

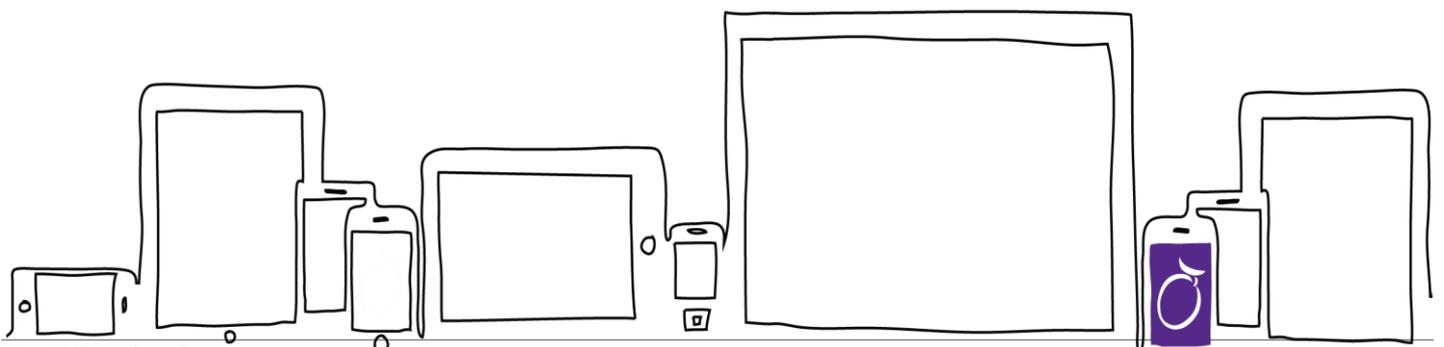
SMS Mail

User Guideline

v 1.2

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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Contents

1. Abbreviations	3
2. Definitions	3
3. Introduction	4
4. General Information.....	4
4.1. What SMS Mail?	4
4.1.1 How does it work?	4
4.2. Features	5
4.3. Access	5
4.4. User Profiles and Permissions	5
4.5. Adding Users	6
4.6. Delivery Receipts, Replies and Concatenation.....	6
5. Sending email to SMS Messages.....	6
5.1. Simple Message Submission	6
5.2. One Message, Multiple Recipients.....	7
5.3. Multiple Recipients, Multiple Messages.....	8
6. Sending SMS to email Messages.....	10
7. Accessing the Web Portal	11
7.1. Changing your details	11
8. Reports	12
8.1. Report types	12
8.1.1 Statistics Report.....	14
8.1.2 Messages Report.....	15
8.1.3 Affiliate Message Query (<i>available to Affiliate Administrators only</i>)	17
9. FAQ's.....	18
9.1. What does it mean when my message is returned with an "AUTHENTICATION FAILURE"?	18
9.2. How do I send the same message to more than one recipient?	18
9.3. Can I send an attachment with the email?	18
9.4. Concatenation.....	18
9.5. What do the different Delivery Status results mean?	18



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	In SMS Mail, 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.
Web Application	A web application is any program which runs in a web browser and relies on that web browser to render the application.



3. Introduction

The purpose of this document is to assist Grapevine Affiliate users and administrators who have been provisioned to use SMS Mail. This document covers how to send multiple SMS messages using your email client, as well as how to send an email, using the SMS functionality on your mobile phone.

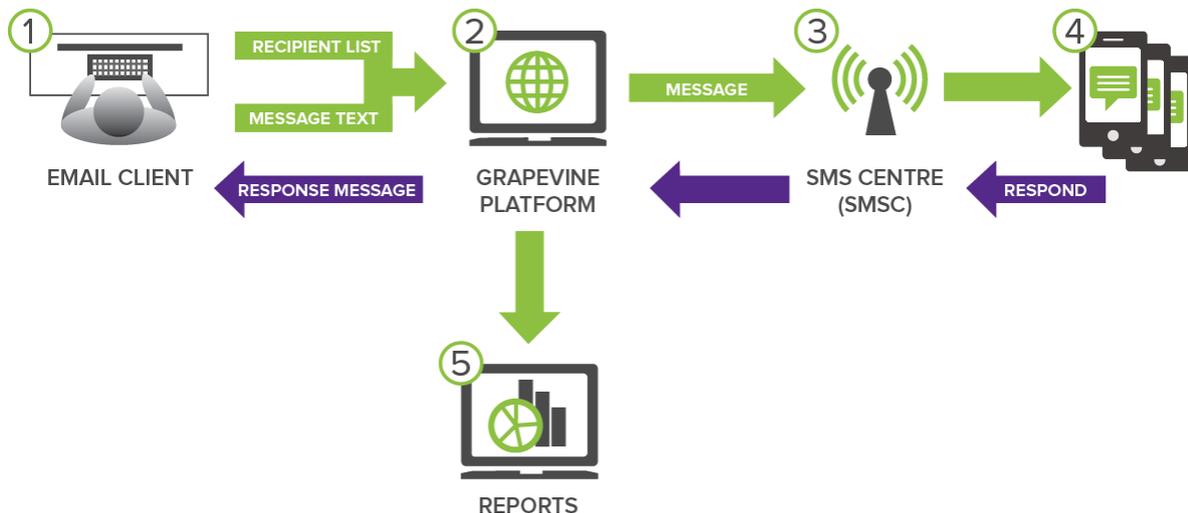
4. General Information

4.1. What SMS Mail?

SMS Mail is a messaging solution which allows for two-way messaging between email and SMS users and it allows for replies to messages in either direction. SMS mail can be used with any email client, since there are no installer or compatibility issues.

4.1.1 How does it work?

Sending an email to SMS Message:



1. An Affiliate opens their email client and composes a recipient list as well as message text.
2. The message(s) is sent to the Grapevine Interactive platform.
3. The message(s) is submitted to a mobile network server.
4. The message(s) 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 message(s) is then submitted back to the mobile network server.
2. The message(s) is sent to the Grapevine Interactive platform.
1. The message(s) is routed back to the email client.



Sending an SMS to email Message:



1. An Affiliate composes a new SMS and sends the message to a recipient.
2. The message(s) is submitted to a mobile network server.
3. The message(s) is sent to the Grapevine Interactive platform.
4. The message(s) is routed to the email address which was specified in the SMS.

4.2. Features

1. No software installation is required, users have immediate access.
2. Works with all email clients.
3. Supported by all South African Networks
4. Personalised bulk SMSs
5. Replies to the SMSs are routed to your email inbox.
6. Generate reports and view your messages via a web-based user interface.

4.3. Access

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

1. The various **Network Numbers** (Used for sending SMS to email messages)
2. Your **Affiliate Code**
3. The **Login URL** to access the SMS Mail reports
4. Your **Username** and **Password**
5. Your **Authentication Code**

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

4.4. User Profiles and Permissions

Permission	Send Messages	Own Reports	All User Reports	Message Queries
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.

5. Sending email to SMS Messages

5.1. Simple Message Submission

Step 1: Open your email client and click **New Email** or **Compose**.

Step 2: In the **To...** field, type the following:
{cellnumber}@sms.vine.co.za

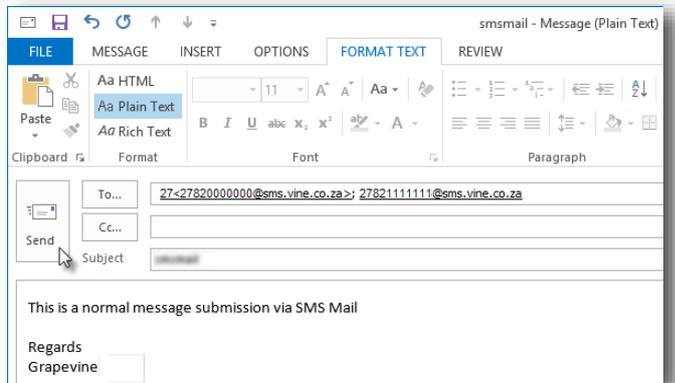
NOTE: The cell number can be in international format (27820000000) or normal format (0820000000) but may not contain any spaces.

e.g. **27820000000@sms.vine.co.za** OR
0820000000@sms.vine.co.za

IMPORTANT: The exception is for affiliates who have elected to have Domain Authentication. These messages are sent to:
{cellnumber}@sms2.vine.co.za

NOTE: You can enter multiple recipient addresses, separated by commas, However the maximum number of recipients you can add in the **To...** field is 20.

Step 3: Type your **Authentication Code** in the **Subject** line of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).





Step 4: Make sure that you have selected the **Plain Text** option in your email client.

Step 5: Type your message in the message field.

IMPORTANT: If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

NOTE: Remove email signatures and disclaimers as this counts towards the amount of characters which you are allowed to use.

Step 6: Click **Send**

5.2. One Message, Multiple Recipients

Step 1: Compile a **txt file** which contains the mobile numbers which you would like to send SMSs to.

NOTE:

- The cell number can be in international format (27820000000) or normal format (0820000000) but may not contain any spaces. Each number should be on a separate line.
- The maximum number of recipients you can add in an attachment is 20 000.

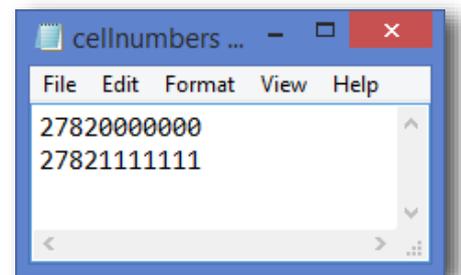
Step 2: Save the file in a location which is convenient to you.

IMPORTANT: The file must be called **cellnumbers.txt**

Step 3: Open your email client and click **New Email** or **Compose**.

Step 4: In the **To...** field, type the following:
sms@sms.vine.co.za

IMPORTANT: The exception is for affiliates who have elected to have Domain Authentication. These messages are sent to:
sms@sms2.vine.co.za





Step 5: Type your **Authentication Code** in the **Subject** line of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).

Step 6: Make sure that you have selected the **Plain Text** option in your email client.

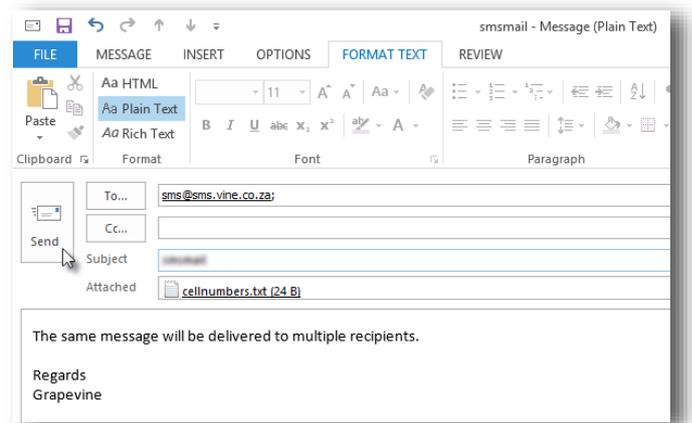
Step 7: Type your message in the message field.

IMPORTANT: If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

NOTE: Remove email signatures and disclaimers as this counts towards the amount of characters which you are allowed to use.

Step 8: Attach the **cellnumbers.txt** file.

Step 9: Click **Send**



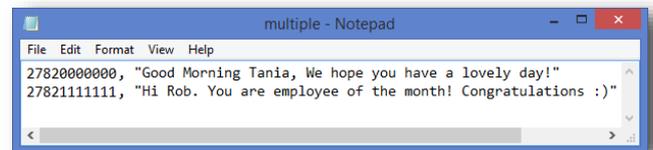
5.3. Multiple Recipients, Multiple Messages

Step 1: Compile a **txt file** which contains the mobile numbers and messages which you would like to send SMSs to.

NOTE:

- Each cell number and message combination must be on a separate line.
- Separate the mobile number and the message content with a comma.
- The message text must be typed between double quotes.
- The cell number can be in international format (2780000000) or normal format (0820000000) but may not contain any spaces.
- The maximum number of recipients you can add in an attachment is 20 000.

IMPORTANT: If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.





Step 3: Save the file in a location which is convenient to you.

IMPORTANT: The file must be called **multiple.txt**

Step 4: Open your email client and click **New Email** or **Compose**.

Step 5: In the **To...** field, type the following:
sms@sms.vine.co.za

IMPORTANT: The exception is for affiliates who have elected to have Domain Authentication. These messages are sent to:
sms@sms2.vine.co.za

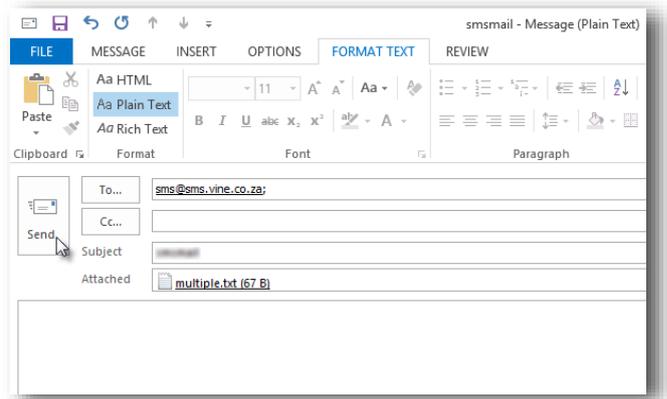
Step 6: Type your **Authentication Code** in the **Subject** line of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).

Step 7: Make sure that you have selected the **Plain Text** option in your email client.

NOTE: Leave the body of the email blank, as you will be attaching a file with the cell numbers and messages.

Step 8: Attach your **multiple.txt** file

Step 9: Click **Send**





6. Sending SMS to email Messages

Step 1: On your mobile phone, start a **new SMS message**.

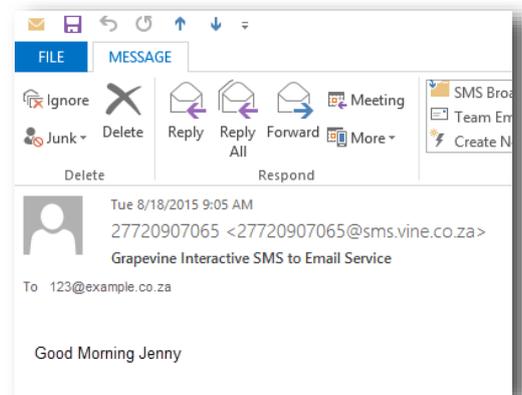
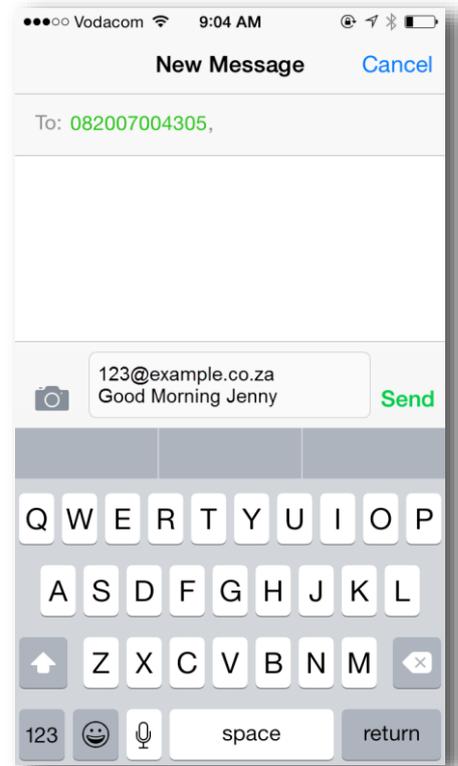
Step 2: In the **To: / Recipient** field type the following:

- If you have a **Vodacom** account, send the SMS to: **082 007 0043 05**
- If you have an **MTN** account, send the SMS to: **083 411 4711**
- If you have a **Cell-C** account, send the SMS to: **084 000 1105 05**
- If you have a **Telkom Mobile (8ta)** account, send the SMS to: **081 160 0190**

Step 3: In the **message body**, type the **email address**, followed by a **space** and then your **message**.

e.g. 123@example.co.za Good Morning Jenny

Step 4: Click **Send**





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**.

GRAPEVINE INTERACTIVE

MESSAGING SERVICES

Username:
123@example.co.za

Password:

Login

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

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



7.1. 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.

8. Reports

8.1. Report types

Once you have accessed SMS Mail there are two report options to 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	<p>Statistical details of the delivery status of messages sent in specific campaigns.</p> <p>Use this report to identify all failed or expired messages.</p>	<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 from the network) 5. Total Failed (We received a failed receipt from the network) 6. Total Expired (After the 24h validity period, the message has not been able to be delivered)



		<ol style="list-style-type: none">7. Total Unconfirmed (No delivery receipt has been received yet)8. Total Batches (Total number of campaigns created)
Messages Report	<p>Details of the content of the campaign messages you have sent to each recipient.</p> <p>Use this report to check whether the correct message was compiled to be sent to a recipient and whether the message was sent successfully.</p>	<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 to)6. Channel (The channel which the message was sent to)7. Status (The most recent status of the message)8. Message (Content of the message sent)9. Replies (Content of the reply received)
Affiliate Message Query	<p>Details of the content of campaigns sent to or from a specified email address or cell number.</p> <p>Use this report to monitor campaigns sent to or from a specific affiliate or cell number.</p>	<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 to)6. Channel (The channel which the message was sent to)



		<ol style="list-style-type: none">Status (The most recent status of the message)Message (content of the message sent)Replies (Number of replies received from the recipient)
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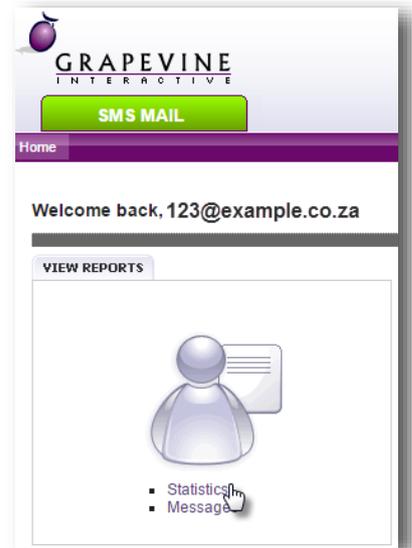
8.1.1 Statistics Report

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 **SMS Mail** on the SMS Mail Home Page.



Step 2: Click **Statistics**





Step 3: Select the SMS Mail email to SMS 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.

Statistics Report

Select the service type:
SMS Mail Email to SMS Receipt Service

Select period:
 Today This Month Last Month
 Custom Date

Please define your custom date range with the following format: (yyyy-mm-dd hh:mm)

From: 2015 - 8 - 18 00 : 00
To: 2015 - 8 - 18 23 : 59

Run Report Clear

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

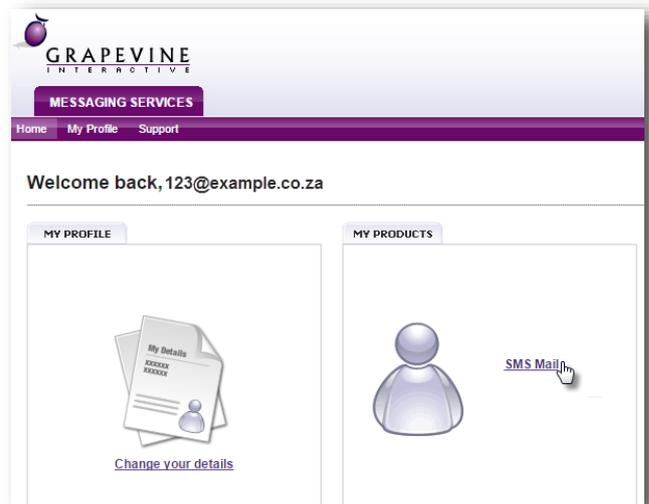
Export to Excel

Total Messages Created:	7
Total Unconfirmed Messages:	0
Total Successful Messages:	7
Total Failed Messages:	0
Total Expired Messages:	0
Total Broadcasts:	6

8.1.2 Messages Report

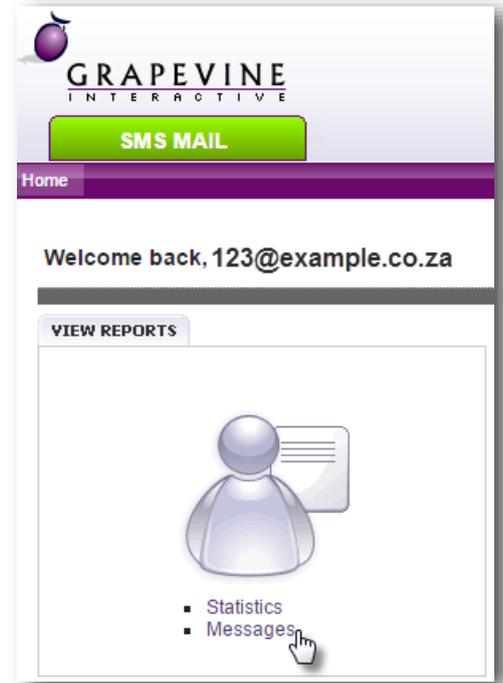
Use this report to view the content of messages as well as any replies which might have been received.

Step 1: Click **SMS Mail** on the SMS Mail Home Page.





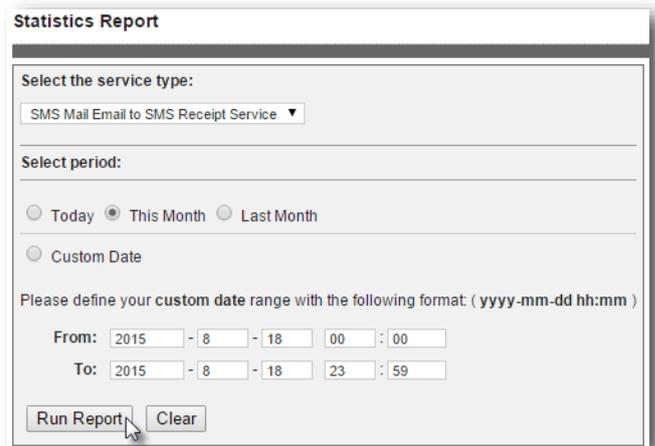
Step 2: Click **Messages**



Step 3: Select the SMS Mail email to **SMS** 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.



Export to Excel

You are currently on page 1.

#	Current Status Time:	Message ID:	Originator:	Recipient:	Channel:	Status:	Content:	Reply Count:
1	2015-08-14 10:38:00	51921934179	123@example.co.za	27820000000	sms	Successful	Good Morning	1
2	2015-08-14 10:28:00	89622527886	123@example.co.za	0821111111	sms	Successful	Txt file - normal	0

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



8.1.3 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 Interactive SMS Mail interface. The 'Affiliate Message Query' link is highlighted in the 'REPORTS' section. The form includes radio buttons for 'Messages sent FROM this Address' (selected) and 'Messages sent TO this Address'. It has an 'Address' field with the value '123@example.co.za' and a date range selector with 'From' set to 2015-08-14 00:00 and 'To' set to 2015-08-18 23:59. 'Run Report' and 'Clear' buttons are at the bottom.

The screenshot shows the report results table with an 'Export to excel' button. The table has 9 columns: #, Current Status Time, Message ID, Originator, Recipient, Channel, Status, Message, and Reply Count. The first row contains the following data:

#	Current Status Time:	Message ID:	Originator:	Recipient:	Channel:	Status:	Message:	Reply Count:
1	2015-08-14 10:38:39	51921934179	123@example.co.za	2782000000	sms	Successful	Good Morning	1

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



9. FAQ's

9.1. What does it mean when my message is returned with an "AUTHENTICATION FAILURE"?

The Subject line of your email must contain your authentication code only. Check that you typed it correctly, exactly as it was contained in the notification email. Note that the authentication code is case sensitive.

The email address from which you sent the email must also be the correct one that you registered. If you attempt to send a message from some other, unregistered email address, the message will also fail.

9.2. How do I send the same message to more than one recipient?

Type the addresses in the To: line of the email. The cc line is not supported by SMS Mail.

9.3. Can I send an attachment with the email?

No, attachments are ignored by SMS Mail

9.4. Concatenation

Concatenation is an optional service that Grapevine offers on all our messaging systems.

This allows a message with more than 160 characters to be sent out. Messages are broken up into 152 character sections, each submitted separately to the relevant network.

Do keep in mind that we charge for each part of the message that is submitted. This means that even though only one message was created, we will bill for each part that it is broken up into.

E.g. The following message contains 317 characters (remember that spaces and punctuation are also characters). This means, that 3 messages will be submitted to the network, and 3 messages will be billed for, but only ONE message will be received on the recipient's mobile:

Dear Natasha. You are invited to attend a Financial Workshop at our offices on Tuesday the 5th of March 2010 at 10AM. The Workshop will cover all procedures followed at ACME, and will include examples from the past 4 financial years. Note that lunch will be served at 12 noon, and the Workshop will end at approx. 3pm

9.5. What do the different Delivery Status results mean?

Delivered

This means we have confirmation from the network (Vodacom, MTN, CellC or 8ta) that the message reached the recipient's handset

Undelivered / Failed / Rejected

This means the network has specifically told us that the message could not be delivered. There are several reasons why this is e.g. SIM card full, invalid number, not on the network anymore but we don't get that level of detail. We just know it has not been delivered



Expired

We can set a validity period for each message. This means that the message must be delivered within that time, or else it gets removed from the SMSC. We set our validity period to be 24 hours on each message. So if the SMSC could not deliver within 24 hours (let's say the person's phone was off for longer than 24 hours), the message is removed from the SMSC and an expired status is sent back to our system by the network. This is different to an undelivered in that an expired message should have been able to be delivered, but the network just couldn't reach the phone within the 24 hour period.

Pending / Created

This is the status when we have successfully submitted the message to the network and we are still waiting for a delivery receipt.