

SAP Digital Interconnect

SAP Intelligent Notification 365 Social Channels API & Service - Onboarding Reference Document

EXTERNAL





TABLE OF CONTENTS

1.	DOCUMENT HISTORY	3
2.	INTRODUCTION	3
	Document Purpose.....	3
3.	SAP INTELLIGENT NOTIFICATION 365 SOCIAL ENGAGEMENTSERVICE FLOW.....	4
	Important Notes for Enterprises	5
2.	CHANNEL ONBOARDING PROCESS	5
3.	CHANNEL DETAILS.....	7
	We chat	7
	Facebook	8
	Line.....	8
	Telegram	9
	Viber	10
	APPENDIX A. REFERENCE DOCUMENTS	11

1. DOCUMENT HISTORY

DATE	VERSION	BY	COMMENTS
2018-06-05	1.0	SAP Digital Interconnect	Initial baseline

2. INTRODUCTION

SAP Intelligent Notification 365 Social offering delivers a unified HTTPs cloud API interface and a robust intelligence engine providing a single communication interface that streamlines multi-channel engagement for the enterprise. Mobile enterprises can leverage failover rule sets with social and SMS channels for one-way or two-way communication with mobile users achieving lower global notification delivery latency via combination of social infrastructure and high-quality SMS routes. By leveraging the right channel at the right time, it delivers superior mobile engagement, improves app open and conversion rates and reduces overall notification costs.

Document Purpose

This document describes steps to provision social channels and setup an Enterprise account for SAP Intelligent Notification 365. This document covers how to setup the following Social channels in IN365 platform:

- WeChat
- Facebook
- Telegram
- Line
- Viber.

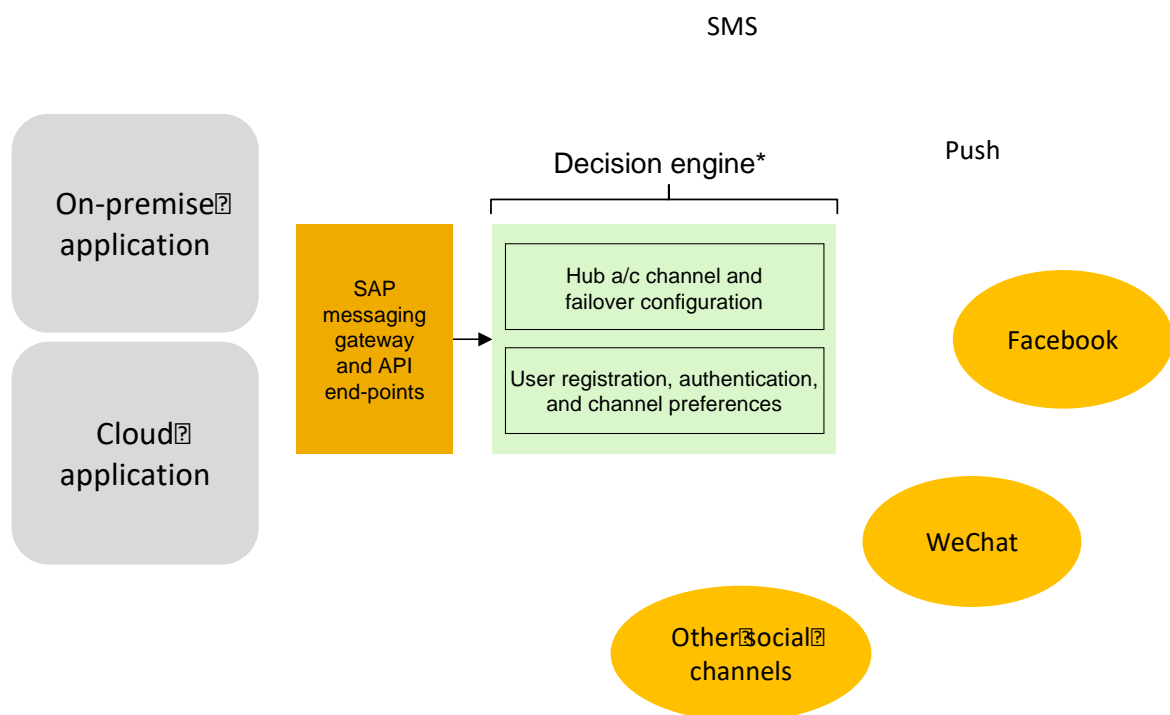
3. SAP INTELLIGENT NOTIFICATION 365 SOCIAL ENGAGEMENTSERVICE FLOW

The SAP Intelligent Notification 365 for Social Engagement integrated solution for the Enterprise includes the following components

- Unified multi-channel API
- Registration Service supporting user opt-in to social channels
- Authentication service (SAP Authentication 365) to authenticate and confirm user opt-in.

Decision engine to enhance engagement using failover rules.

The figure below explains how the general flow works:



* Other channel such as email to be added to Decision Engine in future phases

From a consumers' perspective, the experience is as follows

1. The consumer initiates registration for the service through a pre-defined command (e.g. sending a message saying: "Register number 1-XXX-XXX-XXXX" to the Enterprise's channel
2. The consumer will get a registration SMS from SAP, sent to the MSISDN (phone number) provided in the registration request. The purpose of this is to confirm the provided phone number and to authorize the service to send and receive messages on behalf of the MSISDN provided by the consumer. If the consumer validates this authentication, IN365 maintains the user's preference to interact over this social app.
3. The consumer can deactivate communication on a page by issuing an unregister command via the channel interface (such as the social app to the service bot or on the social site). IN365 will receive the unregister command, and will no longer send messages to the consumer on the specified channel.

Important Notes for Enterprises

When engaging over social channels, a few critical points should be borne in mind:

1. Social platforms allow enterprises to engage for specific/approved use cases, and not broad or general-purpose scenarios
2. Enterprises need to establish a service account or page specific to a use case.
 - a. This account is specific to a brand or region and supports a transactional or promotional engagement
 - b. This account also provides the interface with subscribers and helps distinguish opt-in for each of the services.
3. Enterprises need to enable SAP to access the social media presence to intercept, authenticate, and deliver messages securely to and from the consumer.
4. Enterprises with an existing SAP Digital Interconnect SMS integration using HTTP or SMPP interfaces can leverage the same interface with additional provisioning steps.

2. CHANNEL ONBOARDING PROCESS

SAP Intelligent Notification 365 can connect to multiple channels with the proper provisioning and setup. In this section, we will describe how to setup social channels and what information SAP Digital Interconnect needs to connect SAP Intelligent Notification 365 with the chosen channel(s).

The general procedure is as follows:

Procedure	Enterprise	SAP
<p>STEP 1 - Establish and maintain Enterprise social account for engaging with subscribers via transactional notifications such as case updates or event alerts.</p> <ul style="list-style-type: none"> • Note channel credentials. They will be provided to SAP in Step 3 <p>*See Channel details table below for further detail</p>	X	
<p>STEP 2 - Approve or attain approval for social notification templates. Applicable for:</p> <ul style="list-style-type: none"> • WeChat • Facebook <p>*See Channel details table below for further detail</p>	X	
<p>STEP 3 - Share updated provisioning form with: on-boarding notification and consent (language) that subscribers shall receive, source IP address, Decision Engine rules, and channel credentials from Step 1</p> <p>Provisioning form found here: https://community.sapmobileservices.com/t5/SAP-Intelligent-Notification-365/SAP-Intelligent-Notification-365-Social-Channels-Provisioning/td-p/2679</p> <p>Source IP addresses are IP addresses for host transactional applications that shall deliver the outbound notifications to social subscribers. This IP address list is needed for whitelisting. Only whitelisted IP addresses can send traffic to the SAP Intelligent Notification 365 messaging hub.</p>	X	



<p>STEP 4 - Provision SAP Intelligent Notification 365 account, and provide Enterprise SAP Intelligent Notification account URLs and other credentials to enterprise. Key information provided is as following:</p> <ul style="list-style-type: none">• Hub account credentials<ul style="list-style-type: none">○ Outgoing (MT) URL to send notifications○ Account login○ Account password○ Incoming (MO) URL for setting up social channel webhooks/callbacks○ Authorization token for MO URL• SAP Intelligent Notification 365 API Spec and implementation guide<ul style="list-style-type: none">○ REST or HTTP versions available depending on preference○ JSON / REST API guide can be downloaded from here https://community.sapmobileservices.com/t5/SAP-Intelligent-Notification-365/SAP-Intelligent-Notifications-365-Multi-channel-API/m-p/2872#M49		X
<p>STEP 5 - Use credentials and reference material provided in step 4 to establish webhooks and messaging integration between Enterprise social account and SAP Intelligent Notification 365.</p> <p>*See Channels details table below for further detail on setting up webhooks.</p>	X	
<p>STEP 6 - Promote social account with consumers to increase subscription.</p>	X	
<p>STEP 7 - Maintain registry subscribers and user preference. This process is typically managed by SAP, but can optionally be managed by the Enterprise. Please contact your account representative if this will be managed by the Enterprise</p>	X	X
<p>STEP 8 - Review traffic report and metrics</p>	X	

3. CHANNEL DETAILS

Provided is a description of details specific to each channel.

We chat

Channel	Task
WeChat	Create WeChat service account http://apply.wechat.com/
	Approve social notification templates <ul style="list-style-type: none">• Login to the enterprise weChat official account at admin.wechat.com• Go to Template Message Function<ul style="list-style-type: none">○ Pick an existing template from Template Library○ If a custom template is needed, make a request to add it to the template library.• Capture Template ID
	Provide SAP Digital Interconnect account credentials <ul style="list-style-type: none">• Log into the WeChat admin portal (https://admin.wechat.com/)<ul style="list-style-type: none">○ In Basic Configuration capture the AppID and AppSecret○ Enable Server Settings, and capture the Token and ASE Key• Use the provisioning form to provide the App ID, App Secret
	Set Callback URL <ul style="list-style-type: none">• Log into the WeChat admin portal (https://admin.wechat.com/)• Go to Basic Configuration -> Enable Server Settings<ul style="list-style-type: none">○ Fill in the callback URL provided by SAP○ Provide the Token and ASE key now available to SAP

Facebook

Channel	Task
Facebook	<p>Create a Facebook Bot</p> <p>Official quick-start guide: https://developers.facebook.com/docs/messenger-platform/guides/quick-start</p> <p>Additional recommended guides:</p> <ul style="list-style-type: none"> • https://blog.hartleybrody.com/fb-messenger-bot/ • https://medium.com/mindlayer/for-beginners-a-facebook-bot-tutorial-3bb2063091c7
	<p>Get Use Case Approval</p> <p>Submit use cases and screen capture video to Facebook for approval. See: https://developers.facebook.com/docs/messenger-platform/app-review</p>
	<p>Provide SAP Digital Interconnect account credentials</p> <p>Use the provisioning form to provide the “Page Access Token” and “App Secret”</p>
	<p>Set Facebook channel’s callback URL</p> <p>Go to “Edit Page Subscription” and enter callback URL and Verify Token provided by SAP</p>

Line

Channel	Task
Line	<p>Create a Line Channel</p> <p>Guide provided here: https://developers.line.me/en/docs/messaging-api/getting-started/</p> <ul style="list-style-type: none"> • When prompted to select a plan, choose “Free”
	<p>Build a Line Bot</p> <p>Guide provided here: https://developers.line.me/en/docs/messaging-api/building-bot/</p> <ul style="list-style-type: none"> • When issuing a channel access token, set the token validation time as 0 and note the channel secret and access token • Set the webhook URL to the MO URL provided by SAP Digital Interconnect
	<p>Provide SAP Digital Interconnect Bot information</p> <p>Use the provisioning form to provide the Bot name, channel secret, and access token.</p>

Telegram

Channel	Task
Telegram	<p>Create Telegram Bot</p> <p>Instructions for creating a bot can be found here: https://core.telegram.org/bots</p> <p>Use the /newbot command to create a new bot. The BotFather will ask for a name and username, then generate an authorization token for the new bot. The name of your bot is displayed in contact details and elsewhere. The Username is a short name, to be used in mentions and telegram.me links. Usernames are 5-32 characters long and are case insensitive, but may only include Latin characters, numbers, and underscores. Your bot's username must end in 'bot', e.g. 'tetris_bot' or 'TetrisBot'.</p> <p>The token is a string along the lines of: 110201543:AAHdqTcvCH1vGWJxfSeofSAs0K5PALDsaw that is required to authorize the bot and send requests to the Bot API.</p>
	<p>Provide SAP Digital Interconnect Bot information</p> <p>Use the provisioning form to provide the bot name and authorization token.</p>
	<p>Set the webhook URL for Bot</p> <p>Bot URLs can be set through a CURL command:</p> <pre>curl -s https://api.telegram.org/<botname>:<token>/setWebhook?url=<SAP_MO_URL></pre> <p>https://core.telegram.org/bots/api#setwebhook</p> <p>SAP Digital Interconnect can assist in setting the webhook for your bot if questions or issues arise. Please contact your account representative.</p>

Viber

Channel	Task
Viber	<p>Create Viber Bot</p> <p>Go here to create a Viber bot:</p> <ul style="list-style-type: none">• https://partners.viber.com/<ul style="list-style-type: none">○ Having a public Viber account is a prerequisite. Go here for more information: https://developers.viber.com/docs/general/get-started/• Click "Create Bot Account"• Enter all the information and Click Create.• A page similar to below will be seen – note the private token. <div data-bbox="485 801 1347 1364" style="border: 1px solid black; padding: 10px; text-align: center;"><h3>Account created!</h3><p>This is your private token. Use this token to connect to the Viber Chat API. Learn more</p><div style="display: flex; justify-content: center; align-items: center; gap: 10px;">4750fbc959a7d6f3-fea6a2b41ca8e0a4-98fdf6559ae9269eCopy</div><p>What's next?</p><p>See our Guide to getting started with your bot.</p><p>Ready to publish your bot? Read here</p><p>Documentation for NODE.JS REST API JAVA PYTHON</p></div>
	<p>Provide SAP Digital Interconnect Bot information</p> <p>Use the provisioning form to provide the bot name and private token.</p>
	<p>Set the webhook URL for Bot</p> <p>Bot URLs can be set through a CURL command:</p> <pre>curl -X POST \ https://chatapi.viber.com/pa/set_webhook \ -H 'Content-Type: application/json' \ -H 'X-Viber-Auth-Token: <viber_private_token>-viber-private-token' \ -d '{ "url": <SAP_MO_URL> }'</pre> <p>https://developers.viber.com/docs/api/rest-bot-api/#setting-a-webhook</p> <p>SAP Digital Interconnect can assist in setting the webhook for your bot if questions or issues arise. Please contact your account representative.</p>

APPENDIX A. REFERENCE DOCUMENTS

Comparison of Facebook and WeChat capabilities for enterprise use:

https://jam4.sapjam.com/groups/2fk0AYCCXwEJbk9FLWCIV9/documents/C6gTiK7ig2VXnwsNYjT6bC/versions/15502479/slide_viewer

Usage and approval processes for Facebook and WeChat:

Facebook	
Submission and Review process for Facebook bot	https://developers.facebook.com/docs/messenger-platform/submission-process
Facebook Messenger use policy:	https://developers.facebook.com/docs/messenger-platform/policy-overview/
WeChat	
WeChat – Official / Service Account creation process	https://admin.wechat.com/cgi-bin/readtemplate?t=ibg_en/en_faq_tmpl&type=info&lang=en_US
WeChat – Acceptable use guidelines	http://open.wechat.com/cgi-bin/newreadtemplate?t=overseas_open/docs/oa/getting-started/rules#getting-started_rules

Illustrative demonstration using Facebook and WeChat for Engagement

To illustrate the use of social channels for engagement, SAP created a demonstration video using demonstration applications. A public link is available here:

<https://mdocs.sap.com/mcm/browser/v1/open?rep=cc5646c4e12341020012fc05&obj=XDFpKAM0SZQ8aygn0eQC01Liz8k98TBEqjkqOshU1y0>

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