

SMS PORTAL

Enterprise Messaging

Solution

Version Control

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SMS Portal – Enterprise Messaging

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1. Introduction Summary

SMS platform is an advanced state of art platform that helps enterprises to reach their target audience in the most effective manner. The platform comes along with an simple yet intuitive, feature rich Graphical User Interface (GUI) to execute customized campaigns on the fly. Our multi-level usage application suite provides an automated environment to campaign managers, aggregators, and enterprises to execute SMS campaigns with precision.

Our robust and highly scalable application supports multi-level integration of supplier and aggregators (trade & channel partners), for disbursement of telecom services'.

2. Integrated Messaging Platform – SMS Portal

Our Integrated Enterprise Messaging platform is a dynamic and robust solution that enables Telecom Operators and Enterprises to communicate with their customers through intelligently targeted campaigns that are designed and managed via a highly user friendly GUI.

3. Multiple Channel Communication

- **SMPP** – The Short Message Peer-to-Peer (SMPP) protocol is a telecommunications industry protocol for exchanging SMS messages
- **One API REST Web Services** – One API is a set of application programming interfaces (APIs) supported by the GSM Association that expose network capabilities over the internet.

4. Rest API for Push Applications

This system feature exposes a Rest API to an outside information system to initiate a push message campaign over secure HTTP interface.

- System provides functionality to manage API accounts (User & Password)
- System has the flexibility to accept enterprise defined parameters.

5. DND Scrubbing

The system has the capability to maintain a DND database which is in sync with NDNC (National Customer Preference Register) and therefore has ability to check DND against a subscriber before sending out a promotional message.

- Management for NCPR database internal or external
- Provision to keep NCPR database up-to-date by regular updating latest updates from NDNC

6.0 Product Flow and Use

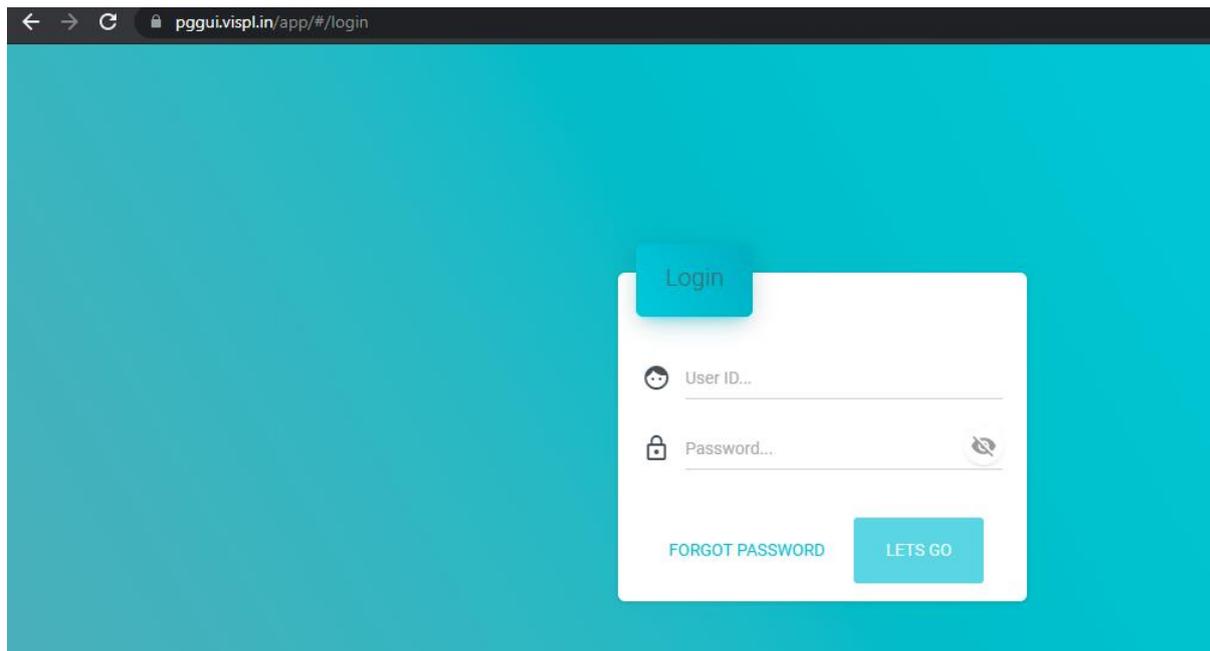
6.0.1 User Roles

The application has different user roles with a diverse set of capabilities and associated functionalities. Below mentioned is a brief of the different roles which are included in the application and each of them have been explained in detail later in the document along with the features & their application.

| Role | Role Description |
|----------------------------|--|
| Aggregator or (Re-sellers) | An Aggregator is an entity that is assigned with bulk messaging TPS / capacity to further resell to other users or resellers. Each downstream account holder or users gets the permissions, access, and wallet balance from the Aggregator. The Aggregator is, in a way, a reseller account who can create further sub accounts under him. An Aggregator may also have the capability to further create sub aggregators and users. The Aggregator can disburse the rights & wallet balance to all its downstream aggregator / user accounts. |
| User | A User is either created by a Admin or an Aggregator. The User is given the rights to execute different types of campaigns. |

6.0.2 Accessibility

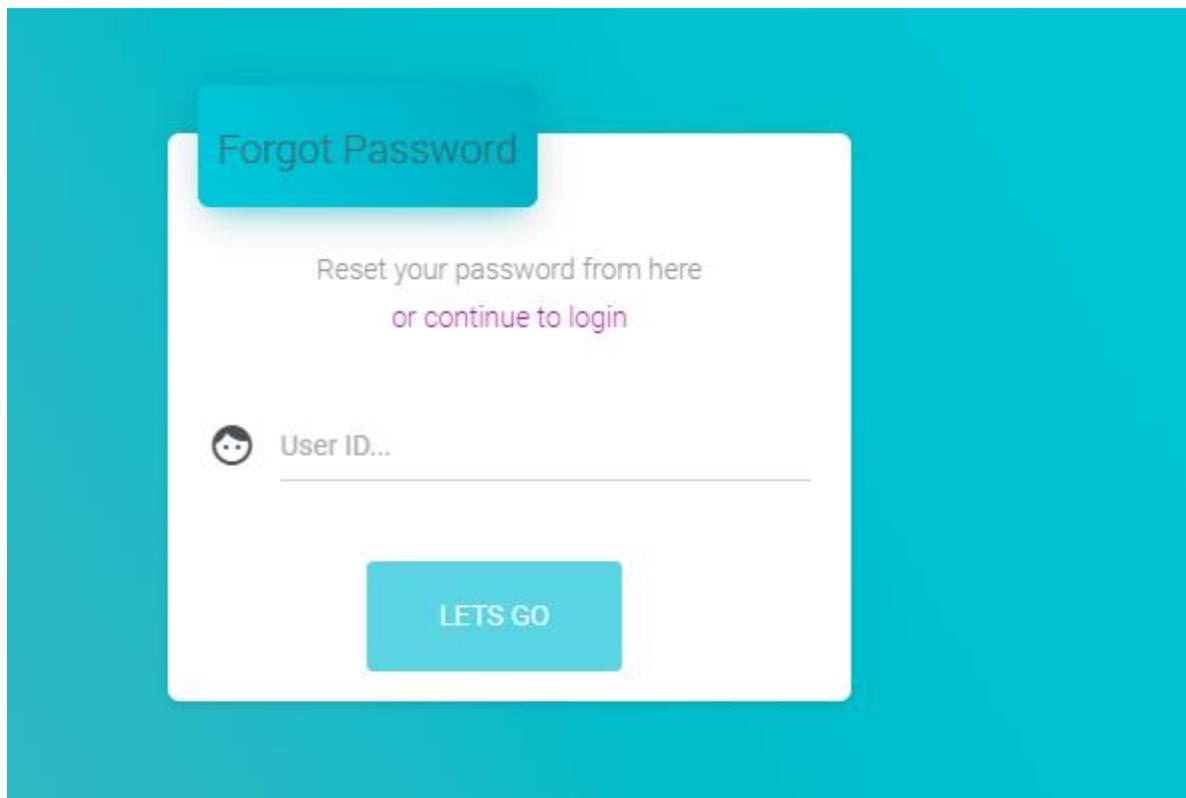
6.0.2.1 Login



Our messaging platform is accessible to users & aggregators via a GUI portal and Login Page is the entry point to access it. After logging in the portal, the GUI interfaces holds feature and functionalities basis the role and as per the permissions defined by respective Admin. Login flow to the portal is as following.

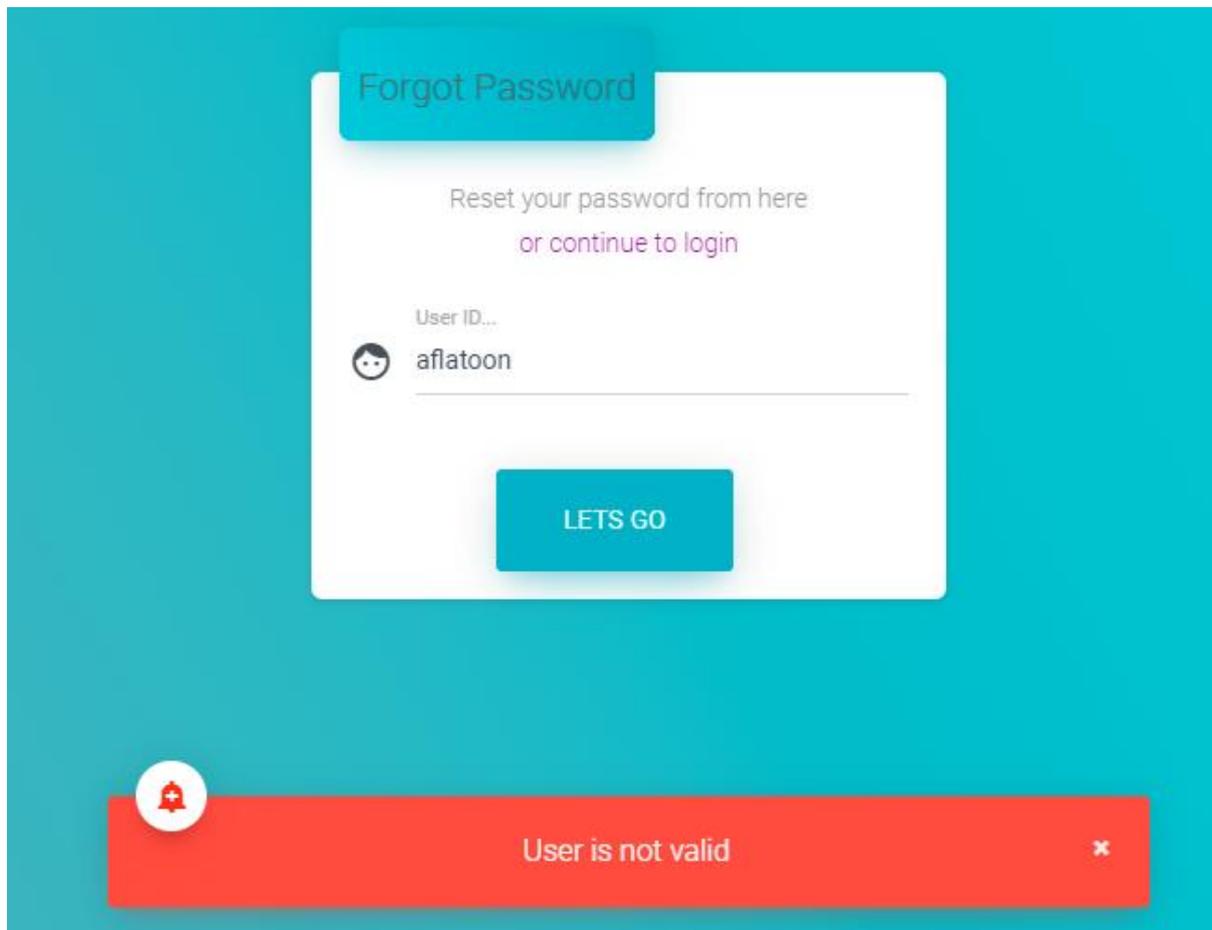
- ✓ The user needs to enter a valid “User Name” and “Password” with 2-factor authentication and then click LETS GO. The user is then taken to his dashboard basis the type of account he is logged in to.
- ✓ If the user enters an invalid ID or password, then the he/she will be displayed a message stating “Login Incorrect”

6.0.2.2 Lost Password



- ✓ If the user clicks on Lost your Password on the login screen, a new window shall appear asking for username.
- ✓ If the user name entered correctly, email with the new Password will be sent to the registered email ID. A Valid user shall receive an email only if validity of the user is not expired and he/she is not disabled by the Admin

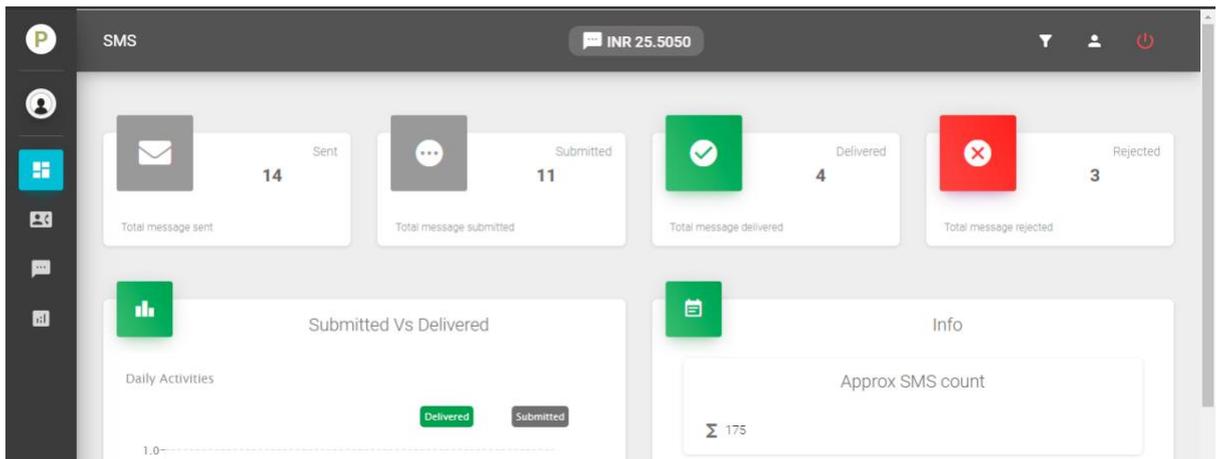
- ✓ If the username entered by the user does not exist in the system, or its validity has expired or is disabled then the following screen will be displayed.



6.0.2.3 Change Password

Change password is another functionality that is made available to make sure that any of the users can make required changes to their password whenever needed.

- ✓ The change password is available after the user is logged in the portal. The option is available in the "User Profile" menu in top right corner.

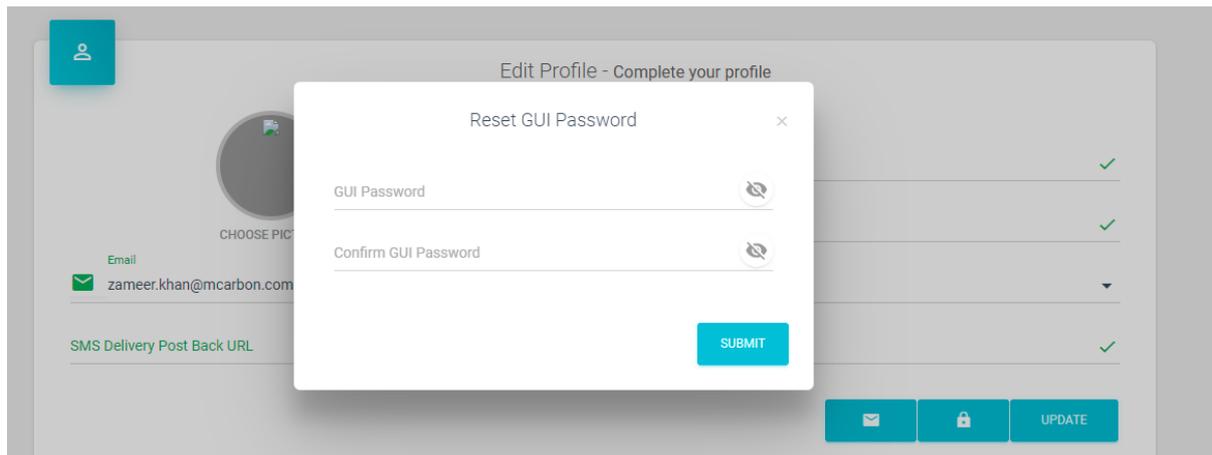


- ✓ On clicking the change password option the user is taken to another page where he/she can set up a New Password.
- ✓ User needs to feed in a new password in “New Password” and “Confirm Password” text boxes. Post that, Update Profile button needs to be clicked.
- ✓ If the new password does not match the confirm password, then password change won't happen and a message will be displayed stating new password entered does not match the confirm password.
- ✓ If all the details are OK, then the user password will get changed successfully.

The screenshot shows the 'Update Profile' page with the title 'Edit Profile - Complete your profile'. It includes a profile picture placeholder with the text 'CHOOSE PICTURE'. The form contains the following fields:

- First Name:** zamytest2 ✓
- Last Name:** zamytest2 ✓
- User Black List Book:** blacklist ✓
- SMS Delivery Post Back URL:** ✓

The email field is pre-filled with 'zameer.khan@mcarbon.com'. At the bottom right, there are three buttons: a mail icon, a lock icon, and an 'UPDATE' button.



6.0.3 Key Roles and Processes

The below section details the different roles in relation to how will the different roles behave once logged in.

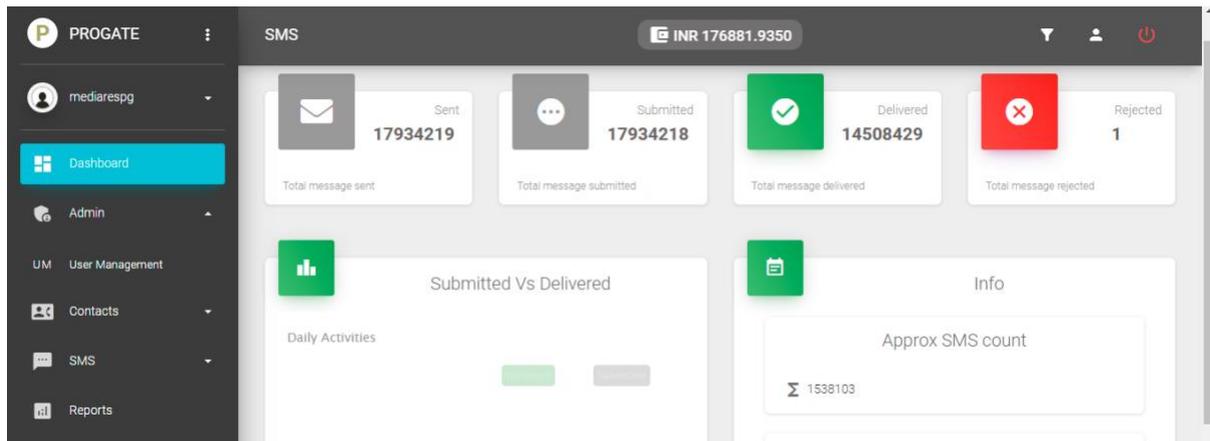
6.0.3.1 Aggregator

An aggregator (or a reseller) is a type of account that can create sub accounts downstream. Thus every aggregator has a hierarchy of users/reseller under him. Sub aggregator accounts created by aggregator cannot supersede the aggregator (one above him). This section will explain the options only available to aggregator accounts.

A. Dashboard

The dashboard below is the typical landing page after login from an aggregator account. "Admin" option on the left menu is available only to an Aggregator that allows him to create and manage sub accounts downstream. Rest of the options, on the left menu, are available to both users and aggregators.

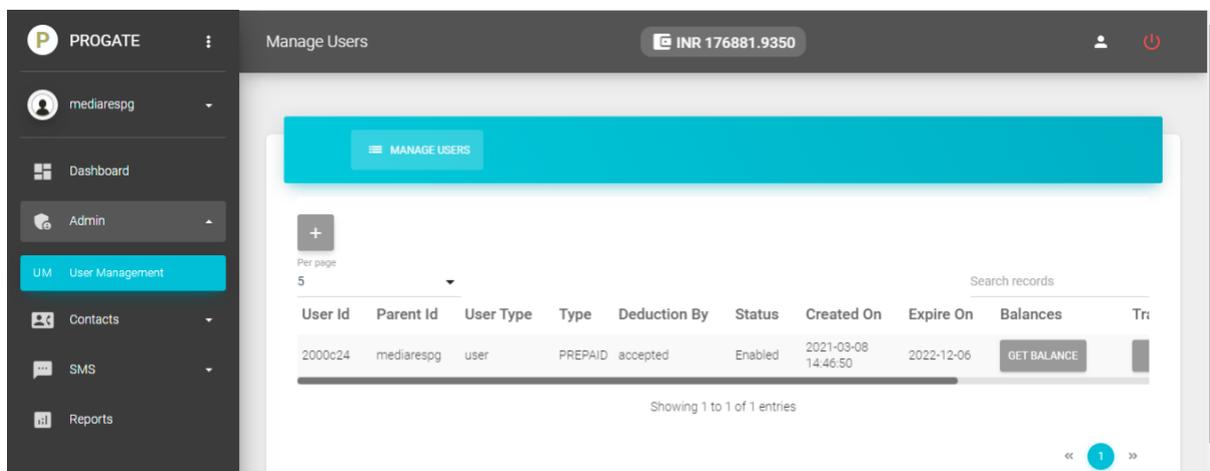
Privileged and Confidential



- ✓ The moment an aggregator logs in to his account, the above page shall appear.
- ✓ The dashboard will be specific to the aggregator
- ✓ The following things that an aggregator will see in his dashboard.
 - Account Summary stating Message Sent and corresponding status along with wallet Balance summary in case of prepaid accounts or monthly wallet capping in case of Postpaid accounts.
 - Daily Activities graph showing traffic trend for current day.
- ✓ The User accounts or details shown here are only the ones that have been created by Aggregator.

B. User Management

The “Admin” option is only available to Aggregator type of account which allows the aggregator to create and manage sub accounts under his account.



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The screen above shows the typical user management page that will display details of all the users created by this aggregator.

Right above the existing list of users, + button is available. The following screen is displayed on clicking + button as shown in the screen above.

The screenshot shows a 'Build Profile' form with two tabs: 'BASIC INFO' (active) and 'SECURITY'. The form includes a profile picture placeholder with the text 'CHOOSE PICTURE'. Below this are input fields for 'First Name', 'Last Name', 'Email', and 'Mobile Number'. There are also fields for 'User Id', 'Customer Type' (a dropdown menu), 'Neuron System User Id', 'External System Id', and 'Address'. At the bottom right, there are two buttons: 'CANCEL' (red) and 'NEXT' (teal).

Build Profile

BASIC INFOSECURITYSMS SETTINGS

GUI Password

Confirm GUI Password

Security
Standard ▼

Account Expiry Date
2021-06-30

Allow From (IP)

PREVIOUSCANCELNEXT

Build Profile

BASIC INFO
SECURITY
SMS SETTINGS

SMS Settings

| | | |
|--------------------------------------|---------------------------|-----------------------------------|
| TPS Sharing Mode None ▼ | TPS 10 | Credit Deduction By Accepted ▼ |
| Type Of Delivery Account Normal ▼ | Select Rule ▼ | DLT Telemarketer Id ✓ |
| DLT Principal Entity Id | Number of Track Link 1 | Account Type Prepaid ▼ |
| Track Link Domain | SMS Service Type ▼ | |

PREVIOUS
CANCEL
FINISH

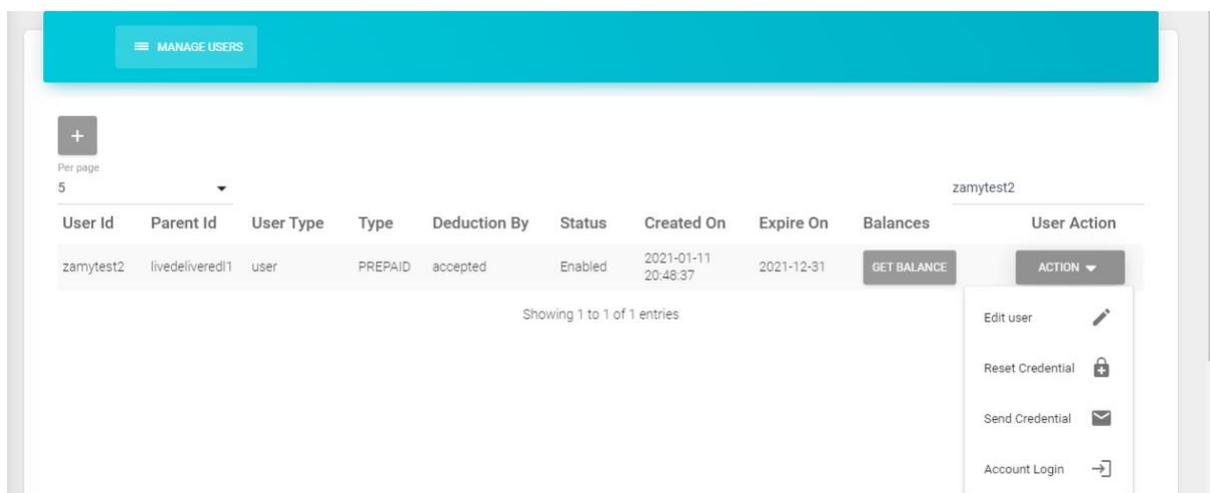
| Field | Type | Mandatory |
|-------------------------|-----------|-----------|
| First Name | Text | Yes |
| Last Name | Text | YES |
| User Id | Text | YES |
| Address | Text | Yes |
| Email | Text | Yes |
| Mobile Number | Text | Yes |
| Customer Type | Drop Down | Yes |
| Neuron System User Id | Text | Yes |
| External System ID | Text | No |
| Password | Text | Yes |
| Confirm Password | Text | Yes |
| PAN Number | Text | No |
| GSTIN | Text | No |
| Credit Deduction By | Drop Down | Yes |
| Cust Type | Drop Down | Yes |
| DLT Telemarketer ID | Numeric | No |
| DLT Principal Entity ID | Numeric | Yes |

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- ✓ Required details need to be filled up in the respective fields and then submitted with click of button. System checks the necessary parameters post and post that a New User is created successfully.
- ✓ Error messages associated with respective fields are shown below. Error message is shown in red font to highlight the error .
 - If the user name already exists then displayed error message is “User Name already exists”
 - Email ID - If the email id format is invalid then displayed error message is “Invalid email”
 - Mobile – If the mobile number format is invalid then displayed error message is “Invalid mobile number”
 - If the new password does not match the confirm password, then displayed error message is “New password entered does not match the confirm password”
 - Any Mandatory (Marked with a * symbol) field cannot be left blank.
 - Credit Deduction By can be on Accepted or Delivery.
 - Account Status can be set to Enabled or Disabled as needed initially which can be changed later as per requirements.

C. Manage Users (Edit Users)

Manage user accounts is a feature that will be helpful in managing the account, editing it, disabling it or making any other changes. The manage accounts facility will display a list of all the accounts created by an aggregator.



- ✓ When a user clicks on the Edit user Button, the same page that is shown during user creation is opened. This will happen for editing the account details.

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- ✓ All the information will be editable.
- ✓ Once the editing is done, a message is displayed to confirm that the user details have been successfully updated.
- ✓ The status in the listing will also change from Enabled to Disabled and the action link will also be changed accordingly.
- ✓ If the aggregator wants to Enable a disabled child accounts, then he must do it via Edit User functionality as explained in the flow above by using the Account Status dropdown.

D. Manage User (Reset Password)

Manage password allows the aggregator to create/reset the password for a user under him.

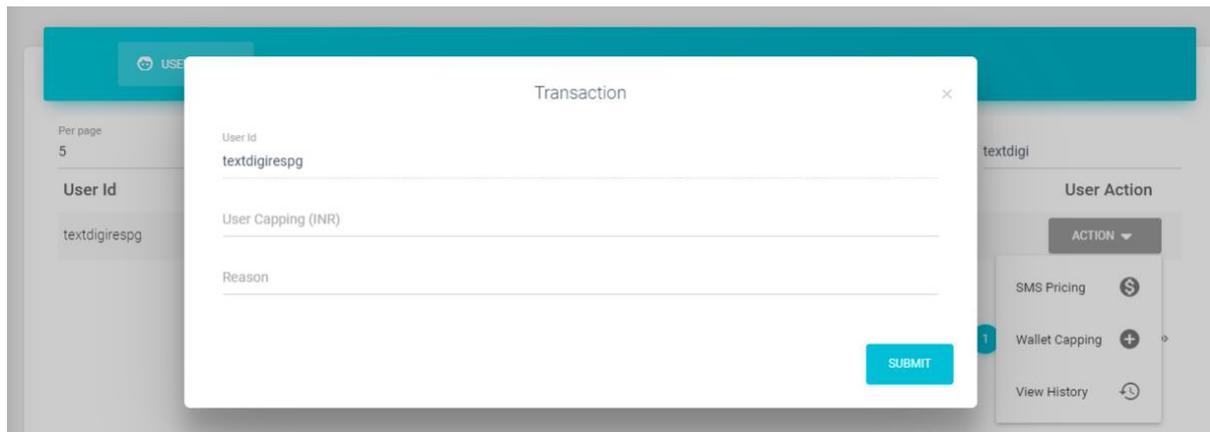
- ✓ The password management of the accounts by an aggregator will be done by following the User Action Dropdown feature as explained earlier. The manage password function allows aggregator to avoid misuse of an account.

E. Manage Users (Assign Capping) - Post-paid Users

Capping functionality is only available to Post-paid accounts. Capping is the function to restrict a user not to send more than defined number of messages in each day. The default is set as no limits.

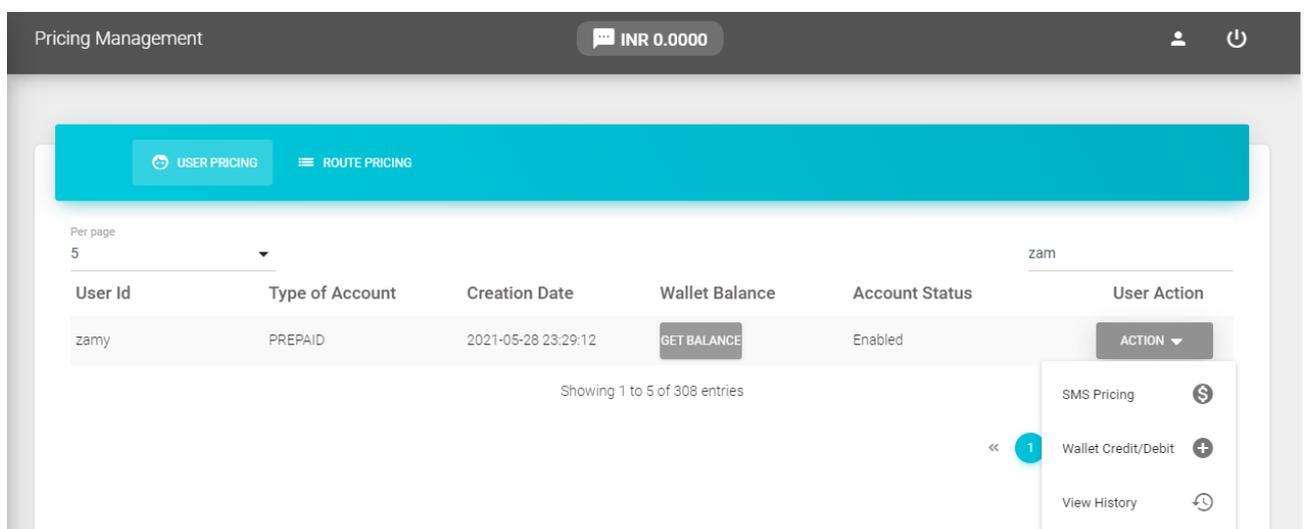
The screenshot displays the Enterprise SMS Portal interface. At the top, there are two tabs: 'USER PRICING' and 'ROUTE PRICING'. Below the tabs, there is a 'Per page' dropdown set to '5' and a search bar containing 'textdigi'. The main content is a table with the following columns: 'User Id', 'Type of Account', 'Creation Date', 'Wallet Balance', 'Account Status', and 'User Action'. The first row shows a user with 'User Id' 'textdigirespg', 'Type of Account' 'POSTPAID1', 'Creation Date' '2021-01-14 12:33:38', 'Wallet Balance' 'GET BALANCE', and 'Account Status' 'Enabled'. The 'User Action' column for this user has a dropdown menu open, showing three options: 'SMS Pricing' with a dollar sign icon, 'Wallet Capping' with a plus sign icon, and 'View History' with a refresh icon. The 'Wallet Capping' option is highlighted with a blue circle containing the number '1'. Below the table, it says 'Showing 1 to 5 of 308 entries'.

On clicking user capping the following screen appears where capping can be set.



F. Manage Users(Transact Wallet Balance) - Prepaid Users

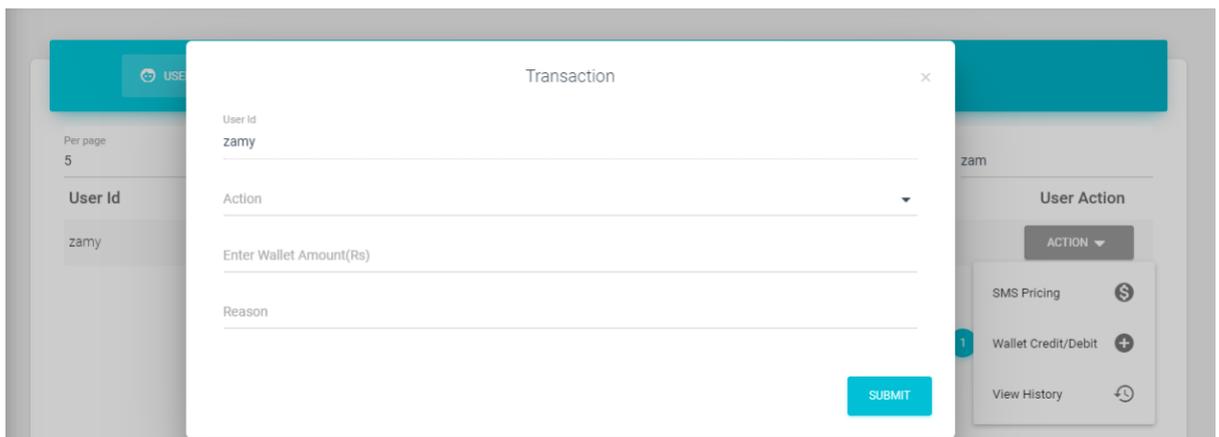
In case of prepaid account, on clicking Transact drop down option, aggregator will see the following screen through which wallet balance can be assigned, removed, or transferred.



- ✓ The assign credits, debits options will be available only in case of pre-paid account. Post-paid accounts will get only options to set capping and by default none of these(pre-paid specific options) will be visible.

Assign Credit

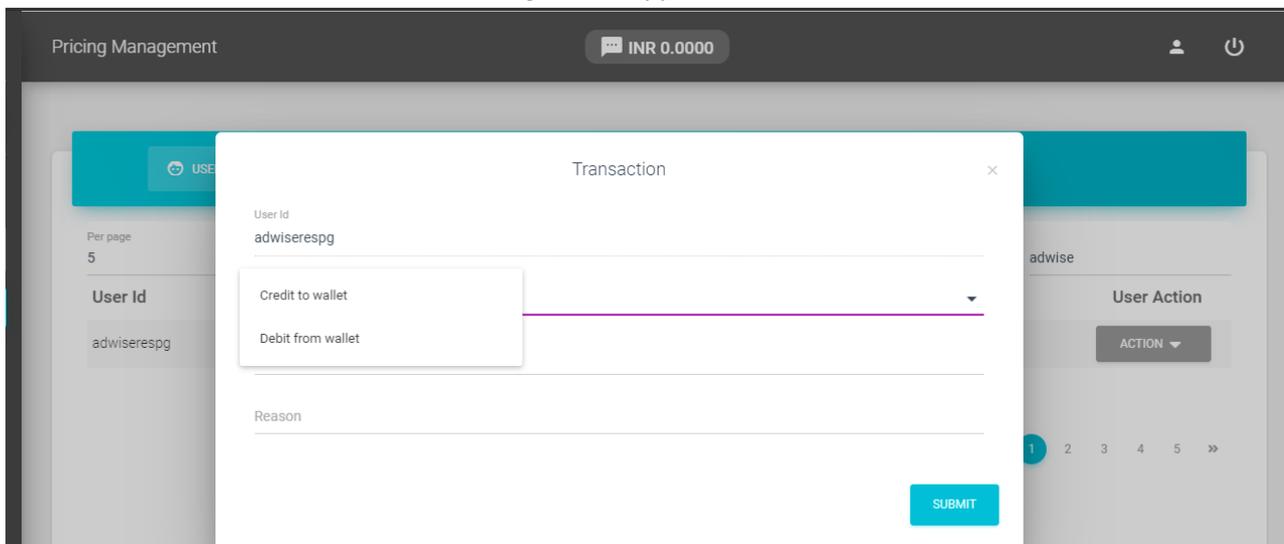
- ✓ Once a Credit selection is made the following screen appears.



- ✓ The user to select the Action, “Wallet Credit/Debit”.
- ✓ The user then needs to put the amount of in INR to be added and press submit.
- ✓ A text box appears to enter a reason Credit. The text box has a validation of 50 characters and submission cannot be done without filling it.

Debit

- ✓ Once a Debit selection is made the following screen appears.



- ✓ The user to select the action “Debit from Wallet”
- ✓ The user then needs to put the amount to be debited from the user and then press submit.
- ✓ A text box appears to enter a reason for Debit. The text box has a validation of 50 characters and submission cannot be done without filling it.

6.0.3.2 User

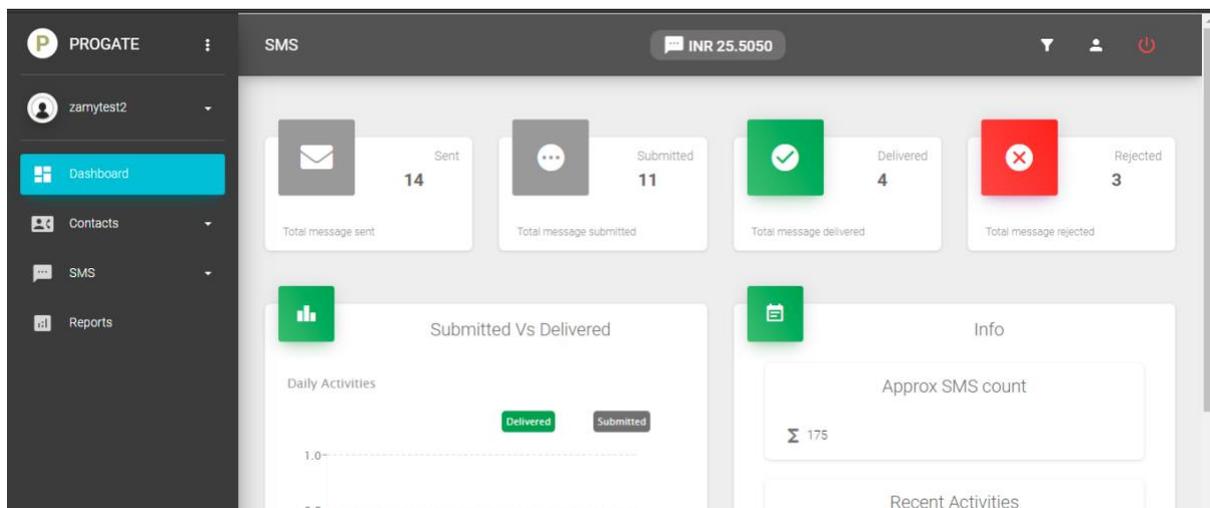
User type accounts are the penultimate accounts. These are the ones who will be using the account for different types of services. They will have access to different types of functionalities within the application.

| User Functionalities | |
|----------------------|--------------------------------|
| | ✓ Manage Campaigns |
| | ✓ Manage Address Books |
| | ✓ Request Sender ID approvals. |
| | ✓ Request template approvals. |
| | ✓ Access API's |
| | ✓ Relevant MIS. |

The user page has different options that will be used for different purposes.

A. Dashboard

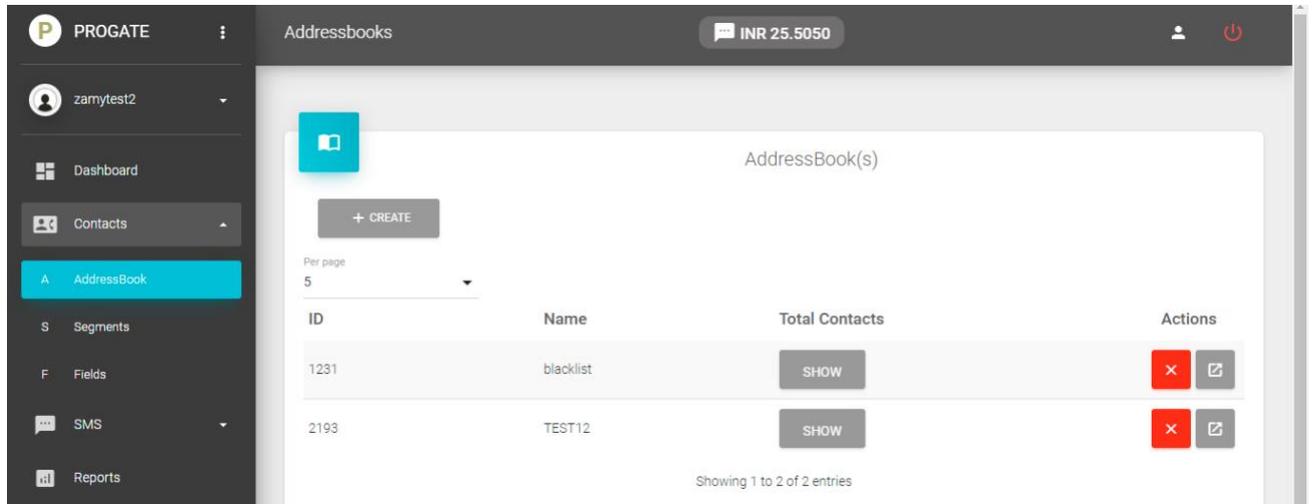
The dashboard below is the landing page of a typical user account.



- ✓ The dashboard will list the total messages being sent and corresponding delivery status summary.
- ✓ The dashboard for prepaid account will list the available wallet balance for service type defined for the user.
- ✓ The dashboard for post-paid account will list the available capping for every service type defined for the user.
- ✓ The dashboard will also show the graph for daily activities showing the hourly trend of traffic being sent through this account.

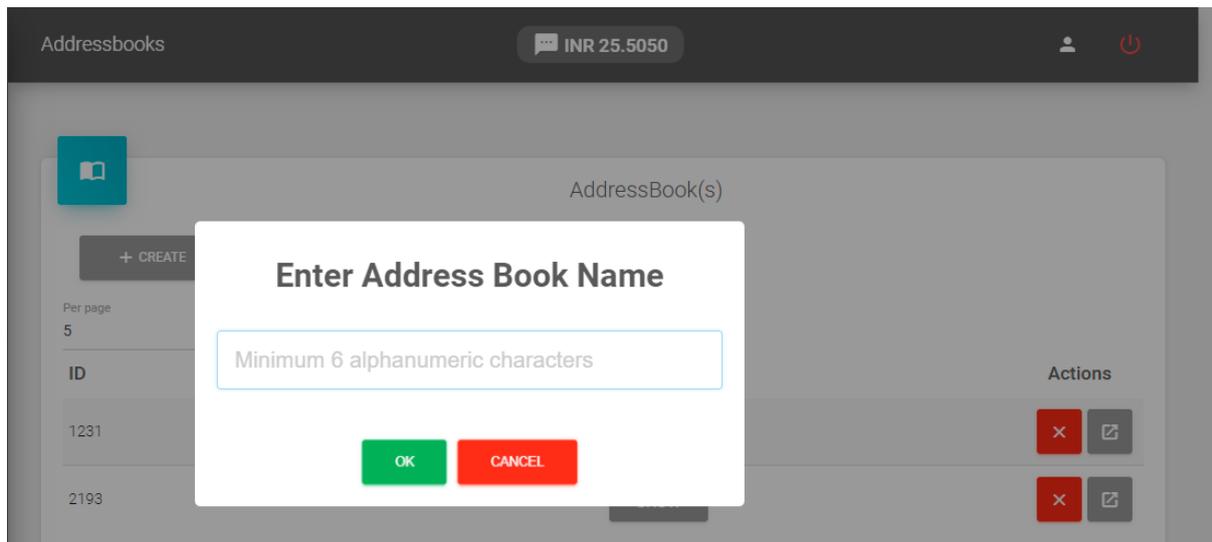
B. Contacts Management- Address Books

Contacts management is another feature of the portal to manage the address book so that user can create groups and add mobile numbers in them to enable sending of messages to groups.

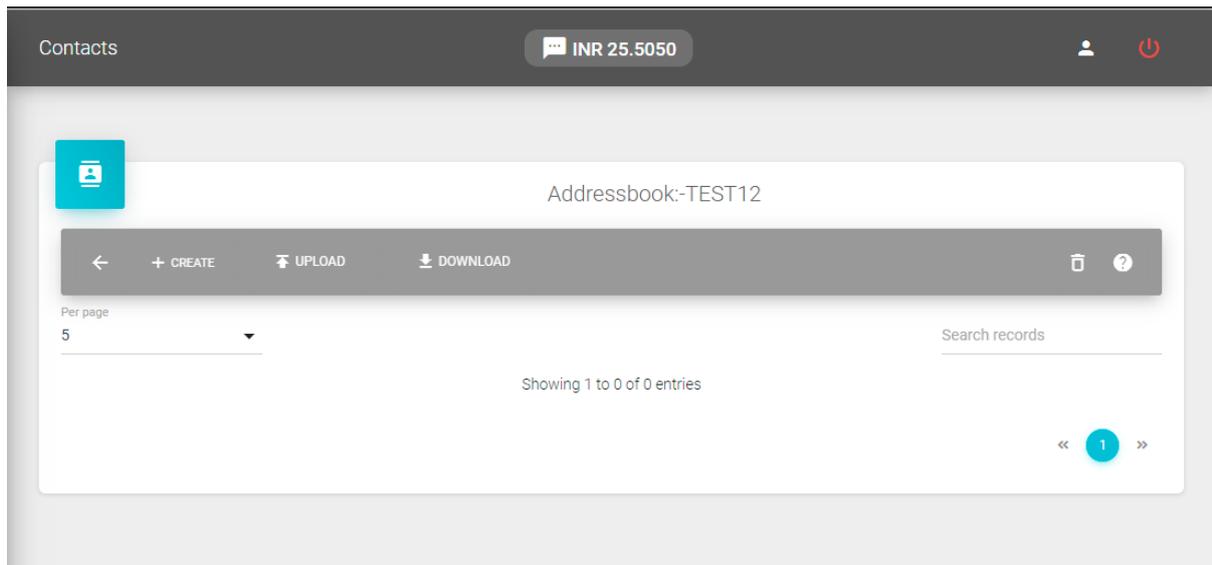


The above screen shows the typical address book management page which allows user to either create or act on existing address repository or delete an existing repository.

On clicking Create New button following screen would appear.



Once the repository is created, you can take an action on the repository. On clicking Action from the drop-down menu, the following screen will appear.

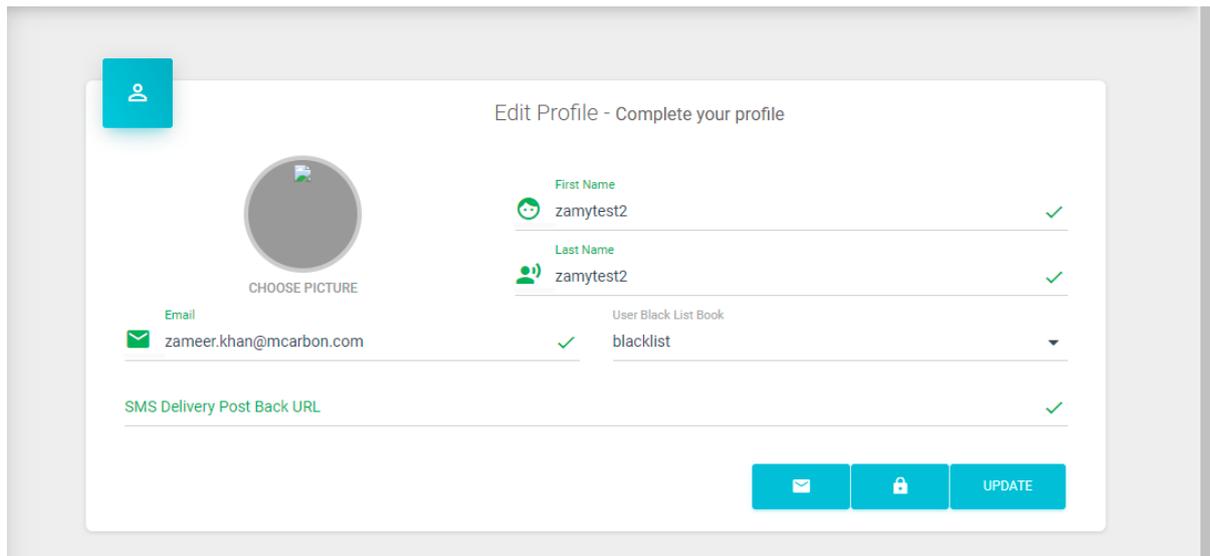


- ✓ The above screen allows user to add new entry or upload a bulk CSV file.
- ✓ The mobile number is mandatory. All other fields are optional.
- ✓ A sample file can be downloaded from the sample file option.

B. (ii) - Address Book – Blacklist

The blacklist is a feature for a user to create a list (of mobile numbers) that will be excluded from the all the campaigns created by the users. By default, address book with name blacklist has been created for every user once the user is created from the portal.

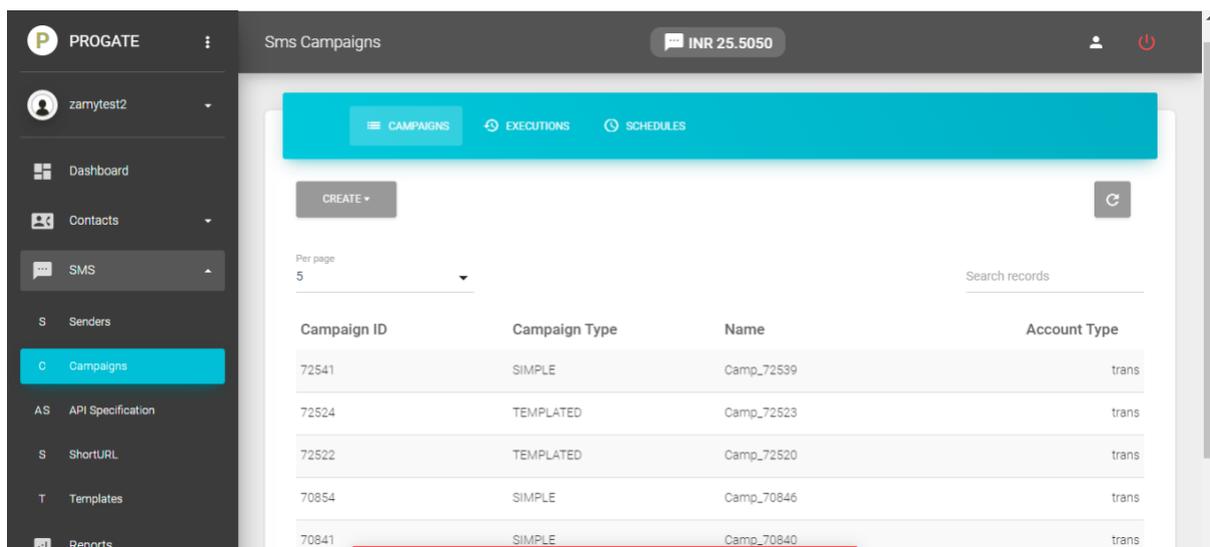
The user can create a normal address list as mentioned in the previous section and assign that particular list to blacklist from the drop-down selection in the User black list book section from profile settings as shown in the screen below



C. i. Bulk SMS - Campaigns

The campaign management or Bulk SMS is a feature to create and manage and execute SMS campaigns for a user.

The following screen would appear on clicking Bulk SMS.



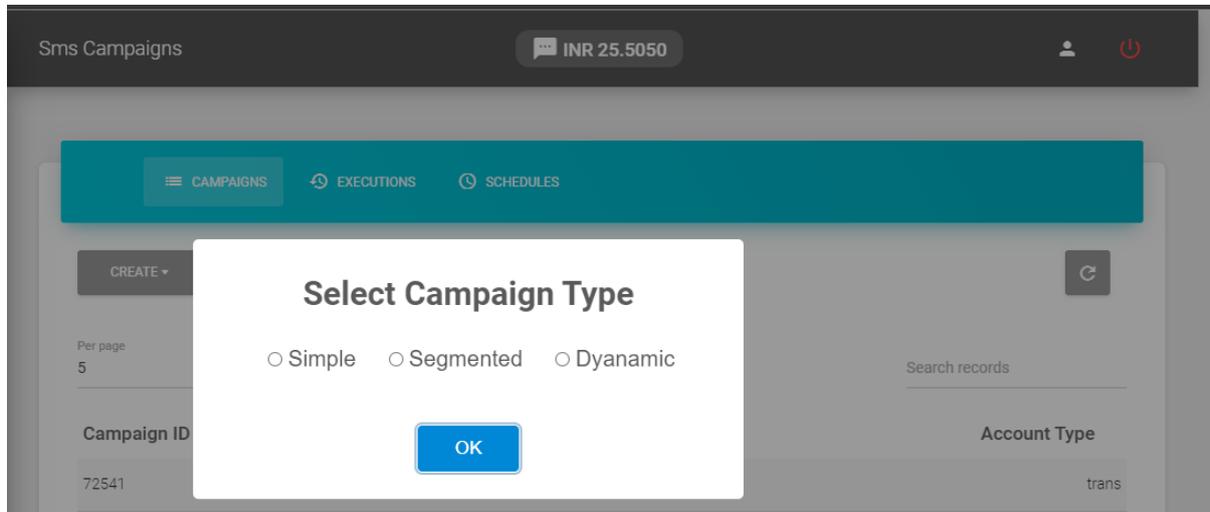
- ✓ The above screen shows list of current campaigns created by the user.
- ✓ Through this section user can create a new campaign, edit an existing campaign, create a copy of existing campaign, or delete an existing campaign.

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- ✓ The campaign list will display the generic properties of the campaign like campaign id, name, connection type for which campaign is created and whether it is a templated on non-template-based campaign.

Create Campaign

On clicking the Create new campaign button, following screen would appear.



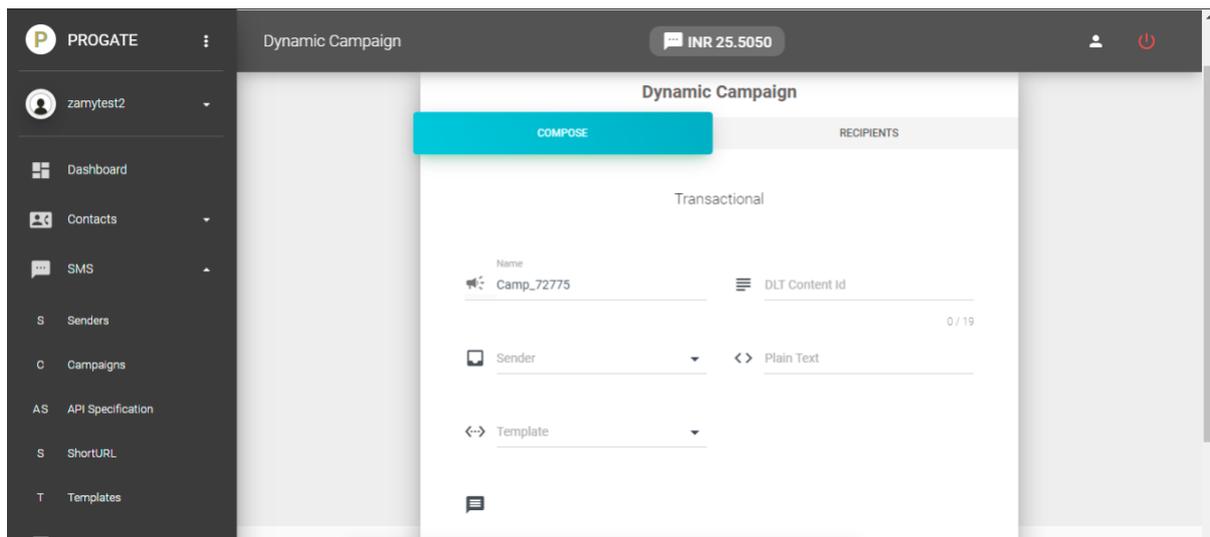
The Create new campaign will allow user to select connection type (Transactional or Promotional) and further option within connection type (Simple Segmented and Dynamic Broadcast)

For Templatized broadcast user needs to first create a template and get it approved. The process is explained in the Manage Templates section.

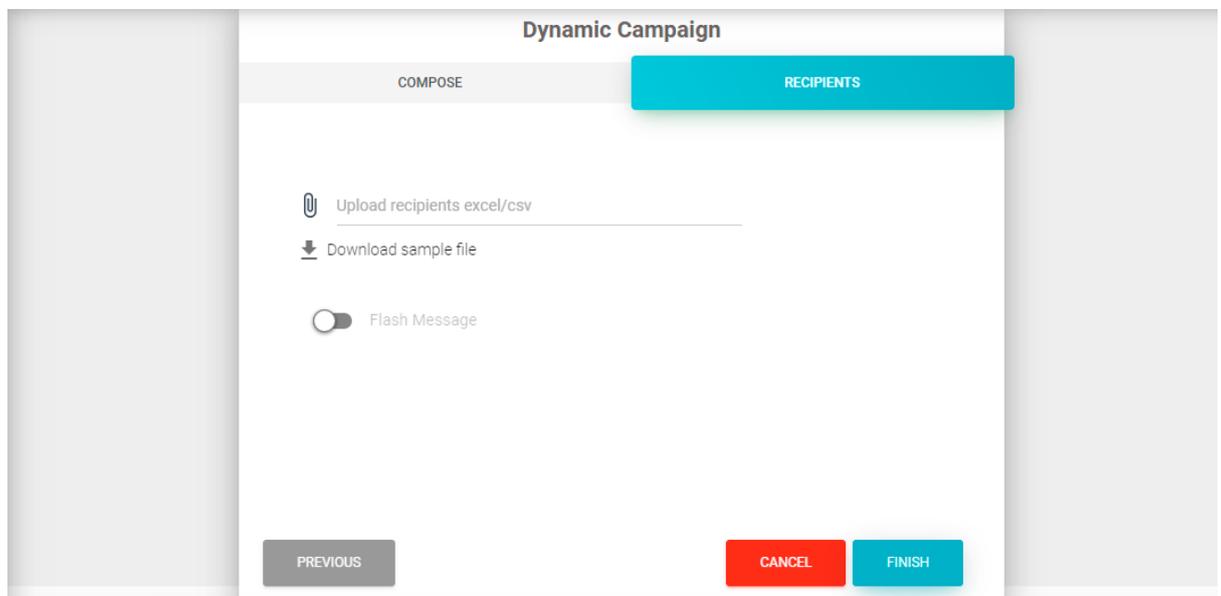
Only once template is approved, user will be able to create templated broadcast, however, for simple broadcast no such limitation is there.

Templatize Broadcast

On clicking Dynamic broadcast following screen will appear

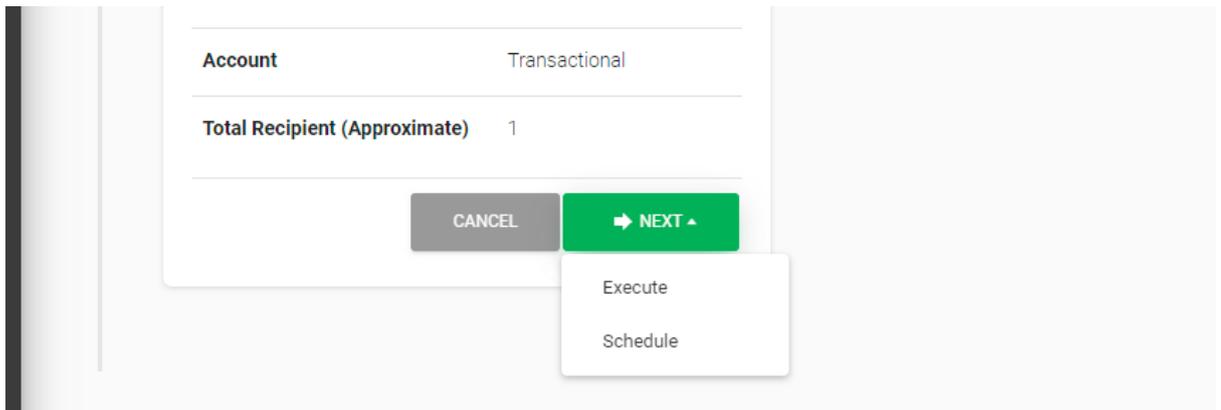
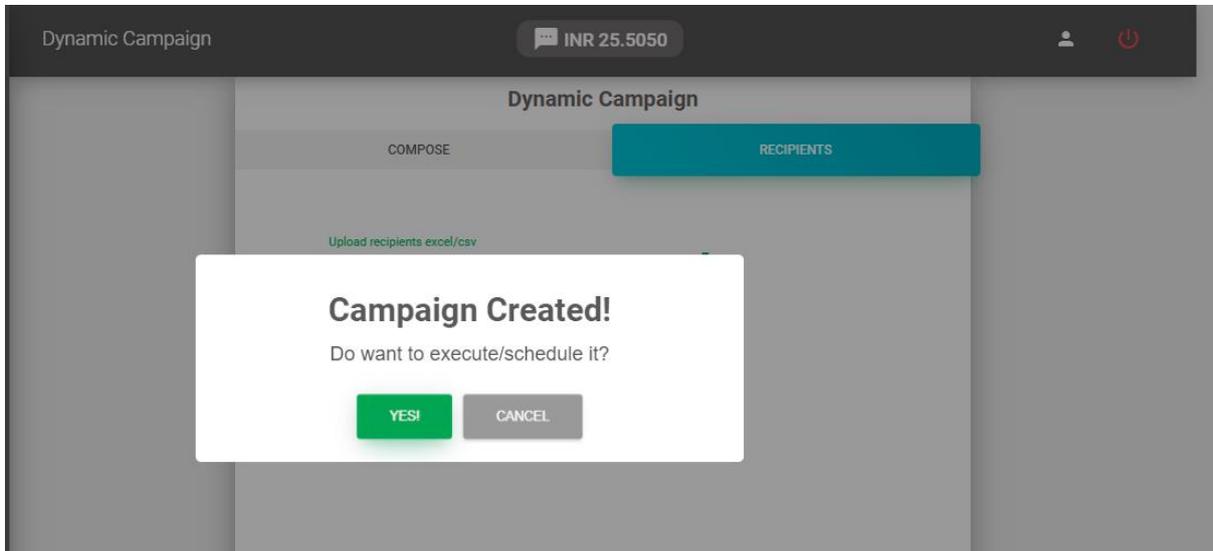


- ✓ User will have the option to change the name of the campaign. System would generate an automatic name that can be changed.
- ✓ In “From” field user will have to select the sender ID from using which a campaign shall be sent.
- ✓ User then need to set the encoding of the message which is generally “Plain text” for English messages and for messages containing non-English characters like Chinese or hindi or any other language, user will have to select Unicode Text.
- ✓ User then will select the Template that has been approved from the drop-down menu..
- ✓ User then clicks Next which will showcase following screen
- ✓ User will have to then upload the Excel file containing the data as per the template chosen. A sample file download option is given to download a sample file that can be referred to create an actual file to be uploaded as per template chosen

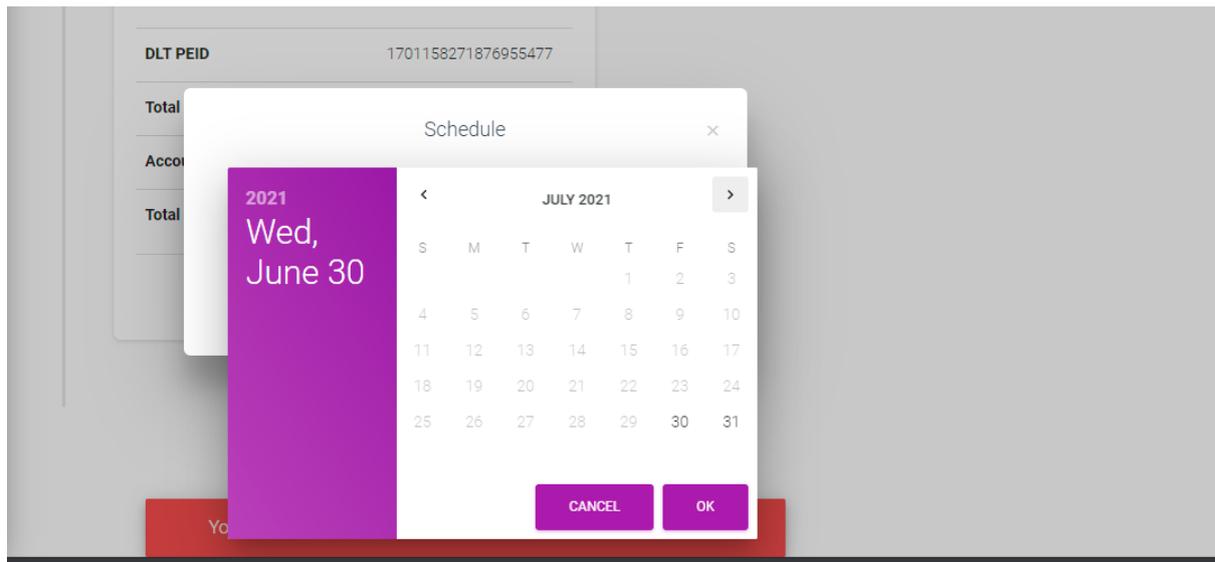


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- ✓ As shown this will give three options
 - Execute/schedule: To save the campaign and execute it at once.
 - Save and Schedule: To save the campaign and give options to set up execution of campaign at a specific date & time.
- ✓ On clicking any of the option, a confirmation screen would appear for user to confirm saving the campaign



- ✓ In case user would like to schedule the campaign, the following screen would appear allowing user to set date & time.



- ✓ There is an option to schedule campaign which allow user not to schedule it at this moment however the campaign will be saved in the system.

Simple Broadcast

On clicking a simple broadcast, the following screen would appear.

Simple Campaign

COMPOSE RECIPIENTS

Transactional

Name ✓ 0 / 19

Sender <> Plain Text

ShortUrl [trash icon]

Campaign message.. 0 / 2000

CANCEL NEXT

- ✓ User will have the option to change the name of the campaign however system would generate an automatic name.
- ✓ In “From” field user will have to select the sender ID from which the campaign needs to be sent.
- ✓ If a user wishes to setup a tracking URL to receive response from customer, small URL will be encoded in the text for target audience to click that can redirect an audience to a webpage.
- ✓ The way to add the tracking URL is to select the tracking URL configured in the URL management and place the string {tracking_url} in the message text.
- ✓ User then need to set the encoding of the message which is generally “Plain text” for English messages and for messages containing non-English characters like Chinese or hindi or any other language, user will have to select Unicode Text.
- ✓ User will have to then upload the Excel file containing the data as per the template chosen. A sample file download option is given to download a sample file which can be referred to create an actual file to be uploaded as per template chosen.
- ✓ User then will have to type the Message to be sent in this campaign.
- ✓ User then clicks Next which will showcase following screen

Addressbook

Upload recipients excel/csv

Download sample file

Flash Message

Enter recipients

0 / 6000

Note: Enter mobile number and number should be started with 91 or without 91 and max 500 numbers with 91 and 591 numbers without 91 allowed

PREVIOUS CANCEL FINISH

- ✓ As shown, this will give the same two options same as templated campaign
 - Save and Execute: To save the campaign and execute it at once.
 - Save and Schedule: To save the campaign and give options to set up execution of campaign at a specific interval.
- ✓ The rest of the process is same as defined in the templated broadcast section.

Campaigns

This will list all the campaigns run by the user.

| Campaign ID | Campaign Type | Name | Account Type |
|-------------|---------------|------------|--------------|
| 72533 | SIMPLE | Camp_72532 | trans |
| 72334 | SIMPLE | Camp_72333 | trans |
| 72174 | SIMPLE | Camp_72173 | trans |
| 72167 | SIMPLE | Camp_72166 | trans |
| 72131 | SIMPLE | Camp_72130 | trans |

C. ii. Bulk SMS - Executions

The Executions option shows details of executions for all the campaigns. A campaign can be executed multiple time and all those executions find listing in this section.

The following screen will appear on clicking executions.

| Campaign Id | Execution ID | Campaign Type | Name | Status | Time | Actions |
|-------------|--------------|---------------|------------|---|---------------------|-----------------|
| 72776 | 32652 | TEMPLATED | Camp_72775 | SUBMITTED (Processed 1 out of 1 TTQ 0s) | 2021-06-30 20:27:26 | ACTION |
| 72524 | 32552 | TEMPLATED | Camp_72523 | SUBMITTED (Processed 1 out of 1 TTQ 0s) | 2021-06-29 22:12:58 | Message Reports |
| 72522 | 32551 | TEMPLATED | Camp_72520 | SUBMITTED (Processed 1 out of 1 TTQ 0s) | 2021-06-29 21:55:56 | Re-Run |
| 70854 | 31814 | SIMPLE | Camp_70846 | SUBMITTED (Processed 1 out of 1 TTQ 0s) | 2021-06-23 15:55:05 | Copy |
| 70841 | 31809 | SIMPLE | Camp_70840 | SUBMITTED (Processed 1 out of 1 TTQ 0s) | 2021-06-23 15:42:47 | ACTION |

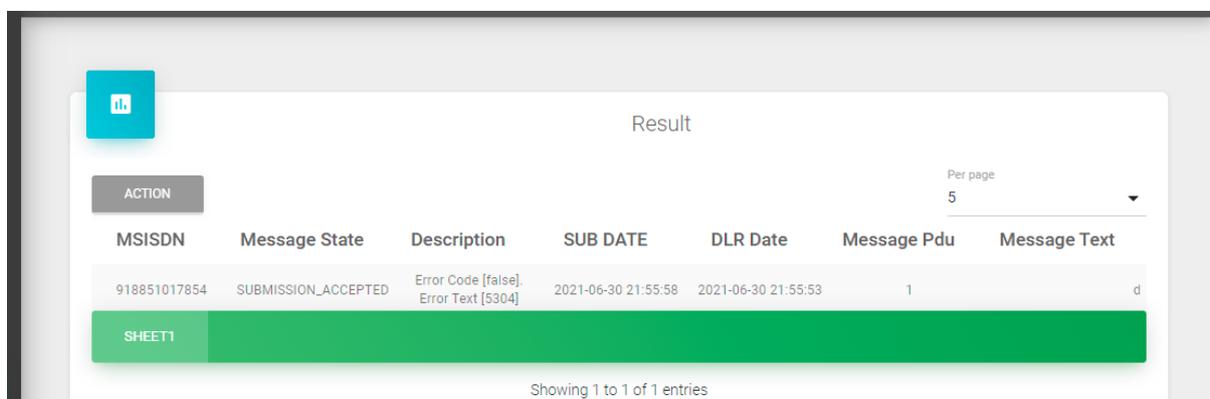
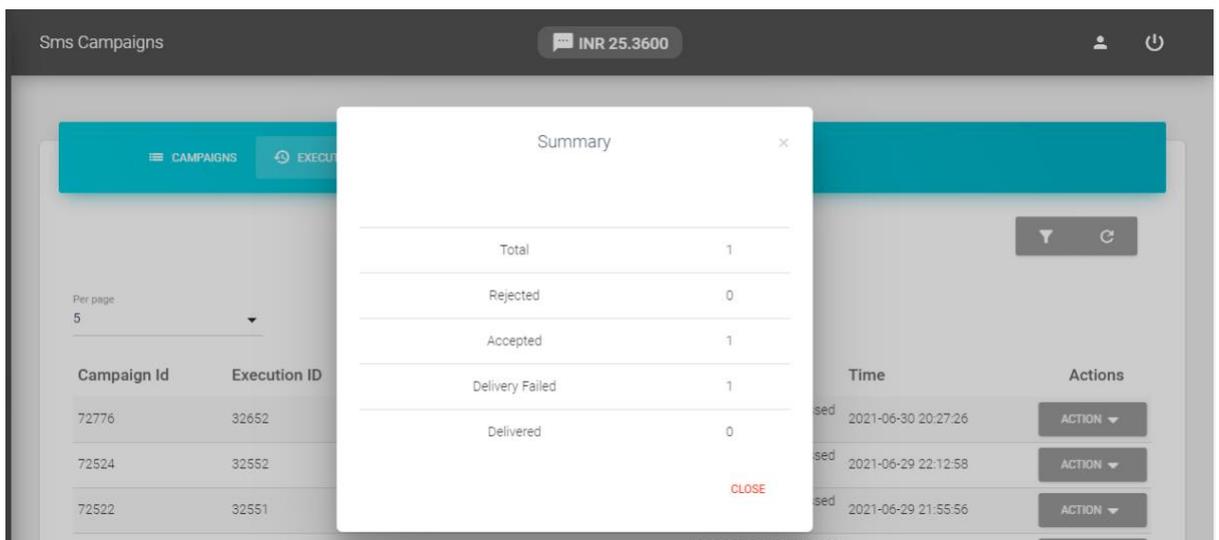
Showing 1 to 5 of 9 entries

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The list will display the campaign Id followed by execution Id, Last Execution time and state of that execution whether “SUBMITTED” or “IN PROGRESS”

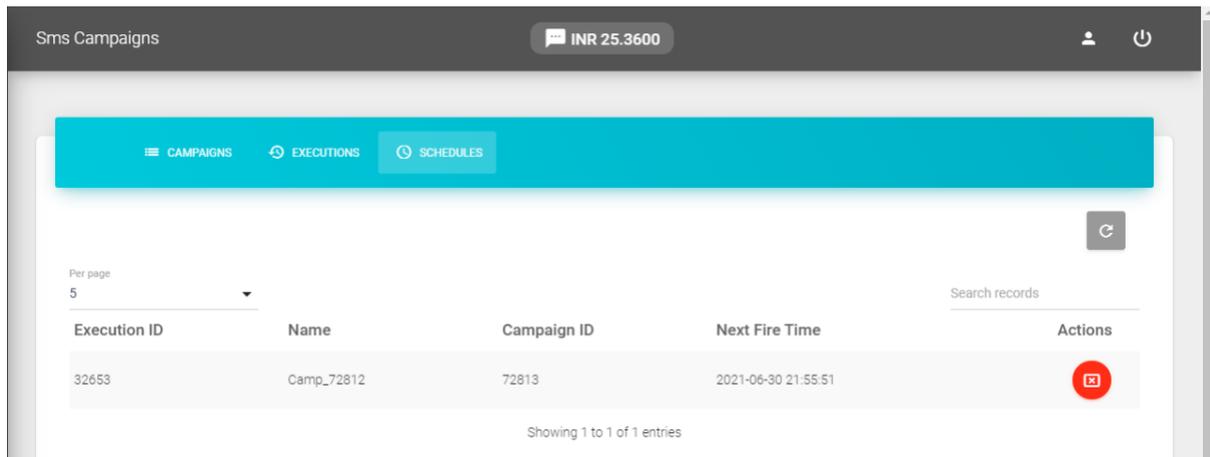
There is a Campaign action column which has following three options

- ✓ Re-Run: The re-execution will allow user to re-run the campaign with the same or modified values. Clicking this option will open the same Modify campaign screen which will give the options of Save or Save and Execute or Save and Schedule. The functioning of each of this option is explained in previous section.
- ✓ Copy: This option copy the campaign you can change some parameter and run it again.
- ✓ Message Reports: This will give the execution summary in term of counts of messages sent and associated status. It also gives you the detailed report for campaign The sample screen is below



C. iii. Bulk SMS - Scheduled

This section lists down all the scheduled campaigns. Following is the sample screen



The user will be able to see the list of his scheduled campaign and have an option to cancel if needed for any reason.

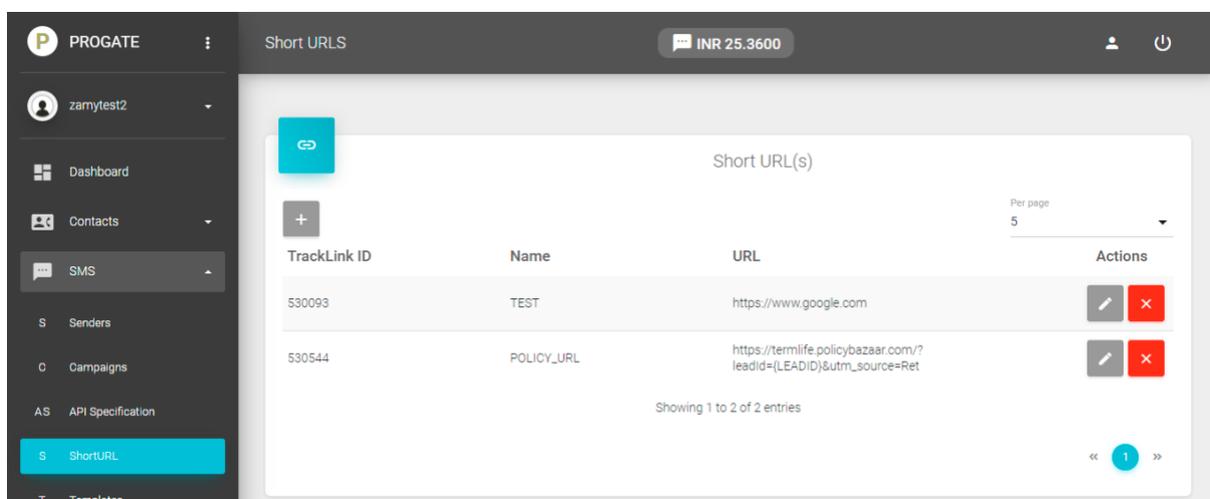
C. iv. HTTP API Specifications

This section gives API details that a user can use to send message without using the portal.

User will be able to see the API URL to be used along with his specific credentials to send the message via incorporating this API within his own application. This section in the portal will also list the credentials to be used for all the connection types currently available to the user.

C. iv. Bulk SMS – ShortURL

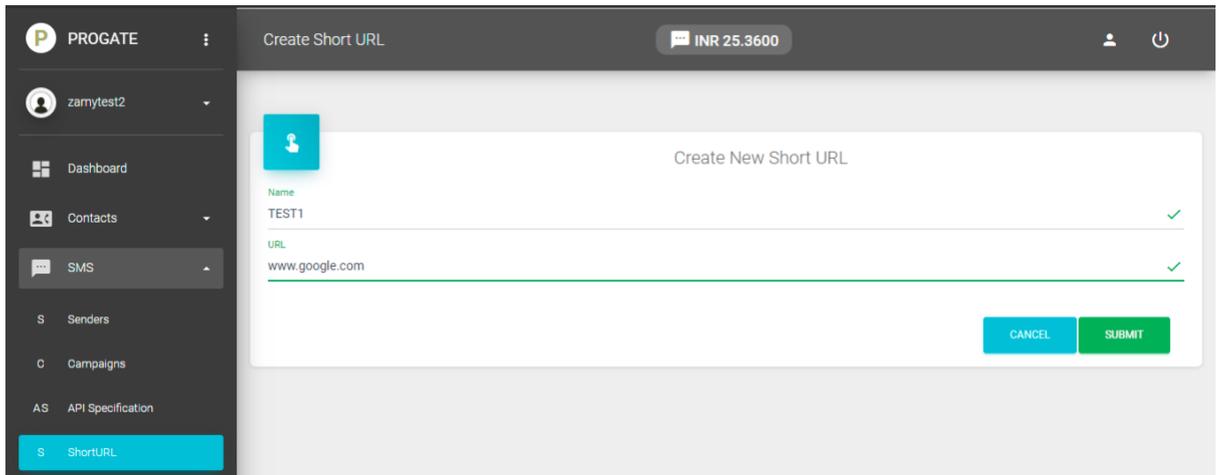
The following screen will appear



The user will have the option to put tracking links in the campaign to gather a response from customer.

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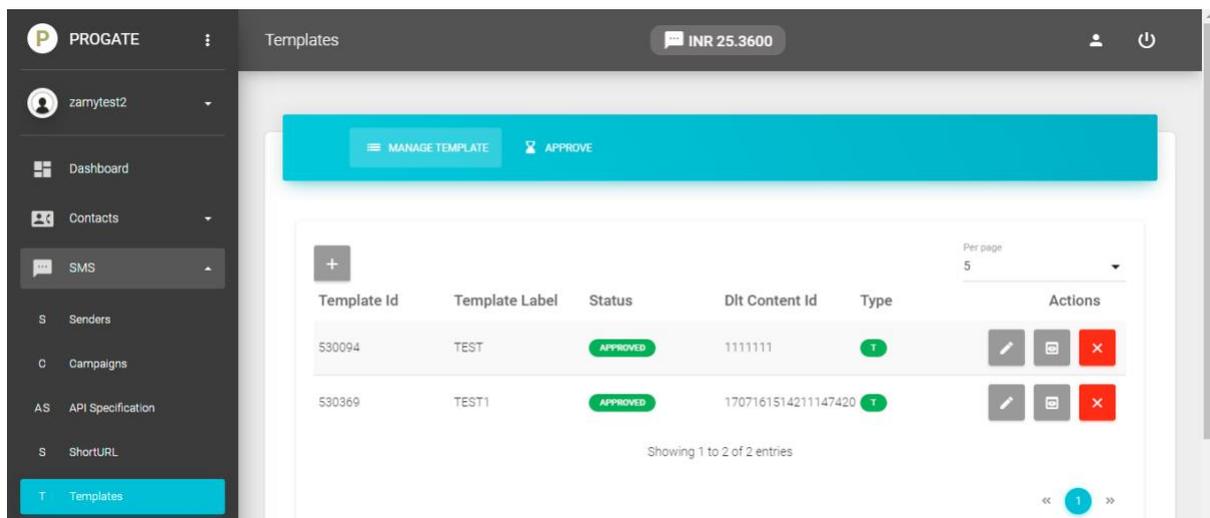
- ✓ On clicking the “Create new Shortened URL” the following screen appear.



- ✓ User will have to enter the long tracking url of his own platform on which he/she can capture the response and give a name to it.
- ✓ User can then select the same from the tracking link drop-down on the create campaign page.
- ✓ Other options are available to edit or delete the URL

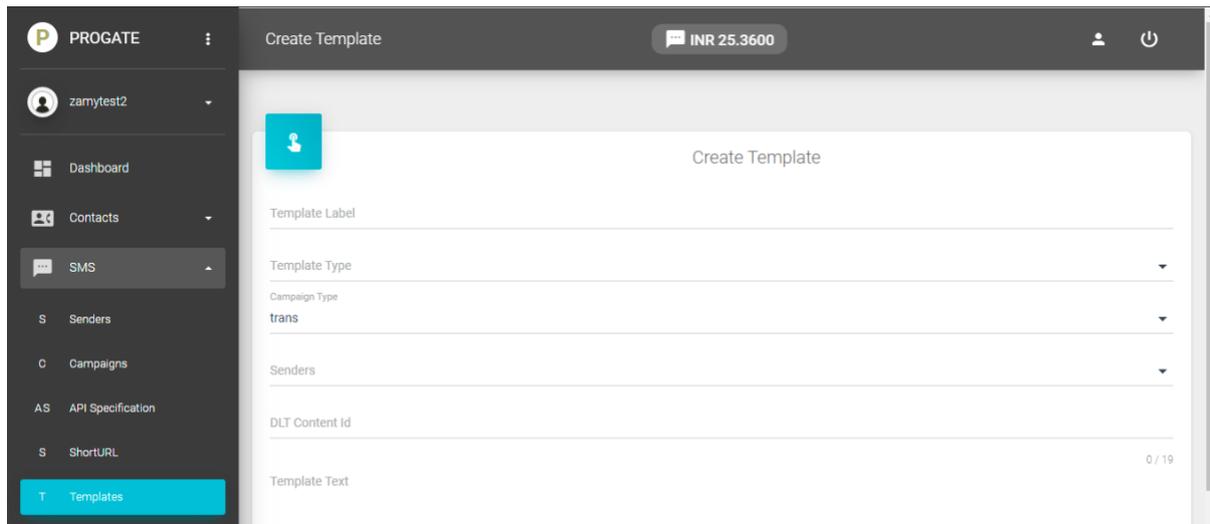
D. Template Management

User will see the following screen on clicking the Manage Template section



The screen will display current list of templates created by a user showing template ID, label and current status.

On Clicking create template following screen would appear.



There are two types of templates that can be created.

- ✓ **Positional:** Positional templates are the one which allow user to set up dynamic value that can be picked from a particular column of an excel file (uploaded against this template). This dynamic value can be placed anywhere in the message. The column reference number will start from "0".

The example of one such template is

"Dear {1}, your address {2} and your number {0} for account no. {3} are being updated successfully."

The number in the curly braces i.e. {0}, {1}, {2}, {3} above in the message refers to columns A, B, C, D of the excel sheet which will be uploaded against this template. The sample sheet for this template could be below

| | A | B | C | D | E |
|---|------------|--------|--------------------------------|-----------|---|
| 1 | 9911121111 | John | House No. 22, Kingsway Road | 111222111 | |
| 2 | 9911122222 | Mak | House No. 23, Kingsway Road | 111222222 | |
| 3 | 9911123333 | Maggie | House No. 51, West Gate Garden | 678229992 | |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |

There will be no heading row in the file for the positional template.

Note:-

Column A will always contain mobile numbers whether used in the message or not. E.g. the above sample file is also valid for following template text

“Dear {1}, your address {2} for account no. {3} is being updated successfully.”

As can be noticed there is no reference to “{0}” in the above text however the file will still have to have column A with mobile number as system only sends message to the number mentioned in the column A.

- ✓ **Variable:** This type of template refers to the variable name specified in the template text within the curly brackets and look for that variable in the excel file being uploaded against the template.

The example of one such template is

“Dear \${name}, your address \${address} and your number \${msisdn} for account no. \${account_no} are being updated successfully”

The *\${name}*, *\${address}*, *\${account_no}* are the variables names and the system will search for these variable names in the first row of the excel file being uploaded. Once it found all the variables in the file it will start processing taking the values from the next row of excel file.

The example file which will be valid against the above mentioned variable template is

| | A | B | C | D |
|----|------------|--------|------------|--------------------------------|
| 1 | msisdn | name | account_no | address |
| 2 | 9911121111 | John | 111222111 | House No. 22, Kingsway Road |
| 3 | 9911122222 | Mak | 111222222 | House No. 23, Kingsway Road |
| 4 | 9911123333 | Maggie | 678229992 | House No. 51, West Gate Garden |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |

There will always be a heading row in the file for the variable template having the variable name as defined in the sample file shown above.

Note:-

There will always be a "msisdn" column containing the mobile number whether or not it is being used in the message. E.g. the above sample file is also valid for following template text

*"Dear **\${name}**, your address **\${address}** for account no. **\${account_no}** is being updated successfully."*

As can be noticed there is no reference to "MSISDN" variable in the above text however the file will still have to have column with heading "MSISDN" having mobile numbers as system only sends message to the numbers mentioned under the column headed by "MSISDN".

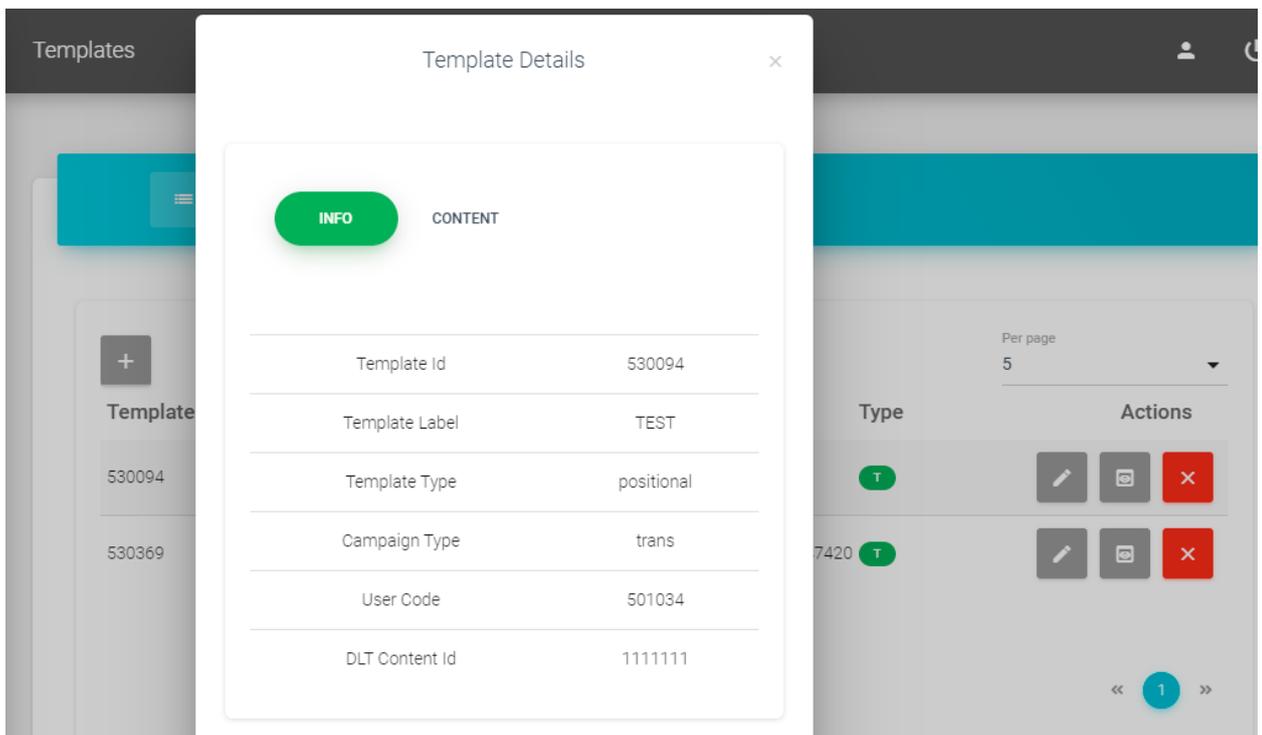
After user fill the requisite details and submit the template, the request for template approval is sent to the higher levels.

Once approved, user will be able to see the template in the approved list of templates and can start using the same for sending campaigns

There are following options available for the approved templates.

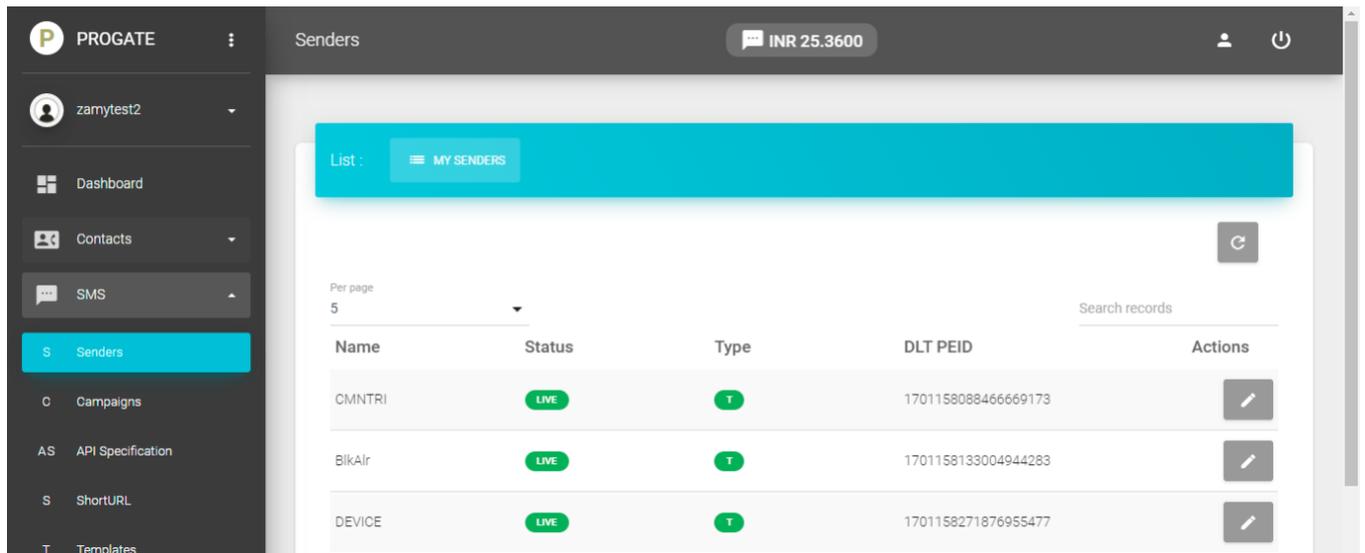
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- ✓ **Edit Template:** If there is a requirement to edit the template then the same can be done. The process is similar to create template process and once edited; the request will be sent to higher level for approval. After approvals, the template will again appear in the list of approved templates.
- ✓ **Delete Template:** User will have the provision to delete its own templates if needed for any reason.
- ✓ **View Template:** This option will display the text and properties of the template as shown in the screen below.



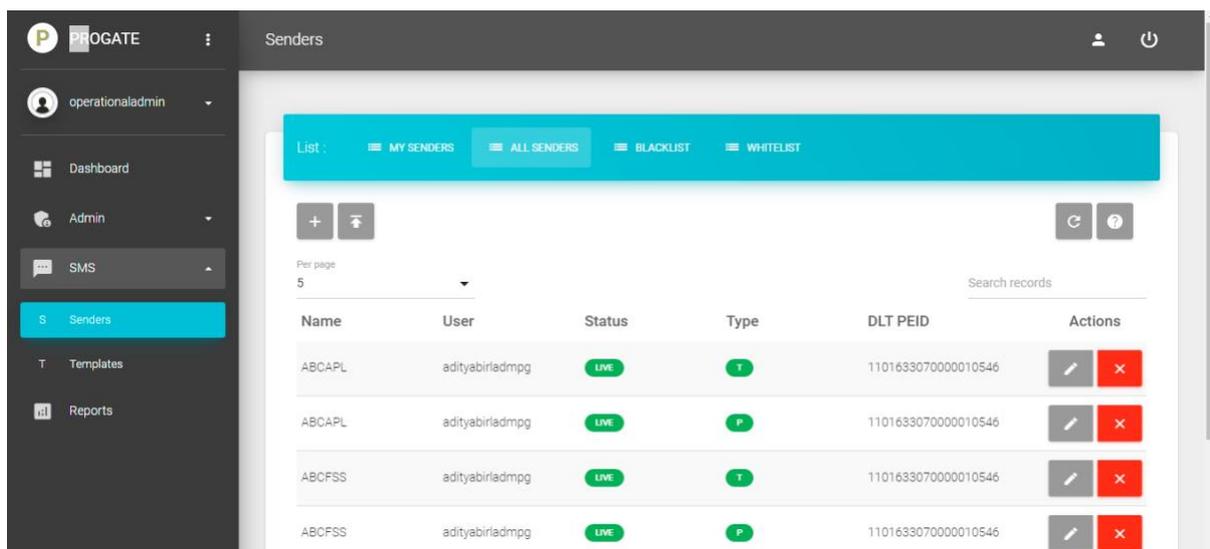
E. Senders

This section gives the list of Sender IDs currently associated with a particular user. For an aggregator there is another option of approving sender Id requested by one of his sub account.

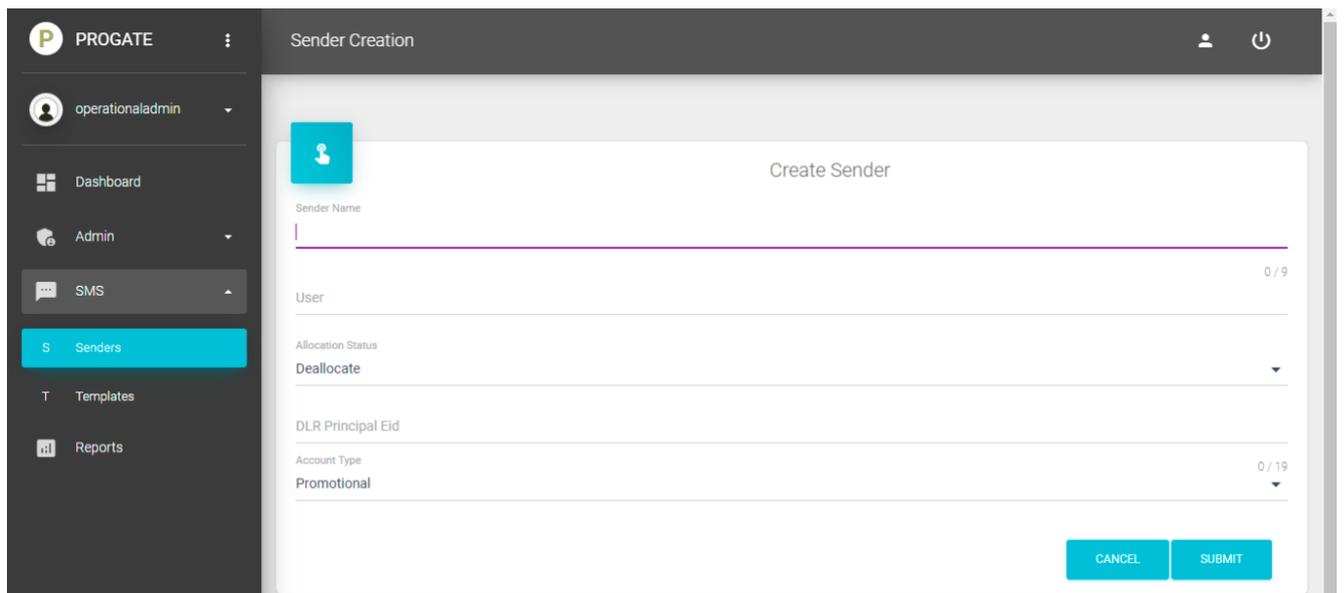


This will list the current sender Id and status associated with this. User will have the option to delete the same if needed for any reason.

The user here can also request for a new Sender ID which has to be approved from admin of the system as the same needs to be enabled in the gateway connectivity as well through which messages are being sent.



Once you click on + Button you can fill details to create New Sender ID for any L1 user and L1 user can assign sender Id's to it's child users.



F. Reporting

Reporting is another feature available in the system to fetch reports for day to day traffic and for other analysis.

Reporting option provides two options

- ✓ **Message History:** This option is to get the report for a particular MSISDN to see the traffic being sent to the particular MSISDN in a specific Time Frame. The following screen will appear on clicking this option.

Report


Msisdnsearchops

MSISDN* (12 digits msisdn)
918851017854

Date
 06/01/2021 - 06/30/2021

CANCEL
SUBMIT

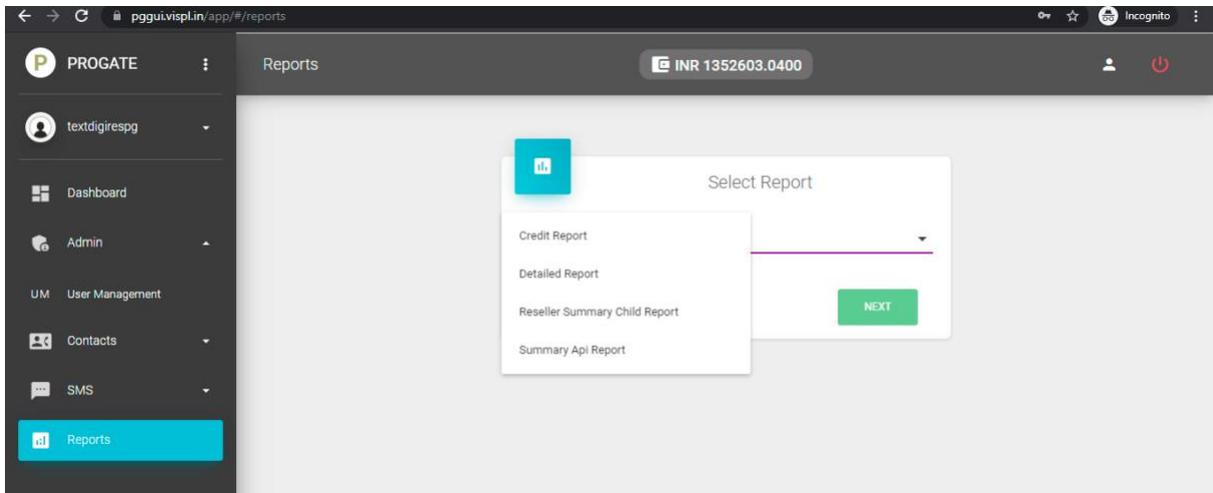
On clicking submit, the report of all the messages gone to the selected MSISDN in a selected time frame through this user account will be displayed.

ACTION
Per page
5

| Message Id | Msisdn | RecieptId | DltPEId | Username | Description | Submission Date | Done Date |
|------------|--------------|--|---------------------|-------------|--|-----------------------|-----------------------|
| 292785111 | 918851017854 | S071174223021555293740187011918758271876955477 | 4011858133004944283 | zamytest2 | Error Code [false]. Error Text [5304] | 2021-06-30 21:55:52.0 | 2021-06-30 21:55:53.0 |
| 292764174 | 918851017854 | S071174243021321593061072118358133004944283 | 4011858133004944283 | alerts | Message delivered successfully | 2021-06-30 21:32:15.0 | 2021-06-30 21:32:15.0 |
| 292740151 | 918851017854 | S07117424302106254727147011858133004944283 | 4011858133004944283 | alerts | Message delivered successfully | 2021-06-30 21:06:24.0 | 2021-06-30 21:06:25.0 |
| 292693215 | 918851017854 | S07117422302027221989697200358271876955477 | 4011858133004944283 | zamytest2 | Error Code [false]. Error Text [5304] | 2021-06-30 20:27:26.0 | 2021-06-30 20:27:22.0 |
| 291817412 | 918851017854 | S071174543012043348176652110762427485878413 | 4011858133004944283 | krishvtrans | Message delivered successfully | 2021-06-30 12:04:31.0 | 2021-06-30 12:04:34.0 |

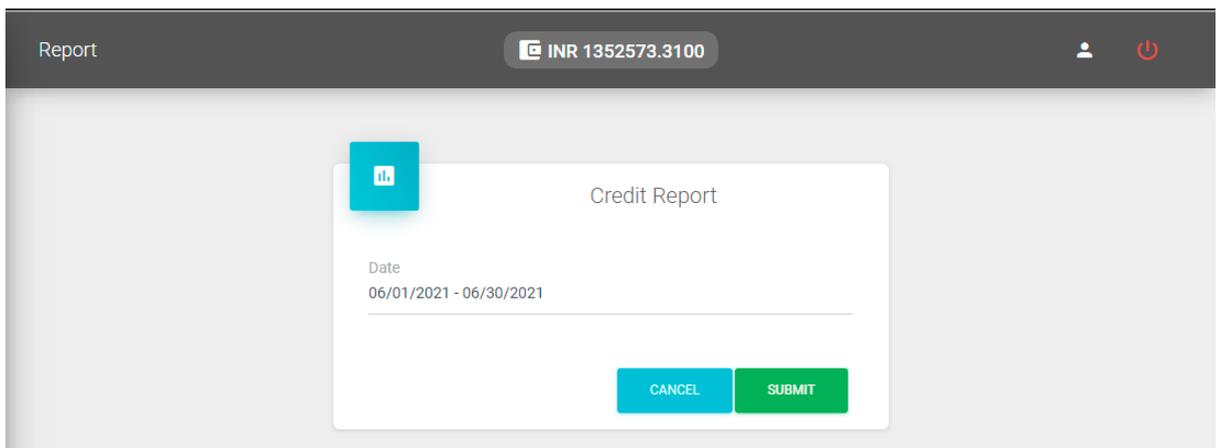
Reports.

The following portal will get open.



There are various types of reports available:

- ✓ Credit report: To list down all the credits received by user within a specific time frame.



- ✓ Detailed Report : To list the detail traffic report for a particular time frame.

| ID | MSISDN | CampaignID | BatchID | Source Id | SENDER ID | STATE | DESCRIPTION | SUB DATE | DI |
|-----------|--------------|------------|---------|-----------|-----------|------------------|--------------------------------|---------------------|----|
| 292774995 | 919705226666 | 0 | 0 | http | UGROCP | DELIVERY_AWAITED | Message accepted successfully. | 2021-06-30 21:43:26 | |
| 292774954 | 918591170315 | 0 | 0 | http | EKOIND | DELIVERY_SUCCESS | Message delivered successfully | 2021-06-30 21:43:24 | |
| 292774967 | 919849431167 | 0 | 0 | http | UGROCP | DELIVERY_SUCCESS | Message delivered successfully | 2021-06-30 21:43:24 | |
| 292774936 | 919123683338 | 0 | 0 | http | EKOIND | DELIVERY_AWAITED | Message accepted successfully. | 2021-06-30 21:43:22 | |
| 292774941 | 918042754444 | 0 | 0 | http | YANTRA | DELIVERY_AWAITED | Message accepted successfully. | 2021-06-30 21:43:22 | |

- ✓ Reseller Summary child report : This will give the summary of counts of messages with its status in a particular time frame through this account.

| Date | UserName | CampaignID | BatchID | Source | Total | Submitted | Rejected | Delivered | Failed | UserRef |
|-------------|----------|------------|---------|--------|-------|-----------|----------|-----------|--------|---------|
| Grand_Total | | | | | null | null | null | null | null | |

Showing 1 to 1 of 1 entries

- ✓ Summary API Report: Allows user to select a particular execution of a campaign and give the detail report of that campaign.

| Date | TOTAL | SUBMITTED | SUBMISSION FAILED | DELIVERED | FAILED | DLR Pending |
|------------|--------|-----------|-------------------|-----------|--------|-------------|
| 2021-06-30 | 299986 | 299678 | 308 | 272958 | 25341 | 1379 |

Showing 1 to 1 of 1 entries

- ✓ Campaign Summary Report: This will give user summary counts of all executions for all campaigns in a particular time frame along with status.

All report results can be exported in either CSV or Excel format.