

Sinch WhatsApp Business API

Registering your WhatsApp Business Account (WABA) with Sinch

This document describes how to register your WhatsApp Business Account (WABA) with Sinch.

WHATSAPP BUSINESS ACCOUNT REGISTRATION PROCESS

Creating a WhatsApp Business account (WABA)

To create a WhatsApp Business account (WABA), you must provide Sinch with the following information:

- Client's Facebook Business Manager ID
- Business Name
- Company logo (min 640x640 pixels, PNG/JPG via Publicly Hosted URL)
- Company description
- Company website, address, contact email
- A phone number to associate with the WhatsApp Account (Standard Long Number) :
 - This number identifies the account on the WhatsApp platform and is used as the sender Identity and as a reference for inbound conversations
 - The phone number must be in the standard International format.
 - As part of the onboarding process for your new WhatsApp Business API, this number will be validated to ensure number ownership by SMS or Voice call - you can provide a number that you own, or Sinch can provision one for you in selected countries.
 - Toll-Free Numbers and Land lines may be used, but the validation process is unable to navigate an IVR menu system.
 - The phone number must not be associated with a WhatsApp Account. If it is, it will require disassociation first.

If your business is not currently Facebook Verified, starting this registration process will guide you through the necessary steps.

WhatsApp Business Account Validation

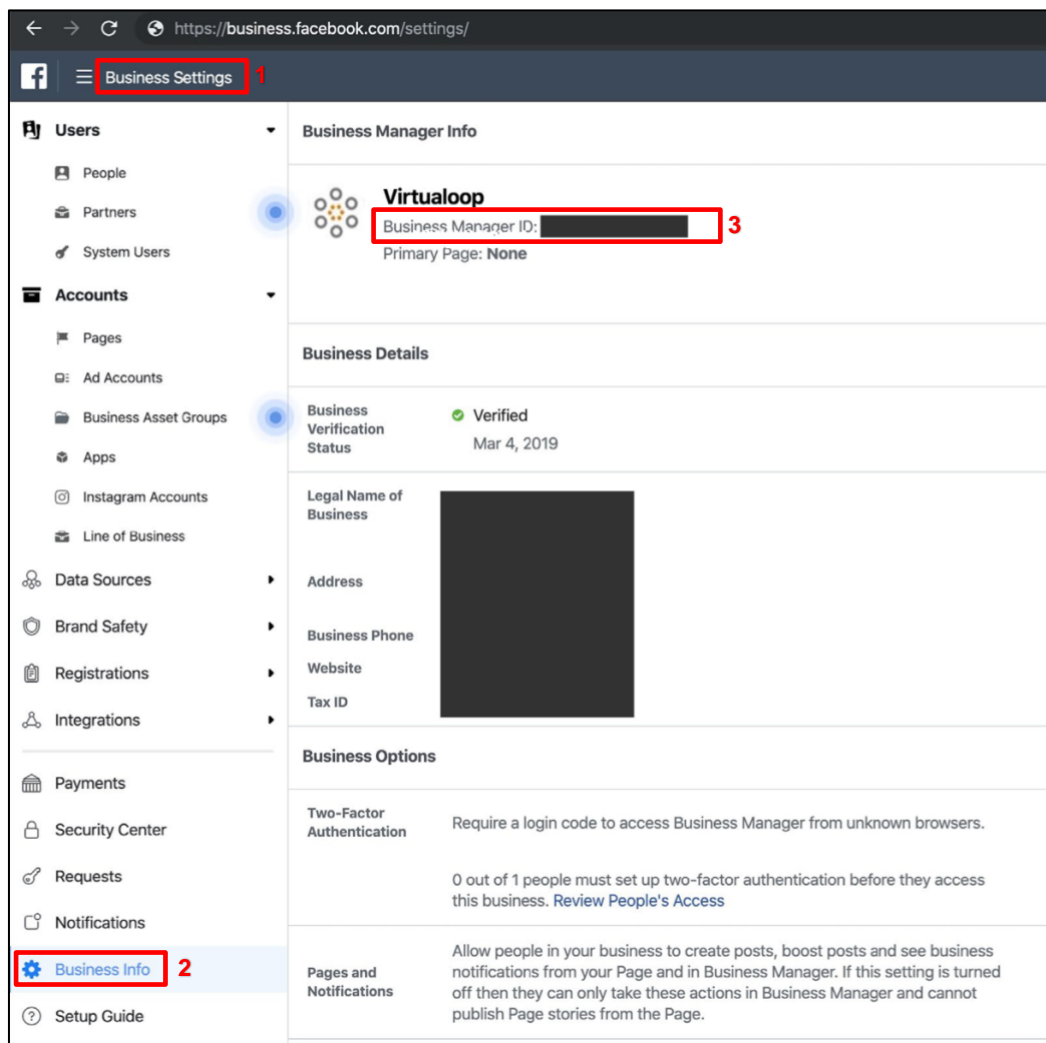
All registrations are subject to approval by WhatsApp:

1. Business Manager ID verification – performed using the Facebook Business ID provided by the client:
 - Client provides Business Manager ID
 - Sinch Requests approval of the Business Manager ID. WhatsApp validates industry vertical with the commerce policy (<https://www.whatsapp.com/legal/commerce-policy/>)
 - Client approves the **Message on Behalf Of Authority** notification, which arrives to the clients own Facebook Business Manager Console.
2. WhatsApp Business Account configuration – *Performed by Sinch, lead time up to 5 business days*
 - Based upon Message Templates submitted in the on-boarding worksheet.
3. Phone number validation – Initiated by Sinch - *At the time of on-boarding*
 - WhatsApp sends 2FA request to the WhatsApp registered phone number

- Client provides the 2FA code received to the registered number (SMS or Voice) (10 Minute Validity).

Facebook Business Manager ID

- The *Facebook Business Manager ID* (3) can be found in the **Business Settings -> Business info** (1->2) section in the Facebook Business Manager console: <https://business.facebook.com/settings/info>:



- In the initial step of the registration process the client must provide their *Facebook Business Manager ID* to Sinch.
- If the account is to be managed by an ASP, the Facebook Business ID must be that of the end client.

Facebook Business Manager ID - Approval

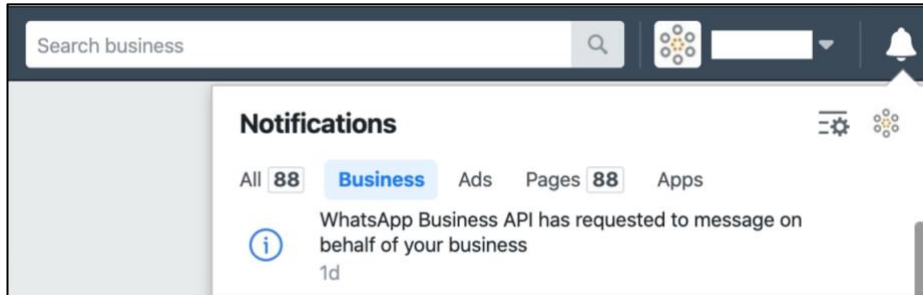
- To Initiate the WhatsApp Validation, the end client must accept the **Message On Behalf of Authority** request sent by Sinch
- The Client will receive the notification in the Facebook Business Manager console
- It can be found in the **Business Settings -> Requests** section
- Client needs to click the **Approve** button to approve the request.

Verify your business

After you approve a **Message On Behalf of Authority** request, you will need to verify your business in Business Manager. WhatsApp uses this process to validate the true identity of a business.

1. Access the Business Manager, click **Business Settings**.
 - o Click **Security Center**.
 - o Below Verification, click **Start Verification**.

Note: The Start Verification option is disabled until you approve a **Message On Behalf of Authority** request from Sinch.



2. After your business is verified, Sinch will have access to messages on behalf of your business and will provide you with your API credentials.

FURTHER INFORMATION

For further information on Business Verification refer to:
<https://www.facebook.com/business/help/2058515294227817>