaign	Stop
User	Opt In Campaign	Create
User	Opt In Campaign	Archive
User	Opt In Campaign	Delete
User	Opt In Campaign	Edit
User	Opt In Campaign	Manage
User	Opt In Campaign	Restore
User	Opt In Campaign	Stop
User	Validation Campaign	Create
User	Validation Campaign	Archive
User	Validation Campaign	Delete
User	Validation Campaign	Edit

Role	Function Name	Privilege Name
User	Validation Campaign	Manage
User	Validation Campaign	Restore
User	Validation Campaign	Stop
Maker	Blacklists	Access
Maker	Blacklists	Create
Maker	Blacklists	Delete
Maker	Blacklists	Manage
Maker	Safe Sending Periods	Access
Maker	Safe Sending Periods	Create
Maker	Safe Sending Periods	Delete
Maker	Safe Sending Periods	Edit
Maker	Subscriber Lists	Access
Maker	Subscriber Lists	Create
Maker	Subscriber Lists	Delete
Maker	Subscriber Lists	Manage
Maker	Templates	Access
Maker	Templates	Create
Maker	Templates	Delete
Maker	Templates	Edit
Maker	List Types	Access
Maker	List Types	Create
Maker	List Types	Delete
Maker	List Types	Edit
Maker	Broadcast Campaign	Create
Maker	Broadcast Campaign	Approval
Maker	Broadcast Campaign	Delete
Maker	Broadcast Campaign	Manage
Maker	Broadcast Campaign	Edit
Maker	Broadcast Campaign	Archive
Maker	Broadcast Campaign	Restore

TIME ZONES

Table 1: Available Time zones

ID	Display Name	Base UTC Offset
Greenwich Standard Time	(GMT) Casablanca, Monrovia	00:00:00
GMT Standard Time	(GMT) Greenwich Mean Time: Dublin, Edinburgh, Lisbon, London	00:00:00
W. Europe Standard Time	(GMT+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna	01:00:00
Central Europe Standard Time	(GMT+01:00) Belgrade, Bratislava, Budapest, Ljubljana, Prague	01:00:00
Romance Standard Time	(GMT+01:00) Brussels, Copenhagen, Madrid, Paris	01:00:00
Central European Standard Time	(GMT+01:00) Sarajevo, Skopje, Warsaw, Zagreb	01:00:00
W. Central Africa Standard Time	(GMT+01:00) West Central Africa	01:00:00
GTB Standard Time	(GMT+02:00) Athens, Beirut, Istanbul, Minsk	02:00:00
E. Europe Standard Time	(GMT+02:00) Bucharest	02:00:00
Egypt Standard Time	(GMT+02:00) Cairo	02:00:00
South Africa Standard Time	(GMT+02:00) Harare, Pretoria	02:00:00
FLE Standard Time	(GMT+02:00) Helsinki, Kyiv, Riga, Sofia, Tallinn, Vilnius	02:00:00
Israel Standard Time	(GMT+02:00) Jerusalem	02:00:00
Arabic Standard Time	(GMT+03:00) Baghdad	03:00:00
Arab Standard Time	(GMT+03:00) Kuwait, Riyadh	03:00:00
Russian Standard Time	(GMT+03:00) Moscow, St. Petersburg, Volgograd	03:00:00
E. Africa Standard Time	(GMT+03:00) Nairobi	03:00:00
Iran Standard Time	(GMT+03:30) Tehran	03:30:00

ID	Display Name	Base UTC Offset
Arabian Standard Time	(GMT+04:00) Abu Dhabi, Muscat	04:00:00
Caucasus Standard Time	(GMT+04:00) Baku, Tbilisi, Yerevan	04:00:00
Afghanistan Standard Time	(GMT+04:30) Kabul	04:30:00
Ekaterinburg Standard Time	(GMT+05:00) Ekaterinburg	05:00:00
West Asia Standard Time	(GMT+05:00) Islamabad, Karachi, Tashkent	05:00:00
India Standard Time	(GMT+05:30) Chennai, Kolkata, Mumbai, New Delhi	05:30:00
Nepal Standard Time	(GMT+05:45) Kathmandu	05:45:00
N. Central Asia Standard Time	(GMT+06:00) Almaty, Novosibirsk	06:00:00
Central Asia Standard Time	(GMT+06:00) Astana, Dhaka	06:00:00
Sri Lanka Standard Time	(GMT+06:00) Sri Jayewardenepura	06:00:00
Myanmar Standard Time	(GMT+06:30) Rangoon	06:30:00
SE Asia Standard Time	(GMT+07:00) Bangkok, Hanoi, Jakarta	07:00:00
North Asia Standard Time	(GMT+07:00) Krasnoyarsk	07:00:00
China Standard Time	(GMT+08:00) Beijing, Chongqing, Hong Kong, Urumqi	08:00:00
North Asia East Standard Time	(GMT+08:00) Irkutsk, Ulaan Bataar	08:00:00
Singapore Standard Time	(GMT+08:00) Kuala Lumpur, Singapore	08:00:00
W. Australia Standard Time	(GMT+08:00) Perth	08:00:00
Taipei Standard Time	(GMT+08:00) Taipei	08:00:00
Tokyo Standard Time	(GMT+09:00) Osaka, Sapporo, Tokyo	09:00:00
Korea Standard Time	(GMT+09:00) Seoul	09:00:00

ID	Display Name	Base UTC Offset
Yakutsk Standard Time	(GMT+09:00) Yakutsk	09:00:00
Cen. Australia Standard Time	(GMT+09:30) Adelaide	09:30:00
AUS Central Standard Time	(GMT+09:30) Darwin	09:30:00
E. Australia Standard Time	(GMT+10:00) Brisbane	10:00:00
AUS Eastern Standard Time	(GMT+10:00) Canberra, Melbourne, Sydney	10:00:00
West Pacific Standard Time	(GMT+10:00) Guam, Port Moresby	10:00:00
Tasmania Standard Time	(GMT+10:00) Hobart	10:00:00
Vladivostok Standard Time	(GMT+10:00) Vladivostok	10:00:00
Central Pacific Standard Time	(GMT+11:00) Magadan, Solomon Is., New Caledonia	11:00:00
New Zealand Standard Time	(GMT+12:00) Auckland, Wellington	12:00:00
Fiji Standard Time	(GMT+12:00) Fiji, Kamchatka, Marshall Is.	12:00:00
Tonga Standard Time	(GMT+13:00) Nuku'alofa	13:00:00
Azores Standard Time	(GMT-01:00) Azores	-01:00:00
Cape Verde Standard Time	(GMT-01:00) Cape Verde Is.	-01:00:00
Mid-Atlantic Standard Time	(GMT-02:00) Mid-Atlantic	-02:00:00
E. South America Standard Time	(GMT-03:00) Brasilia	-03:00:00
SA Eastern Standard Time	(GMT-03:00) Buenos Aires, Georgetown	-03:00:00
Greenland Standard Time	(GMT-03:00) Greenland	-03:00:00
Newfoundland Standard Time	(GMT-03:30) Newfoundland	-03:30:00
Atlantic Standard Time	(GMT-04:00) Atlantic Time (Canada)	-04:00:00
SA Western Standard Time	(GMT-04:00) Caracas, La Paz	-04:00:00

ID	Display Name	Base UTC Offset
Pacific SA Standard Time	(GMT-04:00) Santiago	-04:00:00
SA Pacific Standard Time	(GMT-05:00) Bogota, Lima, Quito	-05:00:00
Eastern Standard Time	(GMT-05:00) Eastern Time (US & Canada)	-05:00:00
US Eastern Standard Time	(GMT-05:00) Indiana (East)	-05:00:00
Central America Standard Time	(GMT-06:00) Central America	-06:00:00
Central Standard Time	(GMT-06:00) Central Time (US & Canada)	-06:00:00
Mexico Standard Time	(GMT-06:00) Guadalajara, Mexico City, Monterrey	-06:00:00
Canada Central Standard Time	(GMT-06:00) Saskatchewan	-06:00:00
US Mountain Standard Time	(GMT-07:00) Arizona	-07:00:00
Mexico Standard Time 2	(GMT-07:00) Chihuahua, La Paz, Mazatlan	-07:00:00
Mountain Standard Time	(GMT-07:00) Mountain Time (US & Canada)	-07:00:00
Pacific Standard Time	(GMT-08:00) Pacific Time (US & Canada); Tijuana	-08:00:00
Alaskan Standard Time	(GMT-09:00) Alaska	-09:00:00
Hawaiian Standard Time	(GMT-10:00) Hawaii	-10:00:00
Samoa Standard Time	(GMT-11:00) Midway Island, Samoa	-11:00:00
Dateline Standard Time	(GMT-12:00) International Date Line West	-12:00:00

UTF8 ENCODING – SUPPORTED CHARACTERS

The table below lists all supported characters for using UTF8 Encoding when sending a message. CPs should send messages using the UCS2 Encoding if the message body contains any other character.

Description	Visual Character on the phone
SPACE	

Description	Visual Character on the phone
EXCLAMATION MARK	!
QUOTATION MARK	"
NUMBER SIGN	#
DOLLAR SIGN	\$
PERCENT SIGN	%
AMPERSAND	&
APOSTROPHE	'
LEFT PARENTHESIS	(
RIGHT PARENTHESIS)
DIGIT ZERO	0
DIGIT ONE	1
DIGIT TWO	2
DIGIT THREE	3
DIGIT FOUR	4
DIGIT FIVE	5
DIGIT SIX	6
DIGIT SEVEN	7
DIGIT EIGHT	8
DIGIT NINE	9
COMMERCIAL AT	@
LATIN CAPITAL LETTER A	A
LATIN CAPITAL LETTER B	B
LATIN CAPITAL LETTER C	C
LATIN CAPITAL LETTER D	D
LATIN CAPITAL LETTER E	E
LATIN CAPITAL LETTER F	F
LATIN CAPITAL LETTER G	G
LATIN CAPITAL LETTER H	H
LATIN CAPITAL LETTER I	I
LATIN CAPITAL LETTER P	P
LATIN CAPITAL LETTER Q	Q

Description	Visual Character on the phone
LATIN CAPITAL LETTER R	R
LATIN CAPITAL LETTER S	S
LATIN CAPITAL LETTER T	T
LATIN CAPITAL LETTER U	U
LATIN CAPITAL LETTER V	V
LATIN CAPITAL LETTER W	W
LATIN CAPITAL LETTER X	X
LATIN CAPITAL LETTER Y	Y
LATIN SMALL LETTER A	a
LATIN SMALL LETTER B	b
LATIN SMALL LETTER C	c
LATIN SMALL LETTER D	d
LATIN SMALL LETTER E	e
LATIN SMALL LETTER F	f
LATIN SMALL LETTER G	g
LATIN SMALL LETTER H	h
LATIN SMALL LETTER I	i
LATIN SMALL LETTER P	p
LATIN SMALL LETTER Q	q
LATIN SMALL LETTER R	r
LATIN SMALL LETTER S	s
LATIN SMALL LETTER T	t
LATIN SMALL LETTER U	u
LATIN SMALL LETTER V	v
LATIN SMALL LETTER W	w
LATIN SMALL LETTER X	x
LATIN SMALL LETTER Y	y
ASTERISK	*
PLUS SIGN	+
COMMA	,
HYPHEN-MINUS	-

Description	Visual Character on the phone
FULL STOP	.
FORWARD SLASH	/
COLON	:
SEMICOLON	;
LESS THAN	<
EQUALS	=
GREATER THAN	>
QUESTION MARK	?
LATIN CAPITAL LETTER J	J
LATIN CAPITAL LETTER K	K
LATIN CAPITAL LETTER L	L
LATIN CAPITAL LETTER M	M
LATIN CAPITAL LETTER N	N
LATIN CAPITAL LETTER O	O
LATIN CAPITAL LETTER Z	Z
LOW LINE	_
LATIN SMALL LETTER J	j
LATIN SMALL LETTER K	k
LATIN SMALL LETTER L	l
LATIN SMALL LETTER M	m
LATIN SMALL LETTER N	n
LATIN SMALL LETTER O	o
LATIN SMALL LETTER Z	z
INVERTED EXCLAMATION POINT	¡
POUND STERLING	£
GENERAL CURRENCY SYMBOL	¤
YEN	¥
SECTION SIGN	§
INVERTED QUESTION MARK	¿
LATIN CAPITAL LETTER A WITH DIAERESIS	Ä
LATIN CAPITAL LETTER A WITH RING ABOVE	Å

Description	Visual Character on the phone
LATIN CAPITAL LETTER AE	Æ
LATIN CAPITAL LETTER C WITH CEDILLA	Ç
LATIN CAPITAL LETTER E WITH ACUTE	É
LATIN CAPITAL LETTER N WITH TILDE	Ñ
LATIN CAPITAL LETTER O WITH DIAERESIS	Ö
LATIN CAPITAL LETTER O WITH STROKE	Ø
LATIN CAPITAL LETTER U WITH DIAERESIS	Ü
LATIN SMALL LETTER SHARP S	ß
LATIN SMALL LETTER A WITH GRAVE	à
GREEK CAPITAL LETTER DELTA	Δ
GREEK CAPITAL LETTER THETA	Θ
LATIN SMALL LETTER A WITH DIAERESIS	ä
LATIN SMALL LETTER A WITH RING ABOVE	å
LATIN SMALL LETTER AE	æ
LATIN SMALL LETTER E WITH GRAVE	è
LATIN SMALL LETTER E WITH ACUTE	é
GREEK CAPITAL LETTER LAMDA	Λ
GREEK CAPITAL LETTER XI	Ξ
LATIN SMALL LETTER I WITH GRAVE	ì
GREEK CAPITAL LETTER PI	Π
GREEK CAPITAL LETTER PHI	Φ
GREEK CAPITAL LETTER PSI	Ψ
LATIN SMALL LETTER N WITH TILDE	ñ
LATIN SMALL LETTER O WITH GRAVE	ò
GREEK CAPITAL LETTER GAMMA	Γ
LATIN SMALL LETTER O WITH DIAERESIS	ö
LATIN SMALL LETTER O WITH STROKE	ø
LATIN SMALL LETTER U WITH GRAVE	ù
GREEK CAPITAL LETTER OMEGA	Ω
GREEK CAPITAL LETTER SIGMA	Σ
LATIN SMALL LETTER U WITH DIAERESIS	ü

Description	Visual Character on the phone
LEFT CURLY BRACKET	{
RIGHT CURLY BRACKET	}
BACK SLASH	\
LEFT SQUARE BRACKET	[
TILDE	~
RIGHT SQUARE BRACKET]
EURO SIGN	€
VERTICAL LINE	
CIRCUMFLEX ACCENT	^

Glossary

Approver

A message manager user account that reviews, approves, or rejects broadcast campaigns created by Requestors. When a Requestor campaign is submitted for approval, the Approver is notified by email.

Templates

The messages to be sent by a campaign. Message manager supports text message content (SMS). Text messages can be pre-defined, checked against operator guidelines, and saved for repeated use. Message manager also supports using template content from an external location.

Blacklists

Lists of subscriber MSISDNs to be excluded from a campaign. Blacklists are applied to campaigns as a way to prevent messages from being delivered, or to ensure that customers requesting to be removed from certain communications are not accidentally sent messages.

CSV File

Comma-separated values, another name for the comma-delimited format of data representation. A type of data format in which each piece of data is separated by a comma. This is a popular format for transferring data from one application to another, because most database systems are able to import and export comma-delimited data.

Confirmation Question

The question sent to subscribers asking for confirmation or rejection.

End-user

In the case of message manager, end-users are mobile phone users who participate in one or more applications. Also referred to as a subscriber.

HTTP

Hypertext Transfer Protocol, the underlying protocol used by the World Wide Web. HTTP defines how messages are formatted and transmitted, and what actions Web servers and browsers should take in response to various commands. For example, when you enter a URL in your browser, this actually sends an HTTP command to the Web server directing it to fetch and transmit the requested Web page.

Broadcast Campaign

As part of a Mobile Terminated (MT) or a push application, these campaigns send messages based on at least one subscriber list. For more information, see [Configuring a Broadcast Campaign](#).

Mobile Originating (MO)

Short text messages sent from a mobile phone.

Mobile Subscriber Integrated Services Digital Network Number (MSISDN)

The dialable number that callers use to reach a mobile subscriber. Some phones can support multiple MSISDNs.

Mobile Terminated (MT)

Short text messages received on a mobile phone.

MSISDN

See Mobile Subscriber Integrated Services Digital Network Number.

Interactive

As part of a Mobile Terminated (MO) service, these campaigns send messages based on a user request.

Opt In

To willingly participate to a service.

Opt Out

To decline participation to a service.

Organizations

Organizations are the administrator-level accounts for a group. These accounts, provisioned by Message Manager, may configure sub-level User accounts for internal or external customers of an organization.

Pull Service

A mobile service wherein an end-user must first send a request before receiving messages.

Push Service

A mobile service wherein an end-user willingly opts in to automatically receive messages sent on a periodic basis.

Rejection Response

The response sent to subscribers after a rejection is received.

Requestor

A message manager user account with permissions to create broadcast campaigns and submit them for approval. Requestor campaigns are sent to a pending approval queue awaiting review by an Approver.

Schedules

The delivery windows or blocks specified for a campaign. Schedules allow for the construction of complex sending schedules that may include safe sending periods and windows or message blocks allocated for delivery.

Short Code

A short code is a special telephone number, significantly shorter than full telephone numbers, used to address SMS and RICH SMS messages from mobile or fixed telephones. Short codes are shorter to read and easier to remember than a normal length telephone number. While similar to telephone numbers, they are unique to each operator (though providers may have agreements to avoid short code overlaps). Short codes are used for services such as television voting, ordering ringtones, making charity donations, and mobile services. Messages sent to short code numbers are generally billed at a higher rate than a standard SMS message.

Short Messaging Service (SMS)

A general name for the technology that allows users to send and receive text messages using mobile phones. Messages can be up to 160 characters of text in length. Many new mobile phones let you send bigger messages, and automatically split your message up into 160-character chunks. Messages can comprise of words or numbers or an alphanumeric combination (binary format is even supported). SMS is a store and forward service, which means messages are not sent directly from sender to recipient, but always through an SMS Center instead.

Start Code

The unique code that end-users must send in order to start an application.

Subscriber

See End-user.

Subscriber Lists

Lists of subscriber MSISDNs to be communicated with through a campaign. Subscriber lists can be uploaded or created manually, saved, modified, and used over and over again.

TPOA

See Transmission Path Originating Address.

Transmission Path Originating Address (TPOA)

The name or code in the header of an SMS message that personalizes the outgoing message. For example, a message in a subscriber's inbox that appears to come from SAP would have a TPOA of "SAP".

UCS-2

See Universal Character Set, 2-Byte.

Universal Character Set, 2-Byte (UCS-2)

A fixed-length message encoding format that encodes characters into a single 16-bit value.

Unrecognized Response

The response sent to subscribers after an unrecognizable verification message is received.

URL

Uniform Resource Locator, the global address of documents and other resources on the World Wide Web.

UTF-8

Unicode Transformation Format-8. It is an octet (8-bit) lossless encoding of Unicode characters. UTF-8 encodes each Unicode character as a variable number of 1 to 4 octets, where the number of octets depends on the integer value assigned to the Unicode character. It is an efficient encoding of Unicode documents that use mostly US-ASCII characters because it represents each character in the range U+0000 through U+007F as a single octet. UTF-8 is the default encoding for Extensible Markup Language (XML).

Byte Order Mark

The **byte order mark (BOM)** is a Unicode character used to signal the endianness (byte order) of a text file or stream. (Source: Wikipedia). Message manager automator XML file requires a Byte Order Mark of FF FE (UTF-16, little endian).

XML

Extensible Markup Language, a specification developed by the W3C. (World Wide Web Consortium). XML is a pared-down version of SGML (Standard Generalized Markup Language), designed especially for Web documents. It allows designers to create their own customized tags, enabling the definition, transmission, validation, and interpretation of data between applications and between organizations.