

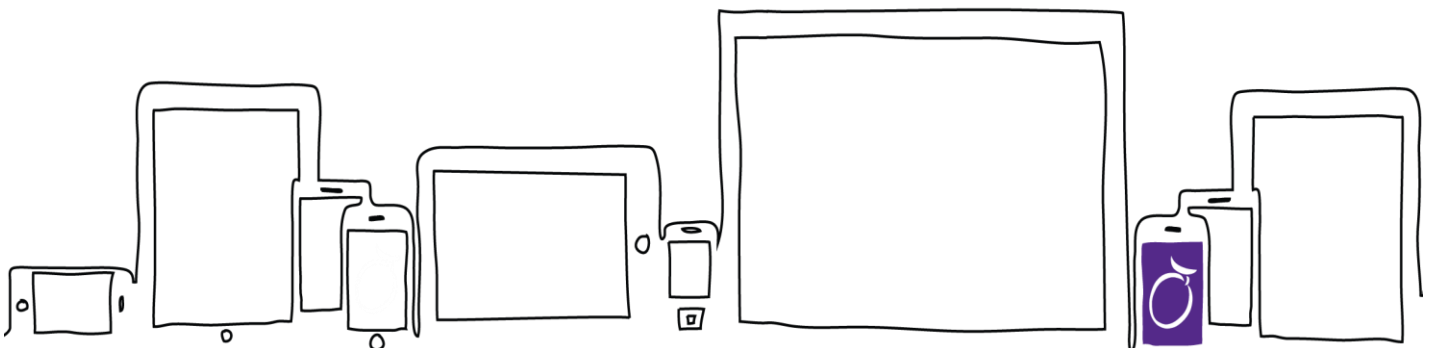
SMS 2 Email

User Guideline

v 2.1

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



Head Office – Cape Town

T 27 21 702 3333 | F 27 21 702 3334 | Grapevine House | Steenberg Office Park | Silverwood Close | Tokai 7945 | Cape Town | South Africa

E info@vine.co.za | A PO Box 104, Steenberg, 7947, Cape Town | W www.vine.co.za

Grapevine Interactive Pty (LTD) | REG NO 2000/005325/07 | VAT NO 4360189700

Directors S Bavasah, N Hutchinson, NW Macdonald, N Orton, A Rummel, CR Mousley, MB Schrönen, S Michalopoulos, S Utermark



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1. Abbreviations

SMS	Short Message Service
URL	Universal Resource Locator

2. Definitions

Affiliate	A company that is registered with Grapevine and has been provisioned to use one or more of its products or services.
Campaign	A campaign is a collection of messages sent out by an Affiliate to a number of mobile phones.
Portal	A web site 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.



3. Introduction

The purpose of this document is to assist Grapevine Affiliate administrators and users who have been provisioned to use SMS 2 Email. This document covers how to send messages via SMS to an email client as well as how to view online reports and statistics related to messages which have been sent.

4. General Information

4.1. What is SMS 2 Email?

SMS 2 Email is a service which routes incoming SMS messages from customers to an Affiliate's email address. The application allows you to route SMSs to different email addresses depending on the content of the message. In this way you can ensure the right person to deal with the message, depending on the content of the message, receives it directly in their Inbox.

E.g. Messages that contain the keyword 'Unsubscribe' can be routed to the Operations department while messages that contain the phrase 'Pick me' can be routed to the Competition Manager

The service makes it easy for a company to receive, view, sort, reply to, store and archive messages from customers using any email program.

A reply facility can be automated, where for instance, all messages where a customer requests to unsubscribe can automatically be replied to with the text: 'You have been unsubscribed from the Quick Pick Mailing List'.

4.1.1 How does it work?



1. A customer composes an SMS on his/her mobile phone and the message(s) is sent to a specified short-code or long-code.
2. The message(s) is submitted to a mobile network server.
3. The message is received by Grapevine's server and is converted so that it can be routed to the specified email server
4. The message(s) is sent to the client's email server
3. Automated responses(If specified) are sent from the Grapevine Platform
2. The automated response is received by the mobile network server
1. The message is received on the mobile phone.



4.2. Features

1. Selection of short code or long code to which customers must send SMS messages to.
2. Possibility of earning revenue on premium rated short codes
3. Conditional routing to different e-mail addresses based on SMS content
4. Standard or conditional (based on SMS content) return messages
5. Configurable subject line of the email message
6. Configurable format of the body of the email message
7. Reporting which allows you to view the status of sent messages and statistics about your campaigns.

4.3. Access

In order to be provisioned by Grapevine Interactive to use SMS 2 Email, you need to complete a messaging application form / contract.

In your application to use the service you will need to stipulate the following:

1. The type of short code you would like to use:
 - 1.1. **Dedicated short code**
 - 1.1.1. Standard Rated (Standard rate inbound messaging is offered on 5-digit short codes. Messages sent to standard rate short codes are billed to the subscriber at the standard SMS tariff).
 - 1.1.2. Premium Rated (Premium rate inbound messaging is offered on 5-digit short codes in twelve number ranges from “32” through to “42”. Each number range corresponds to a rate. Mobile subscribers are billed for every message they send to a premium rate short code.)
 - 1.2. **Long code** (Long codes are numbers compatible across all International cellular networks).

IMPORTANT: It is possible to run multiple services on one short code by using different keywords. The routing of messages as well as automated replies will be dependent on keywords.

2. The email address which messages need to be routed to. If keyword specific, you will need to provide the keyword and email address combinations.
3. The content of automated responses. If keyword specific, you will need to provide the keyword as well as the corresponding reply text.
4. The email address which reports need to be sent to and the frequency of thereof i.e. daily, weekly or monthly.

NOTE: Should you not want the reports to be sent to you, you can request access to SMS Inbox where you can view reports any time you like. You will receive an email which will include the following information to access the portal:

1. The **Login URL** to access the SMS 2 Email reports
2. Your **Username** and **Password**
3. Your **Authentication Code**



4.4. User Profiles and Permissions

Permission	Own Reports (the Short Code / Long Code which is liked to your profile)	All User Reports (all Short Codes / Long Codes linked to affiliate users)
Affiliate Administrator	✓	✓
Affiliate User	✓	✗

Table 1: User Profiles and Permissions

4.5. 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

4.6. Delivery Receipts, Replies and Concatenation

All affiliates will receive delivery reports and replies to the email address used when creating the SMS campaign.

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.

4.7. Accessing the Web Portal

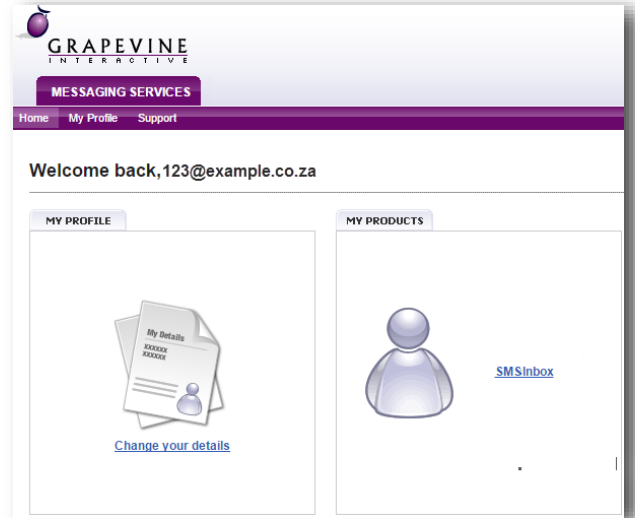
Step 1: Open the **Login URL** provided in the provisioning email which you would have received from Grapevine Interactive.

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



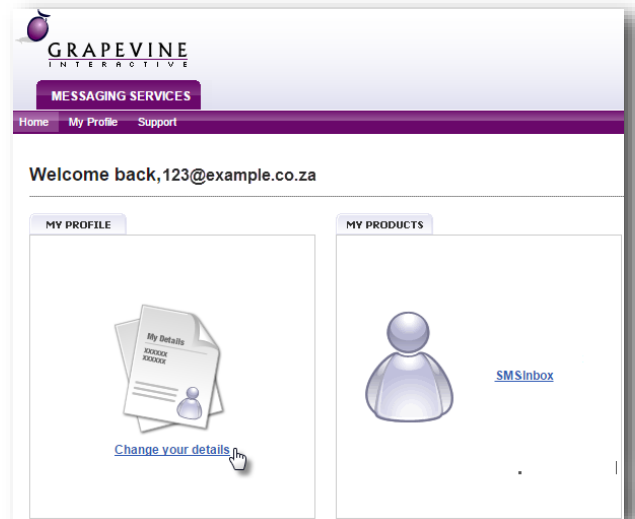
Once you have successfully logged in you will be taken to the SMS 2 Email **Home** page where you have two options available:

1. **Change your Details**
2. Access **SMS Inbox**



4.8. Changing your details

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



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.

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="...."/>	*
<input type="button" value="Update"/>		



5. Using the reporting portal

Reports are useful to monitor the success of campaigns and to troubleshoot errors. You can also use them to analyse campaigns by exporting the data. SMS 2 Email allows you to filter data so you can report on specific campaigns, mobile numbers and short codes over a specific period of time.

5.1. Report types

On the SMS 2 Email home page there is one report option available for an **Affiliate User** and **Affiliate Admin**:

1. Inbound Message Report

Report Option	Description	Columns
Inbound Message Report	Details of the inbound messages received from the MSISDNs as well as the short codes to which they were sent.	<ol style="list-style-type: none">1. Date (Date and time that the inbound message was received)2. Short Code (The number to which the message was sent to)3. MSISDN (The mobile number which the message was received from)4. Content (The content of the message received)

5.1.1 Inbound Messages Report

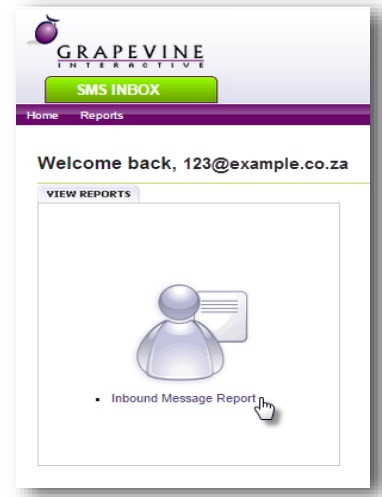
Use this report to identify all responses received which are linked to a specific short or long code.

Step 1: Click **SMS Inbox** on the SMS 2 Email **Home Page**.





Step 2: Click Inbound Message Report



Step 3: Enter your search criteria

Select the **Short code** for which you would like to run the report.

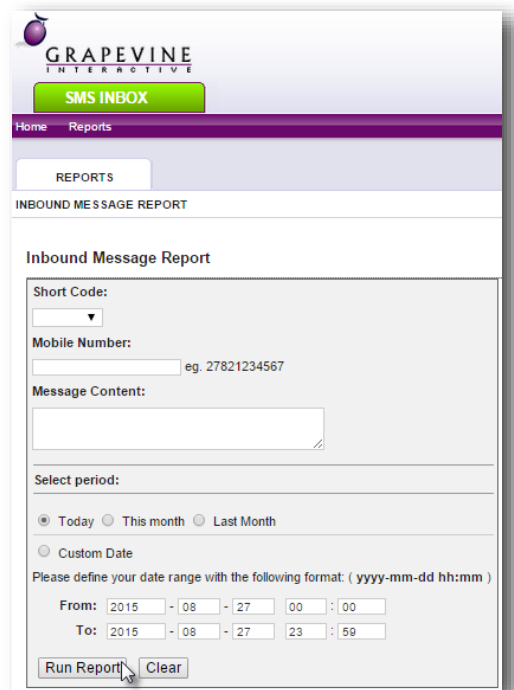
Specify the **MSISDN** which you would like to run the report for.

Specify the **message content** for which you would like to generate the report.

Step 4: Select the Period:

Today,
This Month,
Last Month , or
Custom Date

NOTE: Should you select **Custom Date**, please specify the **date range**.



Step 5: Click Run Report.

Export to Excel

You are currently on page 1. NEXT >

#	Current Status Time:	Short Code:	Msisdn:	Message:
1	2015-08-27 15:25:39	33661	0820000000	Unsubscribe
2	2015-08-27 10:32:41	33661	2782000001	Pick Me

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



6. FAQ's

6.1. Under which circumstances would the sent SMS create an error at GVI's server?

This could happen if the sender used a non-standard character in the SMS. In such cases, the SMS stops at our system; it won't be posted to your web server. However, you will receive regular reports and statistics on the status of these messages so you can follow up on them.

6.2. What are 'standard' characters?

GVI's server accepts the following characters in incoming SMS messages:

space	!	"	#	\$	%	&	'	()
*	+	,	-	.	/	0	1	2	3
4	5	6	7	8	9	:	;	<	=
>	?	@	A	B	C	D	E	F	G
H	I	J	K	L	M	N	O	P	Q
R	S	T	U	V	W	X	Y	Z	[
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