

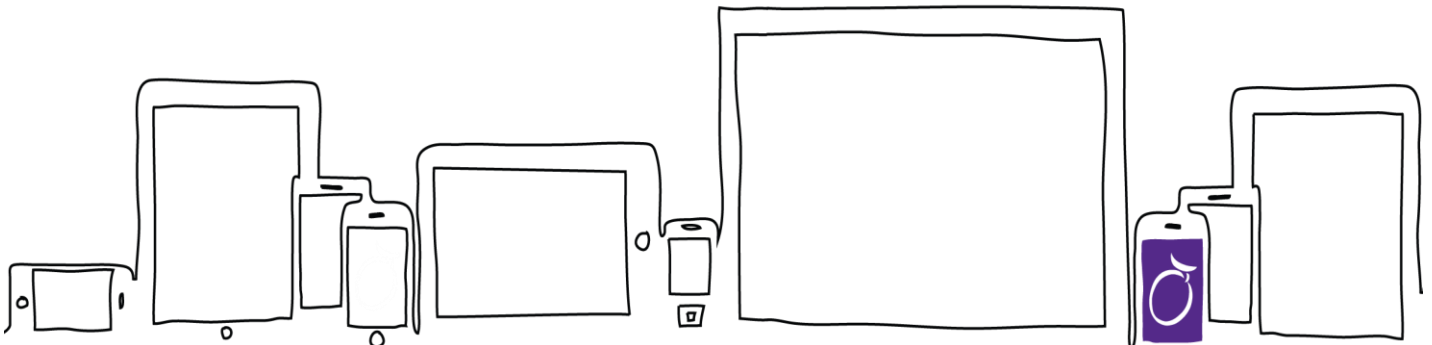
Outlook Mobile 2010

User Guideline

v 1.1

Support : For assistance please contact Grapevine on +27 21 702 3333 or email support@vine.co.za

Feedback : Please email info@vine.co.za with your comments and feedback



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Abbreviations

SMS	Short Message Service
URL	Universal Resource Locator

Definitions

Affiliate	A company that is registered with Grapevine and has been provisioned to use one or more of its products or services.
Campaign	In Outlook Mobile, a campaign is a collection of messages sent out by an Affiliate to a number of mobile phones.
Portal	A website or web page that the owner positions as an entrance to other sites or pages on the internet.
SMSC	An SMS Centre (SMSC) is responsible for handling the SMS operations of a wireless network. When an SMS message is sent from a mobile phone, it will reach an SMS Centre first. The SMS Centre then forwards the SMS message towards the destination. An SMS message may need to pass through more than one network entity (e.g. SMSC and SMS gateway) before reaching the desired destination. The main duty of an SMSC is to route SMS messages and regulate the process. If the recipient is unavailable (for example, when the mobile phone is switched off), the SMSC will store the SMS message and forward the SMS message when the recipient is available.
Web application	A web application is any program which runs in a web browser and relies on that web browser to render the application.



1. Introduction

The purpose of this document is to assist Grapevine Affiliate users and administrators who have been provisioned to use Outlook Mobile. This document covers how to send SMS Messages using Outlook, receive SMS replies and view online reports and statistics about the messages you have sent.

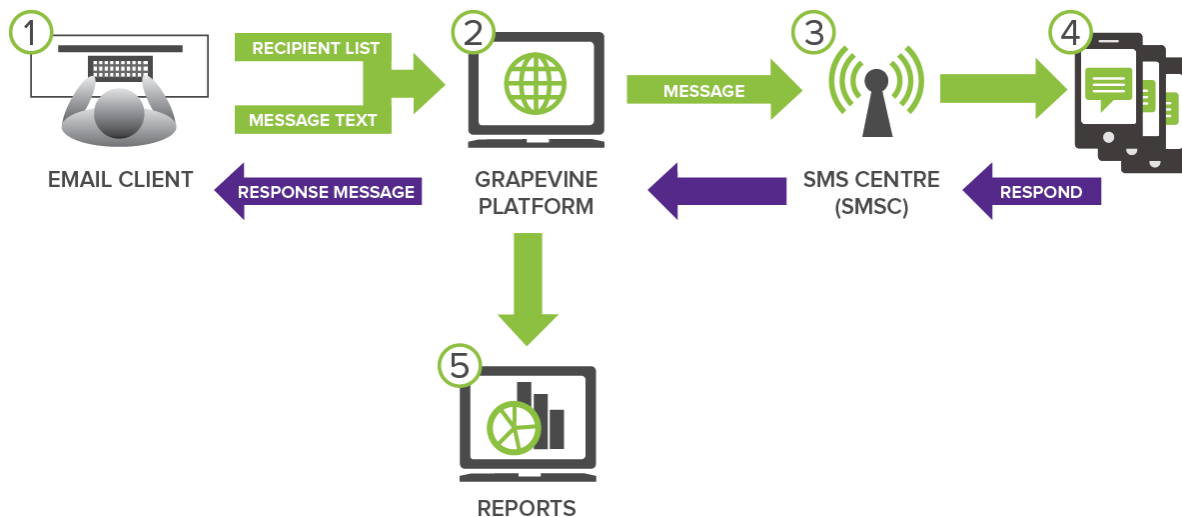
2. General Information

2.1 What is Outlook Mobile?

2.1.1 How does it work?

Outlook Mobile allows you to compose an SMS and send it to multiple mobile phone users. You will need to configure the product via Outlook and this document details how to set up a new Outlook Mobile Service Account.

Sending an email to SMS Message:



1. An Affiliate opens their email client and composes a message using the Text Message (SMS) option.
2. The message is sent to the Grapevine Interactive platform.
3. The message is submitted to a mobile network server.
4. The message is routed to individual recipients.
5. Affiliate users can view detailed reports and statistics via the web application.
4. Recipients can respond to the SMS which they received.
3. The response is then submitted back to the mobile network server.
2. The response is sent to the Grapevine Interactive platform.
1. The response is routed back to the email client.



2.2 Features

1. Sent messages are stored in Outlook's sent folder and replies are sent to your inbox.
2. Supported by all South African Networks
3. Easy to use
4. Replies to the SMSs are routed to your email inbox.
5. Generate reports and view your messages via a web-based user interface.

2.3 Access

Once you have been provisioned by Grapevine Interactive to use Outlook Mobile, you will receive an email which contains the following information:

1. The **Outlook Configuration URL**
2. Your **Username(User ID)** and **Password**
3. The **Reporting URL**
4. Your **Reporting Password**

NOTE: Should you forget your password, please email support@vine.co.za and we will gladly assist you.

2.4 User Profiles and Permissions

Permission	Own Reports	All User Reports	Message Queries
Affiliate Administrator	✓	✓	✓
Affiliate User	✓	✗	✗

Table 1: User Profiles and Permissions

2.5 Adding Users

In order to add a new user, please contact your company's technical contact so that they can provision a new affiliate user on the provisioning system. Alternatively, your company's technical contact may contact Grapevine to add the new user, by sending an email to: support@vine.co.za

2.6 Replies and Concatenation

All affiliates will receive replies to the email address used when sending the SMS.

If you are sending a campaign to a large number of recipients, it is recommended that you use an alternative email address specifically for this purpose as your Inbox may get full very quickly. You can contact Grapevine to disable the email delivery receipts and/or email reply option.

Affiliate messages are automatically truncated but should 160 characters not be sufficient, contact Grapevine to activate concatenation, where the maximum number of characters will be increased to 700.



3. How to configure Outlook Mobile 2010

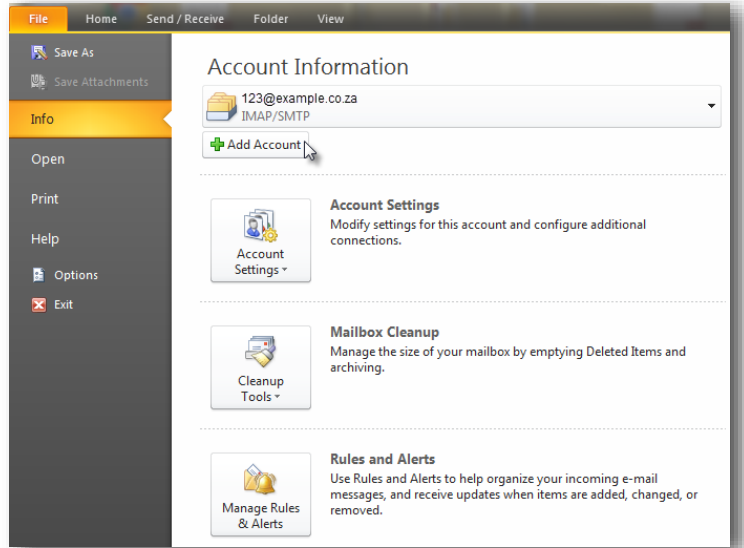
Before you can begin to send messages, you will need to configure Outlook to use the Mobile Service Account registered by Grapevine.

Step 1: Open MS Outlook 2010

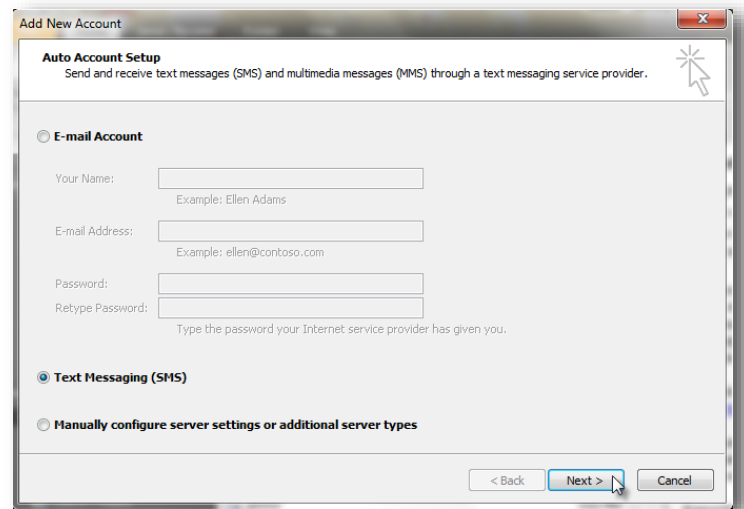
Step 2: On the menu toolbar, click **File**.

Step 3: Select **Info**.

Step 4: Click **Add Account**.



Step 5: On the Auto Account Setup page, select **Text Messaging (SMS)** radio button and click **Next**.

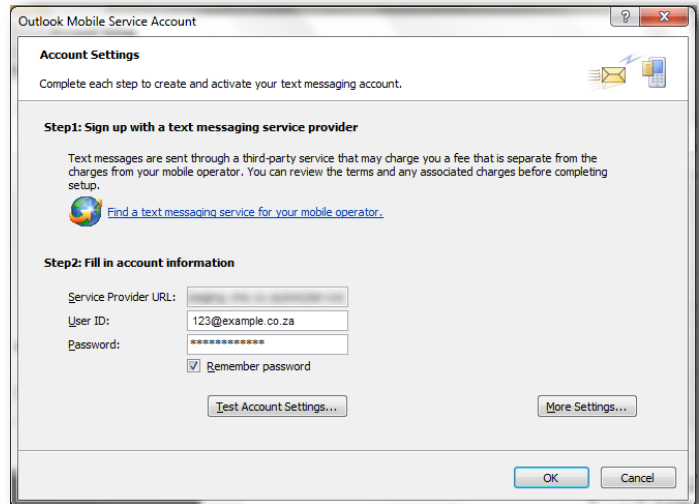




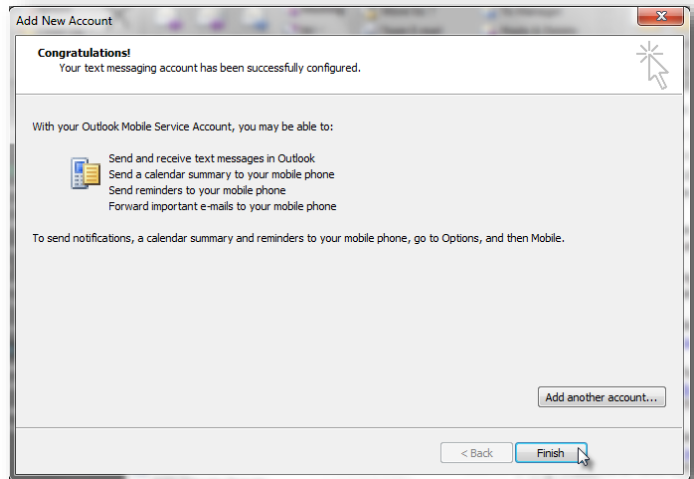
Step 6: Fill in the Account information which you received from Grapevine Interactive in your provisioning email.

IMPORTANT: Select **Remember password** so that the system does not ask you for a password every time you want to send a message.

Step 7: Click **OK**.



Step 8: Click **Finish**.





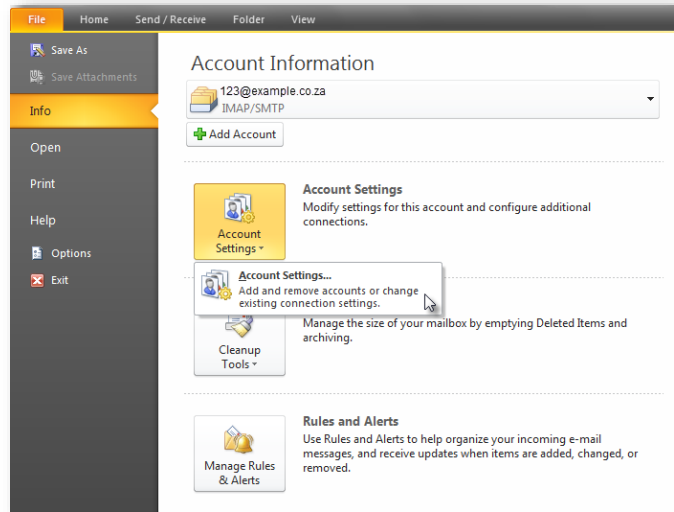
4. How to edit an existing Outlook Mobile Account

Step 1: Open MS Outlook 2010

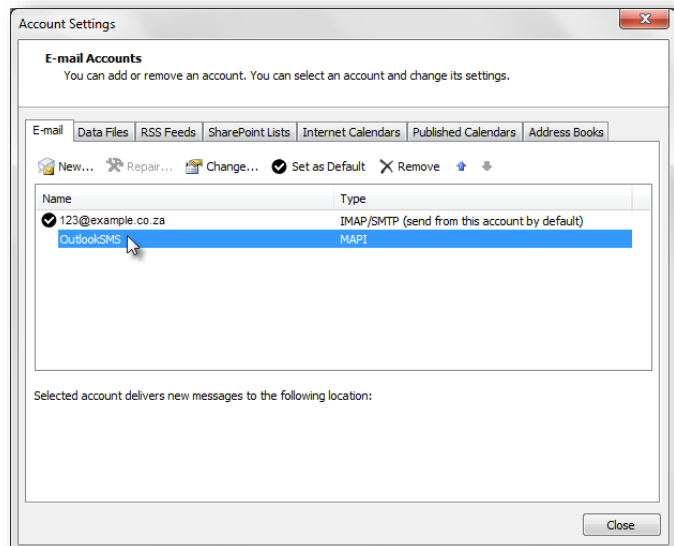
Step 2: On the menu toolbar, click **File**.

Step 3: Select **Info**.

Step 4: Click **Account Settings**.

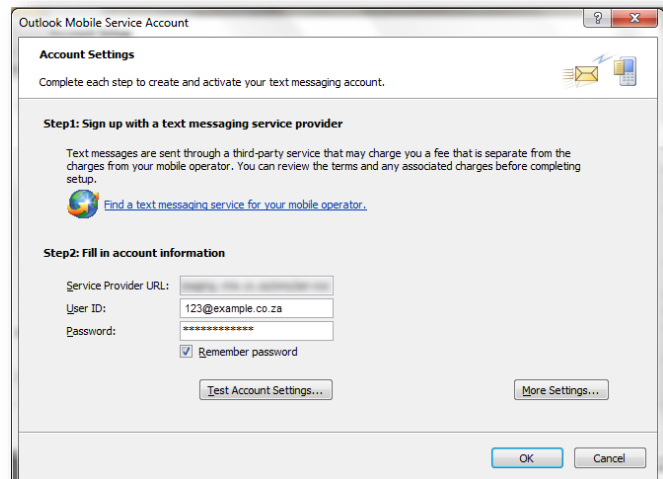


Step 5: Double-click the **Outlook Mobile Service account (Outlook SMS)**.



Step 6: Make your changes.

Step 7: Click **OK**.





5. Sending an Outlook Mobile message

Step 1: Open MS Outlook 2010

Step 2: On the menu toolbar, click **File**, **New Items** and then select **Text Message (SMS)**.

IMPORTANT: The maximum number of recipients you can add is 30.

NOTE:

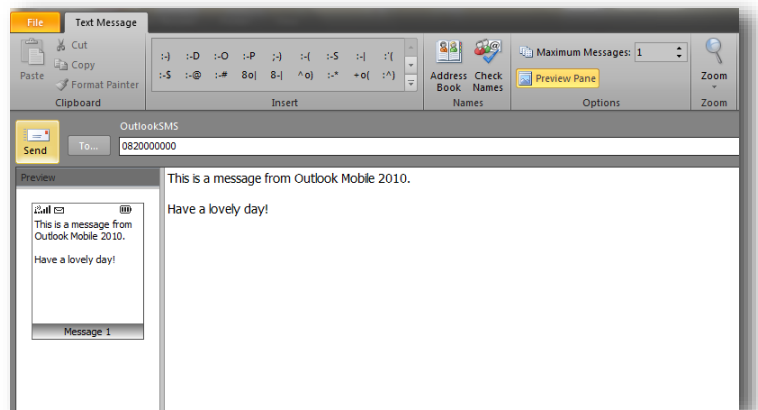
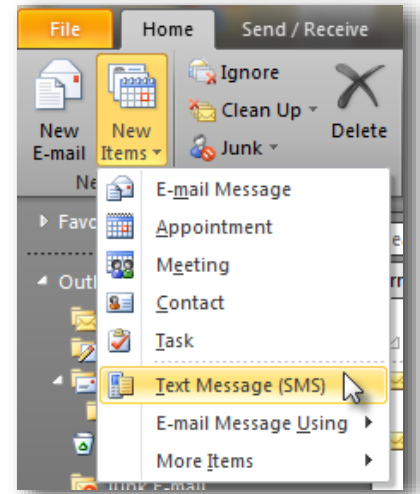
- You can enter multiple cell numbers, separated by commas.

Step 3: In the To... field, enter the mobile phone number to which you want to send the message.

Step 4: Type the message you would like to send in the text field provided.

Step 5: Click **Send**, alternatively click **Save** to save your message to **Drafts**.

IMPORTANT: Your message will be in your Sent Items once you have sent it.





6. Accessing the Web Portal

Step 1: Open the **Reporting URL** provided in the provisioning email which you would have received from Grapevine Interactive.

Step 2: Enter your **Username** and **Password** and click **Login**.

Once you have successfully logged in you will be taken to the Outlook Mobile **Home** page where you have two options available:

1. **Change your Details**
2. Access **Outlook Mobile**

GRAPEVINE INTERACTIVE

GRAPEVINE INTERACTIVE

MESSAGING SERVICES

Username:
123@example.co.za

Password:

Login

GRAPEVINE INTERACTIVE

MESSAGING SERVICES

Home My Profile Support

Welcome back, 123@example.co.za

MY PROFILE

MY PRODUCTS

My Details
XXXXXX
XXXXXX

Change your details

Outlook Mobile

6.1 Changing your details

Step 1: On the **Home** page, click **Change your details**.

GRAPEVINE INTERACTIVE

MESSAGING SERVICES

Home My Profile Support

Welcome back, 123@example.co.za

MY PROFILE

MY PRODUCTS

My Details
XXXXXX
XXXXXX

Change your details

Outlook Mobile



Step 2: Under **My Profile**, enter your personal details and click **Update** to save your changes.

NOTE: Should you wish to exit the page without saving, simply click the **Back** button on your browser.

The screenshot displays the 'My Profile' page of the Grapevine Interactive Messaging Services. The page header includes the Grapevine logo and the text 'GRAPEVINE INTERACTIVE'. Below the header is a purple navigation bar with 'MESSAGING SERVICES' and links for 'Home', 'My Profile', and 'Support'. The main content area is titled 'My Profile' and contains a form with the following fields:

First Name:	<input type="text" value="Jenny"/>	*
Last Name:	<input type="text" value="du Toit"/>	*
Login Name:	<input type="text" value="123@example.co.za"/>	
Mobile Number:	<input type="text" value="0820000000"/>	*
Email Address:	<input type="text" value="123@example.co.za"/>	*
Current Password:	<input type="password" value="...."/>	*
New Password:	<input type="password" value="...."/>	*
Confirm Password:	<input type="password" value="...."/>	*

At the bottom right of the form is an 'Update' button with a mouse cursor hovering over it.



7. Reports

7.1 Report types

Once you have accessed Outlook Mobile there are two report options for an **Affiliate User**:

1. **Statistics Report**
2. **Messages Report**

An additional report is available for an **Affiliate Administrator**:

3. **Affiliate Message Query**

Report Option	Description	Columns
Statistics Report	Statistical details of the delivery status of messages sent in specific broadcasts.	<ol style="list-style-type: none"> 1. Search range (Date and time period for which the report has been generated) 2. Channel Type 3. Total created (Total messages created) 4. Total successful (We received a delivery receipt form the network) 5. Total Failed (We received a failed receipt form the network, or the recipient has chosen to opt out) 6. Total expired (After the 24h validity period, the message has not been able to be delivered) 7. Total unconfirmed (No delivery receipt has been received yet) 8. Total batches (Total number of broadcasts created)
Messages Report	Details of the content of the broadcast messages you have sent to each recipient.	<ol style="list-style-type: none"> 1. Date (Date and time that the campaign was created) 2. Campaign Name (This field will display your unique campaign number) 3. Message ID (This field will display a unique message number) 4. Originator (The person who sent the email or the username of the person who logged in) 5. Recipient (Mobile number that the message was sent)



		<p>to)</p> <ol style="list-style-type: none"> Channel (The channel which the message was sent to) Status (The most recent status of the message) Message (Content of the message sent)
Affiliate Message Query	Details of the content of broadcasts sent to or from a specified email address or cell number.	<ol style="list-style-type: none"> Date (Date and time that the campaign was created) Message ID (This field will display a unique message number) Originator (The person who sent the email or the username of the person who logged in) Recipient (Mobile number that the message was sent to) Channel (The channel which the message was sent to) Status (The most recent status of the message) Message (content of the message sent) Replies (Number of replies received from the recipient)

7.1.1 Statistics Report

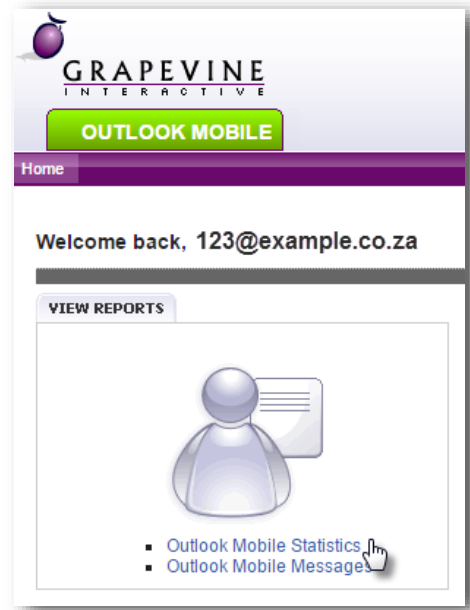
Use this report to identify how many customers you've reached successfully in a specific time period, using a specific channel type.

Step 1: Click **Outlook Mobile** on the Outlook Mobile Home Page.





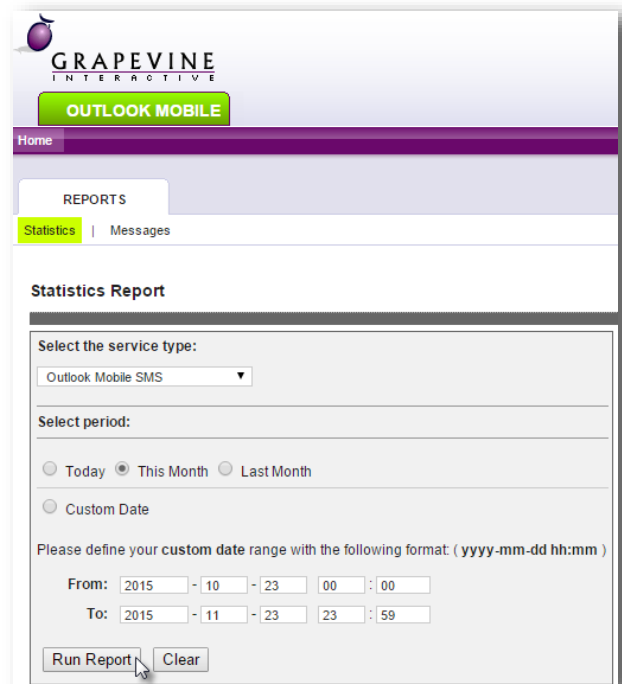
Step 2: Click **Outlook Mobile Statistics**



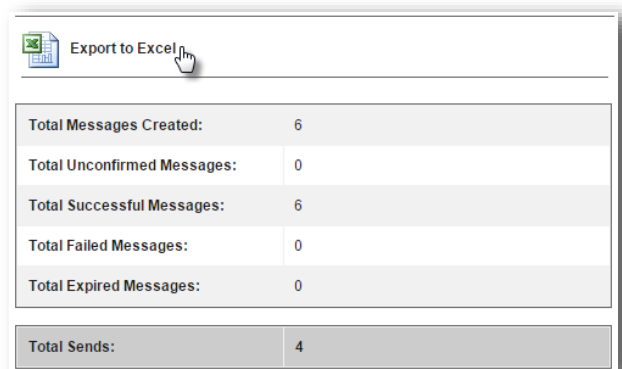
Step 3: Select the applicable **service type**.

Step 4: Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

Step 5: Click **Run Report** and the search results will display at the bottom of the page.



Step 6: To export your results click the **Excel Icon** which will be displayed once you have run the report.





7.1.2 Messages Report

Use this report to view the content of messages as well as any replies which might have been received.

Step 1: Click **Outlook Mobile** on the Outlook Mobile Home Page.



Step 2: Click **Messages**





Step 3: Select the applicable **service type**.

Step 4: Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

Step 5: Click **Run Report** and the search results will display at the bottom of the page.

The screenshot shows the 'Messages Report' configuration form in the Grapevine Outlook Mobile interface. The form includes a dropdown for 'Outlook Mobile SMS', radio buttons for 'Today', 'This Month', and 'Last Month', and a 'Custom Date' section with date and time pickers. A 'Run Report' button is highlighted with a mouse cursor.

The screenshot shows the report results table with an 'Export to Excel' button. The table contains two rows of message data.

#	Current Status Time:	Message ID:	Originator:	Recipient:	Channel:	Status:	Content:	Reply Count:
1	2015-08-20 12:40:05	19848313225	123@example.co.za	27820000000	sms	Successful	Thank you	0
2	2015-08-20 12:40:00	19848313224	123@example.co.za	0821111111	sms	Successful	Thank you	1

Step 6: To export your results click the **Excel Icon** which will be displayed once you have run the report.



7.1.3 Affiliate Message Query (available to Affiliate Administrators only)

Use this report to view messages sent to or from a specific cell number or email address.

Step 1: When in the reporting section, make sure that you click **Affiliate Message Query**.

Step 2: Enter your **search criteria**

Select if you would like messages **FROM** or **TO** the specified address.

Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

Step 3: Click **Run Report** and the search results will display at the bottom of the page.

The screenshot shows the Grapevine Outlook Mobile interface. At the top, there is a logo for Grapevine Interactive and a green button labeled 'OUTLOOK MOBILE'. Below this is a navigation bar with 'Home' and 'REPORTS'. Under 'REPORTS', there are links for 'Statistics', 'Messages', and 'Affiliate Message Query'. The 'Affiliate Message Query' link is highlighted. Below the navigation bar, the 'Affiliate Message Query' form is displayed. It includes a note: 'Please note: all mandatory fields are marked with *'. There are two radio buttons: 'Messages sent FROM this Address' (selected) and 'Messages sent TO this Address'. Below this, there is a text box for the search criteria with the example: 'Please use the following format when entering the email address or mobile number you wish to search on: e.g. myemail@domain.com or 821234567'. The 'Address:' field contains '123@example.co.za'. Below that, there is a date range selector with the format '(yyyy-mm-dd hh:mm) e.g. 2002-09-01 17:00'. The 'From:' field is set to '2015-08-20 00:00' and the 'To:' field is set to '2015-08-20 23:59'. At the bottom of the form, there are 'Run Report' and 'Clear' buttons.

The screenshot shows the search results table. At the top left, there is an 'Export to excel' icon. Below it, a message says 'I You are currently on page 1.'. The table has the following columns: #, Current Status Time, Message ID, Originator, Recipient, Channel, Status, Message, and Reply Count. The table contains three rows of data.

#	Current Status Time:	Message ID:	Originator:	Recipient:	Channel:	Status:	Message:	Reply Count:
1	2015-08-20 16:53:02	38251218009	123@example.co.za	27820000001	sms	Successful	Welcome	0
2	2015-08-20 12:39:58	19848313225	123@example.co.za	27820000000	sms	Successful	Thank you	0
3	2015-08-20 12:39:58	19848313224	123@example.co.za	0821111111	sms	Successful	Good Morning Sales	1

Step 4: To export your results click the **Excel Icon** which will be displayed once you have run the report.