Mobile Applications Portal (MAP) - Quick Guide

This is a printed version of online documentation.

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Quick Guide

About Dialogue Mobile Applications Portal (MAP)

MAP is an online service designed for anyone who wants to use mobile messaging as a channel to their customers.

Who uses it ?

- **Marketing professionals** use it to run text and multimedia marketing campaigns.
- **Content owners** use it to sell ringtones, images, video clips, games and other media to consumers.
- **Local authorities and other government agencies** use it to exchange text messages with users of local services.
- **Radio and TV stations** use it to run topical text quizzes and votes.

Key features

- **Easy to use**. Aimed at the non-technical user in a hurry. Each messaging application (eg broadcast, vote, quiz, ringtone delivery) is encapsulated in an easy-to-use *campaign* , which is organised via an intuitive, wizard-style interface.
- **Rapid deployment.** Create a campaign, test it and offer a live service within minutes.
- **Advanced content management.** Upload and store your content or refer to content stored on your own servers. Digital Rights Management (DRM) helps you control illegal use of your content, and Content Repurposing ensures that consumers receive content suited to their handset.
- **Premium-rate SMS** lets you charge consumers as required, and the unrivalled billing platform ensures that your revenue shares are paid on time.
- **Comprehensive reporting and tracking.** View a range of management reports to track message volumes, content sales and so on, as well as more technical reports showing, for example, which handsets are most popular with your customers. If you need to follow up a specific customer transaction, the powerful search facility lets you locate it with ease.
- **Modularity**. Java-based plug-in architecture allows custom-campaigns to be built and deployed quickly.
- **Reliability and resilience**. Service infrastructure is second to none in terms of reliable and resilient message delivery .

Before You Start

A few key terms

Understanding these will help you get up and running quickly.

MAP messaging applications are organised into **campaigns**. A campaign might be a TV vote, or a text-to-win competition on product packaging, or a ringtone collection advertised in magazines; it might run for a day, a week, a month, or for years. Campaign participants send their texts to shortcodes or virtual mobile numbers, which MAP refers to as **collectors**. Campaigns can be pure **text** - votes or quizzes for example - or **media**-based. Many kinds of media can be delivered to mobile handsets: mono- and polyphonic ringtones, Java games, images, audio and video clips. MAP has a built-in content management system which stores your media in **libraries** and automatically adapts it for different handsets if required.

You can charge participants if you wish, using premium rate SMS.

Campaign activity automatically creates **communities** of mobile users. Communities are lists of mobile numbers: for example, all the participants in a campaign, all the winners of a quiz, all votes for a particular nominee. You can create your own communities by uploading lists of mobile numbers, and then invite them to participate in campaigns, or **broadcast** news or other information to them.

A range of **reports** and **charts** helps you monitor your campaigns: you can view and print them, or have them emailed to you at scheduled intervals.

This is the Quick Guide. It shows you how to:

- create communities and send broadcasts;
- obtain dedicated collectors, create text campaigns and media campaigns;
- monitor your campaigns and broadcasts.
- manage your account

The online Reference Manual contains full details of all campaign and media options.

Logging in

You need an organiser id and password to log in to your account. Ask your MAP administrator to create one for you.

To log in, go to the MAP website. Recommended browsers are:

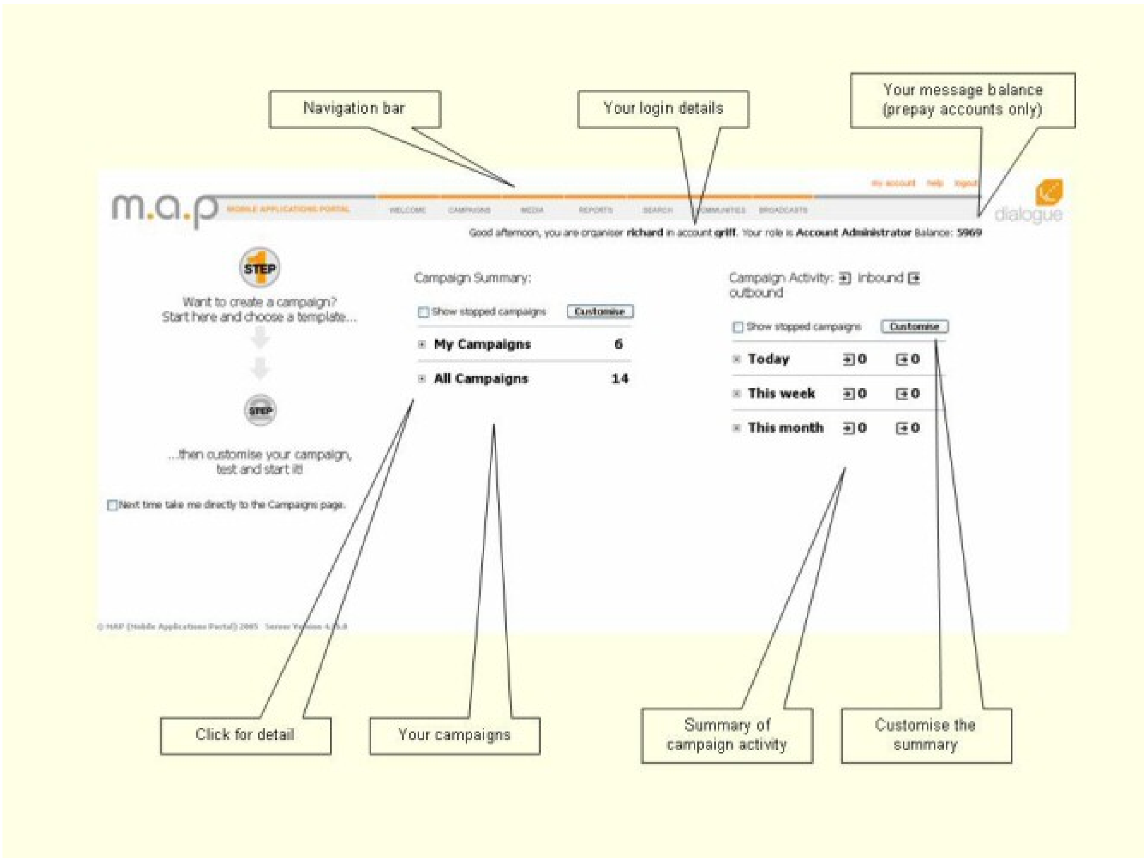
Platform	**Browser**
Windows:	IE 6.0, Mozilla 1.2, Mozilla Firefox 0.9 or Netscape 7
All other platforms:	Mozilla 1.2 or Mozilla Firefox 0.9 or Netscape 7
Special notes for Macs:	*IE for Mac is NOT supported; Safari for Mac is only partly supported*
Special notes for Windows:	*IE 5.5 is supported but not recommended (latest Windows service packs and IE service packs or patches MUST be applied)*

Netscape 6 and lower, and IE 5.0 and lower are NOT supported on any platform.

For the best experience please make sure you are always running the latest version of your browser software. If you use popup-blocking software, you must disable it. Note that Mozilla, Mozilla Firefox and IE with Windows XP SP2 enable popup-blocking by default.

Navigation

This is what you will see when you log in. You can get back to this screen at any time by clicking **Welcome**. The navigation bar is always displayed.



Broadcasts

How to Broadcast

A broadcast is a text message sent to a community of mobile numbers. To broadcast, you need to:

1. Upload a list of mobile numbers store them as a community (or use an existing community created automatically by a campaign).

2. Create and send the broadcast.

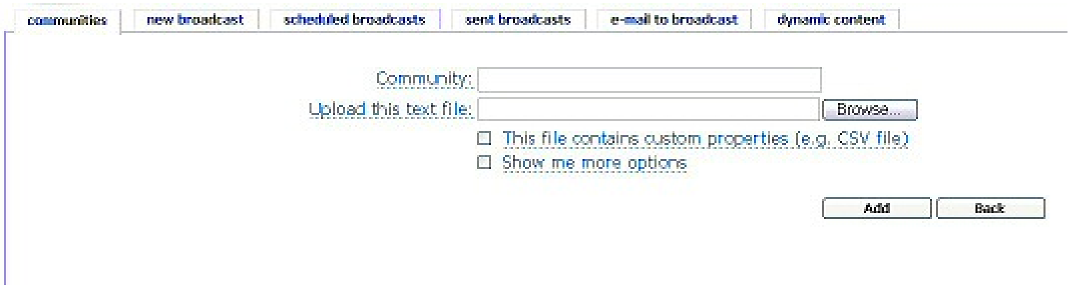
3. Check for success.

A special kind of broadcast is the prize draw which automatically chooses winners from selected communities and broadcasts prize notifications to them.

Create a Community

1. Click **Community** on the navigation bar.

2. Click the **communities** tab.



3. Upload your list of numbers. You can:

   - Upload a text file of numbers (one per line, or all on one line, separated by commas or semicolons). **Browse** to the file and click **Add**.

   - Upload a CSV file containing numbers and other data such as names and addresses, and filter out the data you don't want. Tick the **CSV** box, click **Add** and follow the additional on-screen instructions.

   - Key-in the numbers. Tick **Show me more options** and key the numbers into the text box that appears.

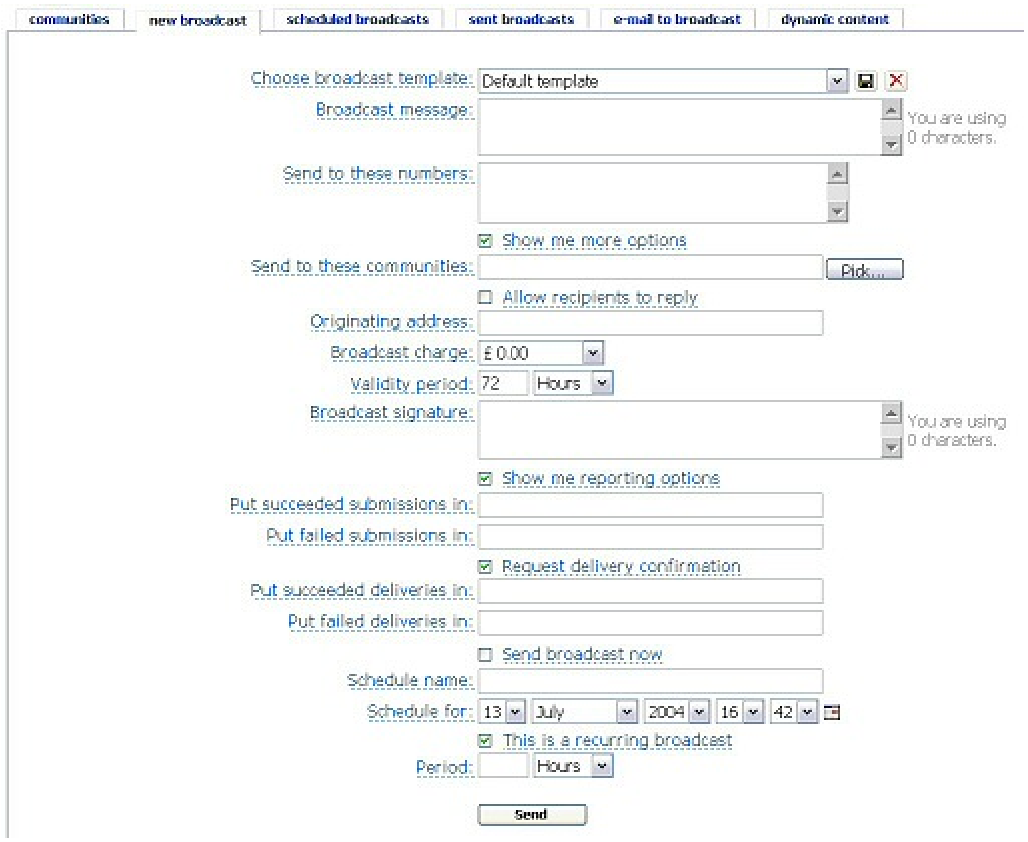
   - Copy from existing communities. Tick **Show me more options** and click **Pick**.

Create the Broadcast

1. Click **Broadcasts** on the navigation bar.

2. Click the **new broadcast** tab.

These are all the broadcast options. A simpler screen is shown by default; click **show me more options** to see more. The minimum you need to do is type the **broadcast message** and **Pick** the community to send to. You can type more numbers into **send to these numbers**. The broadcast is sent by default as soon as you click **send**. If you want the **sent broadcasts** tab to show the percentage of successful message deliveries, then tick **request delivery confirmation**.

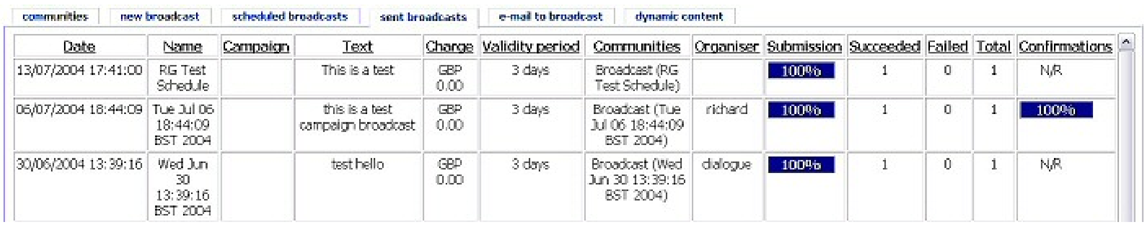


Choose broadcast template	You can save a broadcast as a template for future ones. Select a template here or leave as default.
Broadcast message	Type the message you want to broadcast (maximum 160 characters)
Send to these numbers	Type or paste a list of mobile numbers. Duplicate numbers are automatically removed.
Show me more options	Tick to show more broadcast options.
Send to these communities	Choose other communities as the broadcast recipients.
Allow recipients to reply	Tick if you want to allow recipients to reply. The replies are placed in another community.

Originating address	You can enter a 16-digit number or 11-character name here, which will replace the 'from' phone number on the text message received by the recipients.
Broadcast charge	Reverse charge the broadcast if you wish.
Validity period	Set the validity period for broadcast messages. If a message is not delivered within the validity period, the mobile network discards it.
Broadcast signature	Is appended to the broadcast message. If the total length then exceeds 160 characters, the message is trimmed.
Show me reporting options	Tick to see the reporting options.
Put succeeded submissions in	Optionally enter the name of a community to contain a list of numbers for which messages were successfully submitted to the mobile network.
Put failed submissions in	Optionally enter the name of a community to contain a list of numbers for which message submission failed.
Request delivery confirmation	Tick to request a delivery confirmation on each message. *Delivery* means that the message arrived on the user's handset. You need to tick this option if you want the Sent Broadcasts tab to show the percentage of successful deliveries.
Put succeeded deliveries in	Optionally enter the name of a community in which to store the recipients of messages successfully delivered.
Put failed deliveries in	Optionally enter the name of a community to contain a list of numbers to which delivery failed. A delivery will fail if the user's phone is out of range or switched off until the validity period expires, or if the mobile number is no longer valid.
Send broadcast now	Clear this box if you want to schedule the broadcast for later.
Schedule name	You must enter a schedule name. This will be displayed in Scheduled Broadcasts.
Schedule for	Enter the date and time you want the broadcast to be sent.
This is a recurring broadcast	Tick if you want to re-send this broadcast every...
Period	... n hours, days or weeks.
Send	Click to send/schedule your broadcast.

Check for Success

Click the **sent broadcasts** tab.



Date	Name	Campaign	Text	Charge	Validity period	Communities	Organiser	Submission	Succeeded	Failed	Total	Confirmations
13/07/2004 17:41:00	RG Test Schedule		This is a test	GBP 0.00	3 days	Broadcast (RG Test Schedule)		100%	1	0	1	N/R
06/07/2004 18:44:09	Tue Jul 06 18:44:09 BST 2004		this is a test campaign broadcast	GBP 0.00	3 days	Broadcast (Tue Jul 06 18:44:09 BST 2004)	richard	100%	1	0	1	100%
30/06/2004 13:39:16	Wed Jun 30 13:39:16 BST 2004		test hello	GBP 0.00	3 days	Broadcast (Wed Jun 30 13:39:16 BST 2004)	dialogue	100%	1	0	1	N/R

Date	Date and time broadcast was executed.
Name	Schedule name. If the broadcast was not scheduled, the name is the date and time of execution.
Campaign	If the broadcast was executed from within a campaign then the campaign name appears here. If blank, then the broadcast was executed at account level.
Text	The broadcast text.
Charge	Broadcast charge (to each recipient) and currency.
Validity Period	The validity period which was set on the broadcast text messages.
Communities	The names of communities to whom the broadcast was sent. If 'Broadcast' then no community was used - you cannot retrieve the list of numbers you typed/pasted.
Organiser	The logged-in organiser sending the broadcast. If the broadcast was scheduled then this will be blank.
Submission	The percentage of messages successfully submitted to the mobile networks.
Succeeded	The number of messages successfully submitted to the mobile networks.
Failed	The number of messages unsuccessfully submitted to the mobile networks (ie where the networks refused submission).
Total	Succeeded plus Failed.
Confirmations	The percentage of delivery confirmations received. N/R indicates that delivery confirmations were not requested.

Campaigns

Shared or Dedicated Collectors?

Before you create a campaign, decide what sort of collector (shortcode or virtual mobile number) you need to use. Your account has access to shared shortcodes at no extra charge, but you will need to use keywords so that incoming messages can be routed to your campaign. If you don't want to use keywords, then you will need a dedicated collector. As an example, if you're running a vote campaign, then:

- If you're using a shared collector, users will need to text a keyword followed by their vote, eg EVICT GODZILLA
- If you're using a dedicated collector, users simply need to text their vote, eg GODZILLA

Shared collectors are used by other accounts, so the keyword you want could be in use already by someone else.

How to use a shared collector

The shared collectors available to you are visible from the Campaign Wizard - just select the one you want to use, and decide on a keyword. Check the MO charge on the collector to find out how much users will be charged when they send texts to it (see Premium Rate Messaging below).

How to obtain a dedicated collector

1. Click **My Account** and **Collector Management**.

   You will see a list of:

   - Shared collectors (the Campaign Wizard will also show these)
   - Available collectors

2. Choose an available collector and select it. If you are intending to run an adult service, you must choose a collector marked **adult**. Make sure you choose a collector which has charge bands suitable to your purpose (click Charge Bands **Details** to see the bands).

3. Click **Allocate**.

4. Check and accept the charges.

5. When you have finished with the collector, you can hand it back and stop paying for it by selecting it and clicking **Free Up**.

6. You can also reserve a collector for up to a week without paying for it. The collector is automatically un-reserved after that time.

Premium-rate messaging

You charge users by using premium-rate shortcodes. A shortcode can be premium-rated for messes sent **to** it (this is mobile originate billing - MO) and/or it can be premium-rated for messages sent **from** it (mobile terminate billing - MT). To see the MO and MT settings for a shortcode, click **Details** in the Charge Bands column on the **Collector Management** page.

- To use MO billing, you need to allocate a collector with a suitable MO charge band.
- To use MT billing, just set the charges in your campaign and/or media library. Shared shortcodes with the selected MT value(s) will automatically be used.

You can override the use of shared MT shortcodes so that users receive charge messages from your own shortcode:

1. Allocate yourself a shortcode with a suitable MT charge band.
2. Set all your media or other charges to the same value as the shortcode.
3. Set the Originating Address in your campaign(s) (Reference Manual, Campaign Reference, Settings Tab - Branding) to your allocated shortcode.

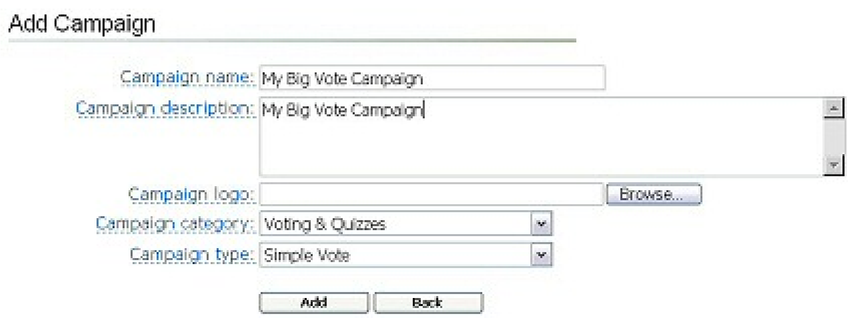
There are some additional considerations for media delivery and premium-rate messaging: these are detailed in the Reference Manual.

Creating a Campaign with the Campaign Wizard

Campaigns are created and maintained using the Campaign Wizard. The wizard guides you through the steps necessary to create or edit your campaign and, via its dashboard, provides control and monitoring functions. The unique features of the campaign are all located under the wizard's mechanics tab - the other tabs are common to all campaigns.

To create a new campaign, click **Campaigns** on the navigation bar. This takes you to the Campaign Management page. Click **Add** to start the Wizard**.**

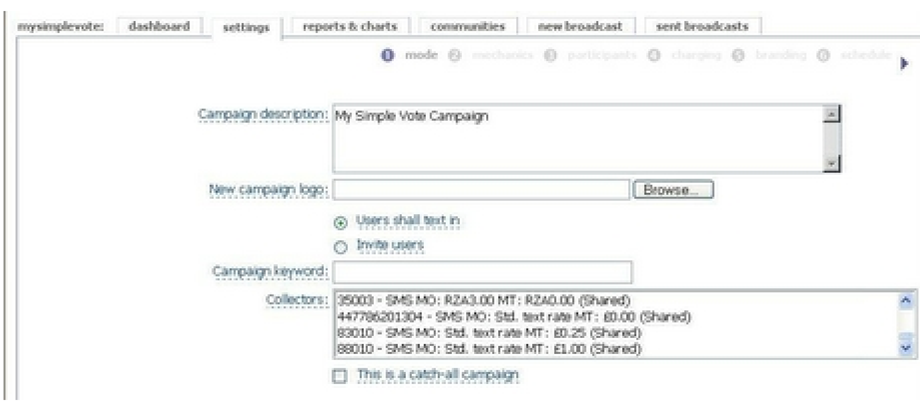
Adding a Campaign



This is the **Add Campaign** screen. Enter the **campaign name** (you can't change this later) and a campaign **description**. Optionally enter the name of a **logo** file (BMP, JPG or GIF), which will be displayed in reports. Select the **type of campaign** you want to create. See Choose a Text Campaign and Choose a Media Campaign for details. Click **Add**.

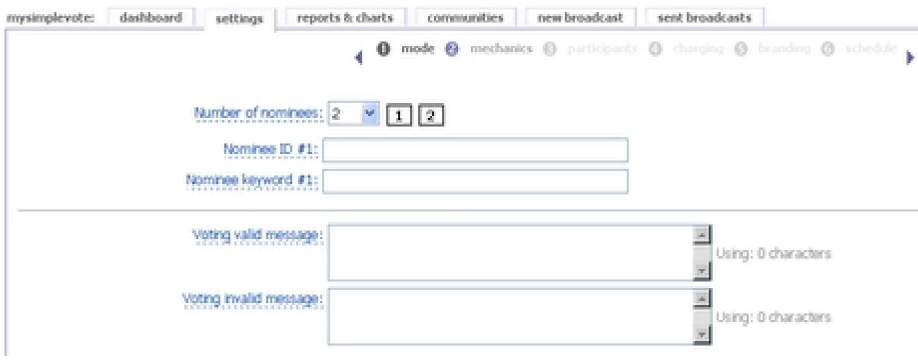
You now need to complete all numbered steps under the **settings** tab for the campaign you've chosen. Most of the steps are the same for all campaigns. If you are a standard-mode user the **filters** and **patterns** steps are not visible: if you are an advanced-mode user, these tabs can be ignored most of the time.

The Mode Step



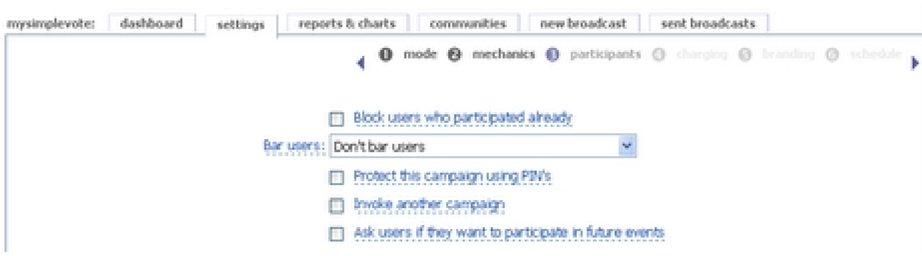
This is the **mode** step. Choose the mode. **Users shall text in** means that you will promote your campaign in print, on TV and so on, and users will text-in to enter. **Invite users** means you want to invite from a list of mobile numbers (a community). Enter a **keyword**. You need a keyword if more than one campaign will run on this collector. If you are using a shared collector, then you *must* use a keyword. Choose a **collector** from the list. If there are no collectors visible, contact your reseller.

The Mechanics Step



This is the **mechanics** step. This example is a Simple Vote Campaign. The mechanics tab varies for each campaign - see Special Settings for Campaigns.

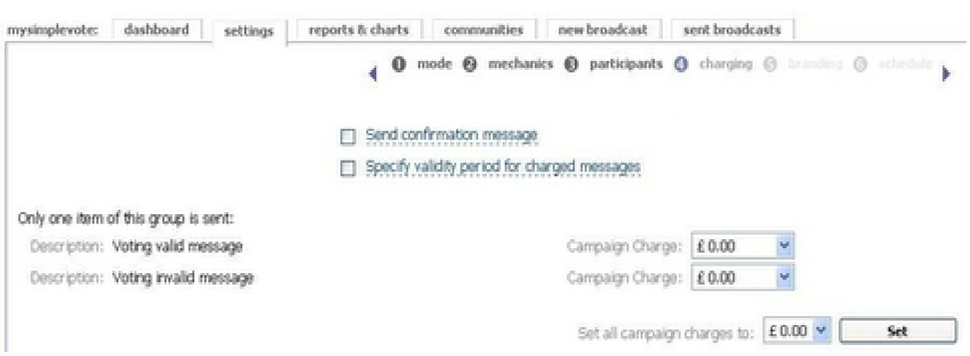
The Participants Step



This is the **participants** step. Here you can control how users participate in the campaign. You can:

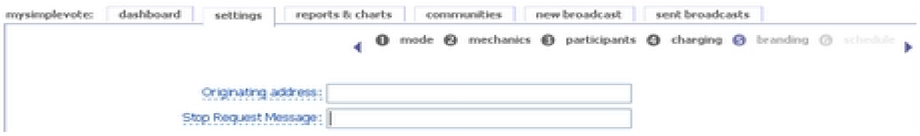
- limit the number of times a user can participate
- bar users
- PIN-protect the campaign, and create PINs which expire after a certain number of uses or after a certain date
- pass the participant's details to another campaign
- ask users to opt-in to receiving invitations from you in future

The Charging Step



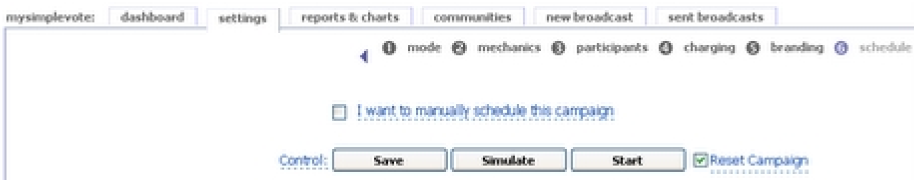
This is the **charging** step. All the things you can charge for in the campaign are listed. What's listed will depend on the campaign, but as a general rule, you can't charge for error messages, but you can charge for everything else. Charges are set in the mechanics step (or for media campaigns, in the media library). You can add a campaign charge here if you wish.

The Branding Step



This is the **branding** step. You can set the **originating address** - the name or number your users will see in texts they receive. You cannot set the originating address if the text is charged. You can also set a **stop request message** - the message your users will receive if they send in the STOP command.

The Schedule Step

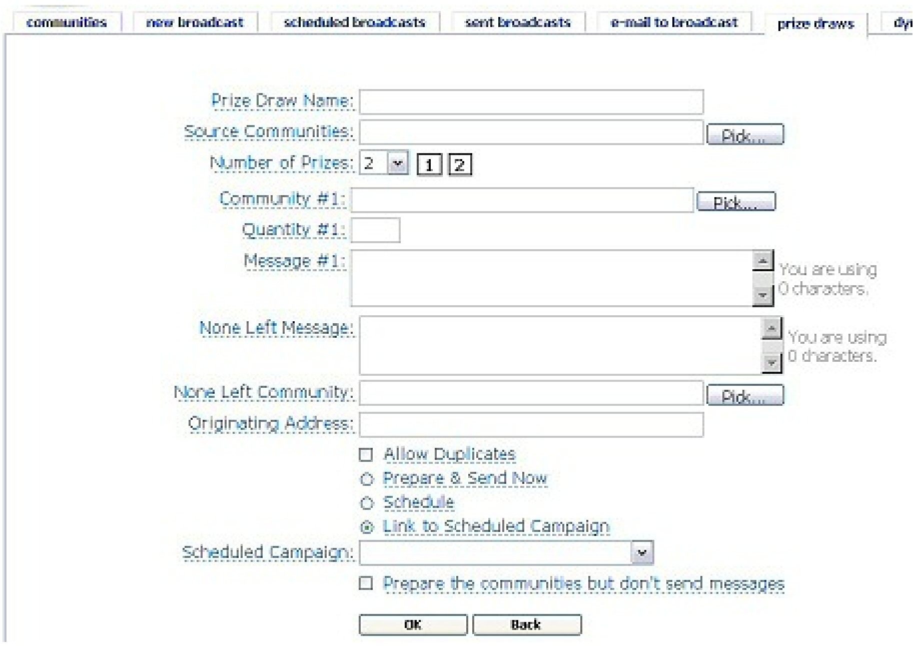


This is the **schedule** step. You can **save** the details you've entered and start the campaign later. You can use the **simulator** to test your campaign (it's recommended you also test with a real handset). Click **start** to run the campaign. If you've ticked **I want to manually schedule this campaign** then you'll have set the time window where the campaign will be active (receive messages and respond to them). Tick reset campaign only if you want the communities to be cleared when the campaign starts.

How to Add a Prize Draw to a Campaign

You can add a **prize draw** to any campaign created with the wizard by clicking **Broadcasts** on the navigation bar and then the **prize draws** tab.

The prize draw is a special kind of broadcast which automatically chooses winners from selected source communities and broadcasts prize notifications to them. You can add a prize draw to a campaign simply by creating a prize draw which has one of the campaign's communities as its source. If the campaign is scheduled to stop on a certain date, you can link the draw to the campaign so that it runs when the campaign ends.



Prize Draw Name	Enter a name for the draw.
Source Communities	Select the source community or communities. The prizes will be drawn from the source(s) at random.
Number of Prizes	This means the number of types of prize. For example, if you've got five plane tickets and three teddy bears to give away, then the number of prizes is two.
Community #	For each prize, enter the name of a community where you want to store the winners.
Quantity #	For each prize, enter the quantity you're giving away. In our example, this would be 5 for the plane tickets and 3 for the teddy bears.
Message #	Enter the message to be sent to the winner of the prize.
None Left Message	Optionally, enter a message to be sent to people who did not win.
None Left Community	Optionally, enter the name of a community where the losers are to be stored
Originating Address	You can enter up to 11 characters or 16 digits: the messages sent will have this as their 'from' address.
Allow Duplicates	If you tick this, duplicate numbers are **not** removed from the source(s) before the draw is made.

Prepare and Send Now	The draw will be made and the messages sent when you click **OK**.
Schedule	The draw will be made and the messages sent at the selected date and time.
Link to Scheduled Campaign	The draw will be made and the messages sent when the linked campaign becomes inactive.
Scheduled Campaign	Select one.
Prepare...but don't send.	Tick if you want to send the messages yourself. The draw will be made and the numbers stored in the named community/ies. You can use them in a manual broadcast.

Text Campaigns

How to Run a Text Campaign

1. Choose a campaign from the many types available.
2. Create the campaign and start it.
3. Monitor the campaign.

Choose a Text Campaign

Decide what sort of campaign you want to run from the list of available campaign types. If you really can't find the campaign you want, then it can be custom-built for you: ask your reseller.

Subscription management campaigns:

- **Database Builder.** A simple way to build a database of registered individuals. Users text-in to register their interest. Example.
- **Subscription Manager**. Allows you to send automatic text messages to subscribed individuals. Example.
- **Sequential Message**. Users text-in and receive a sequence of messages in reply. Example.

Voting and quiz campaigns

- **Simple Vote**. Users text-in to vote for a nominee. Example.
- **Advanced Vote**. Users text-in to vote for nominees in different categories. Example.
- **Quiz Game**. Multi-question quiz, with an optional 'tombola' to allocate prizes. Example.

Forwarding and bridging campaigns:

- **Text to Screen**. Users text-in, and their messages are forwarded to an email address, a URL, and/or a mobile number (via SMS). The URL feature allows you to build interactive applications by pointing at web server applications which return data in response to the user's text - the returned data is sent back to the user. Example.
- **Email mobile number**. Users text-in and their messages are forwarded to an email address. This campaign is a restricted subset of the text to screen campaign. The campaign requires a dedicated number (either a shortcode or a big mobile number). It cannot be used on a shared shortcode, and it cannot be used with keywords. Example.
- **Forwarding**. This allows you to migrate old campaigns, by forwarding the incoming texts to new ones.

Other types of text campaign:

- **Voucher Promotion**. Allows you to run SMS voucher promotions. Users text-in to receive a numbered voucher. Example.
- **Text to Browse.** Users text-in and get a WAP URL in reply. Useful for monetising a WAP site, or for making a WAP site easier to access. Example.
- **Excel Lookup**. A more flexible version of the table lookup, where your tables are uploaded from Excel spreadsheets. Example.

Create the Text Campaign

1. Open the Campaign Wizard (click **Campaigns** on the navigation bar and then **Add**).
2. In the first step, select your chosen text campaign from the drop-down list.
3. Enter the settings for all wizard steps - the settings specific to your campaign can be found in Special Settings for Campaigns.
4. Start the campaign.

Media Campaigns

How to Run a Media Campaign

1. Choose a media campaign from the types available.

2. If the campaign requires a media library, create the media library and upload content to it. A media library contains your images, ringtones, audio and video clips, Java games, MMS slideshows and so on. Alternatively, a media library can contain an index to content already stored on your own server.

3. Create a media campaign, and start it.

4. Monitor the campaign.

Choose a Media Campaign

Decide what sort of media campaign you want to run from the list of available Media and MMS campaign types:

- **Media**. Users text-in to order a ringtone, picture, video clip, audio clip, Java game, or SMIL object. Example. This type of campaign needs a media library in which the ringtones and so on are stored.
- **Media subscription**. Users text-in to subscribe to a media campaign, and can then order free media items until their subscription runs out.
- **Inbound Picture**. Users send MMS messages which can be forwarded to an email address, an HTTP/FTP server, and/or a media library. You can make the media library public, giving you an instant MMS web-gallery. Example.

Create the Media Library

Click **Media** on the navigation bar, then **Add**.

Adding a Media Library

Enter a name for the library. You can't change this later.

Select the content rating (**default** or **adult**). You can change this later.

Click **Add** to create the library.

Adding a Media Item

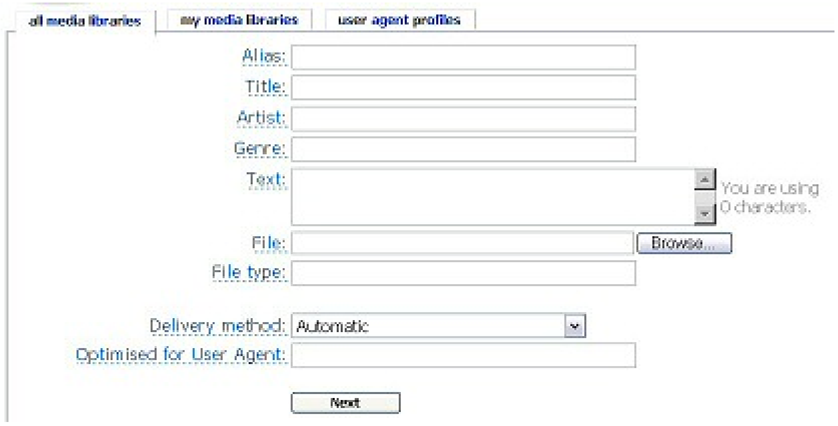
Click Add to upload items to the empty media library.

Choose the kind of media you want to upload:

- **upload media item** lets you upload any type of content as a single item
- **create MMS** opens the built-in MMS slideshow editor
- **upload SMIL** lets you upload your SMIL presentations created with your own editor
- **upload Midlet** is what you need if you want to add Java games to your library
- a **pack item** allows you to create multi-packs of media items or to create packs containing different media formats: the best one for the requesting handset is chosen automatically.
- a **remote item** is one stored on your own server - you store a reference here.

Click **Add**.

Uploading a File and Customising a Media Item



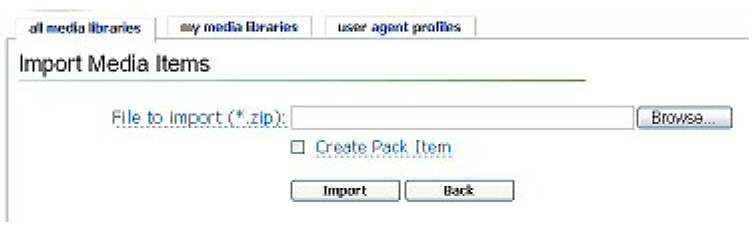
This is **upload media item**.

The **alias** is the name by which the media item will be known (and which users will text to order the item). If you don't enter an alias, the filename will be used. The title, artist and genre are not needed. **Text** entered here takes precedence over campaign-level text (entered in the Campaign Wizard).

Browse to the file you want to upload. The file type will be set automatically. Leave the delivery method **automatic**, and leave **optimised for user agent** blank.

Click **Next** to upload the item.

Importing Multiple Media Items



Uploading many media items is quicker if you use **Import**, which uploads a Zip file of media items and inserts them into the library. The file names are used as the aliases.

Tick **create pack item** if all the items in the Zip file should be uploaded as a pack item.

The Media Library List

When you exit the media library, this is what it looks like. This example contains no media items.

Content adaptation and public media libraries are covered in detail in the Reference Manual. Content adaptation is ticked by default - this means that when WAP Push is used as a delivery method, images and ringtones are adjusted automatically to fit the target handset.

Create the Media Campaign

1. Open the Campaign Wizard (click **Campaigns** on the navigation bar and then **Add**).
2. In the first step, select your chosen media campaign from the drop-down list.
3. Enter the settings for all wizard steps - the settings specific to your campaign can be found in the Reference Manual - Special Settings for Campaigns.
4. Start the campaign.

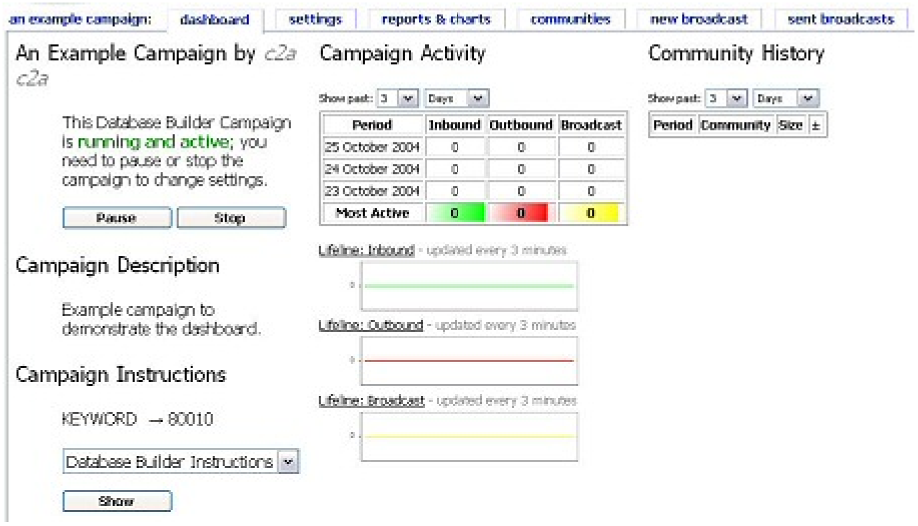
Monitoring

How to Monitor Campaigns and Broadcasts

1. You can get a quick overview of your campaign's performance from the Campaign Dashboard.
2. You can view reports and charts.
3. If you need to track down a specific message (perhaps to provide customer support) then use the search features.

Campaign Dashboard

The campaign dashboard shows a quick summary of campaign activity. To find the dashboard, click **Campaigns** on the navigation bar, and click on one of your campaigns.



Pause, Stop, Start Under the campaign name, owner and current state, these buttons allow you to change the campaign state.

Show Displays the campaign instructions. You can use these as a basis for your promotional material. The drop down list offers different presentations.

Campaign Activity Shows the number of inbound, outbound and broadcast messages. There is no overlap between outbound and broadcast messages: outbound messages are messages sent automatically by your campaigns, either as a scheduled action, or in response to inbound requests; broadcast messages are messages sent using the broadcast feature.

The Most Active row shows the peak values during the whole time that the campaign has been running.

Alter the number of days or weeks to change the summary table. The page refreshes automatically.

Community History Shows the change in size of the participants community belonging to the campaign (ie the community of all those who have texted-in or responded to invitations).

Subscribers History

(Subscription Manager campaign type only)

For the Subscription Manager campaign type, an additional section called Subscribers History appears on the dashboard tab. This summarises the number of subscribers gained and lost over selected time periods. This information can be used to measure the success of a marketing campaign and the content you are providing. For example, if the new subscribers count is high it means that your advertising was successful, but if the lost subscribers count is also high it means that users are not satisfied with the content they are receiving.

New and lost subscribers are listed for each subscription you set up within the campaign.

Inbound Lifeline	Graph of inbound campaign activity. Vertical axis shows number of messages; horizontal axis shows time (the grid is spaced at one month intervals). For more detailed charts, go to the campaign's reports tab.
Outbound Lifeline	Graph of outbound campaign activity. Vertical axis shows number of messages; horizontal axis shows time (the grid is spaced at one month intervals).
Broadcast Lifeline	Graph of campaign broadcast activity. Vertical axis shows number of messages; horizontal axis shows time (the grid is spaced at one month intervals).

Reports and Charts

Click **Reports** on the navigation bar.

The list of available reports and charts is displayed. You can view any of them now by clicking on them. You can schedule them to be emailed to you at regular intervals by selecting them and clicking **schedule**.

When displaying a chart, you can create a quick link to it so you can view the chart later without logging in. To do this, click Show In Window. When the chart is displayed in a separate window, you will see a Copy URL button - click this to paste the URL to the clipboard. You can then store the URL in your browser's bookmarks.

The types of report and chart and the options associated with charts are self-explanatory.

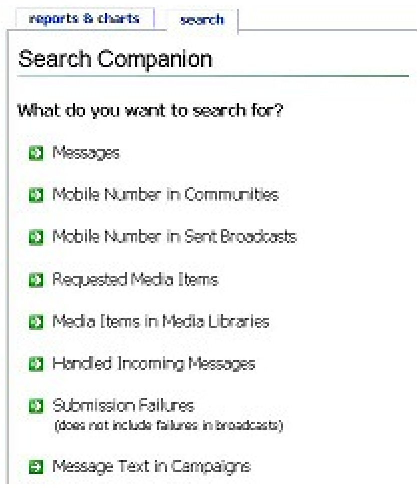
Search

Click **Search** on the navigation bar.

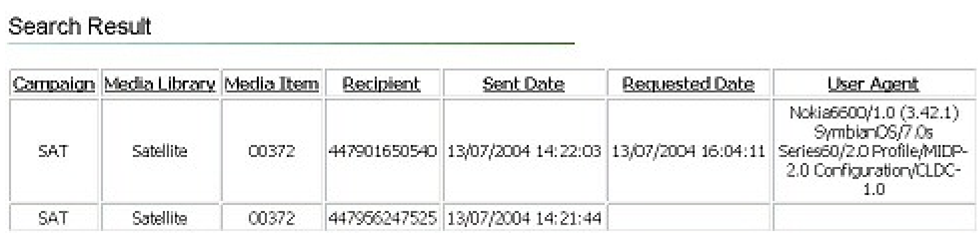
The search companion is displayed.

Note: When using mobile numbers in searches, you can use national or international format, or partial numbers. So when looking for the number +44 1234 567890 you could use:

- o 441234567890
- o 1234567890
- o 1234 567890
- o 567890



Search for...	Results of Search
Messages	Messages meeting a range of criteria. Searches the underlying message engine. This is a slightly specialised tool: use the other searches in preference.
Mobile Number in Communities	All communities containing occurrences of the specified mobile number. Enter all or part of the mobile number you want to find, and the time period through which you'd like to search.
Mobile Number in Sent Broadcasts	All sent broadcasts containing occurrences of the specified mobile number. Enter all or part of the mobile number you want to find, and the time period through which you'd like to search.
Requested Media Items	WAP Push media deliveries during the selected period. You can narrow this down to media items requested by a specific mobile number.



Search Result

Campaign	Media Library	Media Item	Recipient	Sent Date	Requested Date	User Agent
SAT	Satellite	00372	447901650540	13/07/2004 14:22:03	13/07/2004 16:04:11	Nokia6600/1.0 (3.42.1) SymbianOS/7.0s Series60/2.0 Profile/MIDP-2.0 Configuration/CLDC-1.0
SAT	Satellite	00372	447956247525	13/07/2004 14:21:44		

Each line in the result table represents one outbound WAP Push message, and the recipient's response to it.

Campaign	The name of the campaign which sent the WAP Push message. If blank, then the WAP Push message was sent using the Send button in the media library.
Media Library	The name of the media library from which the media item referred to by the WAP Push message was taken.
Media Item	Identifies the media item within the library.

Recipient	The recipient of the WAP Push message.
Sent Date	Date and time the WAP Push message was sent.
Requested Date	Date and time the user's WAP browser requested the media item. If blank, then the user has not attempted to collect the media. If non-blank, then it means that the user *has* made a WAP connection and has probably collected the media.
User Agent	The WAP browser on the user's handset.

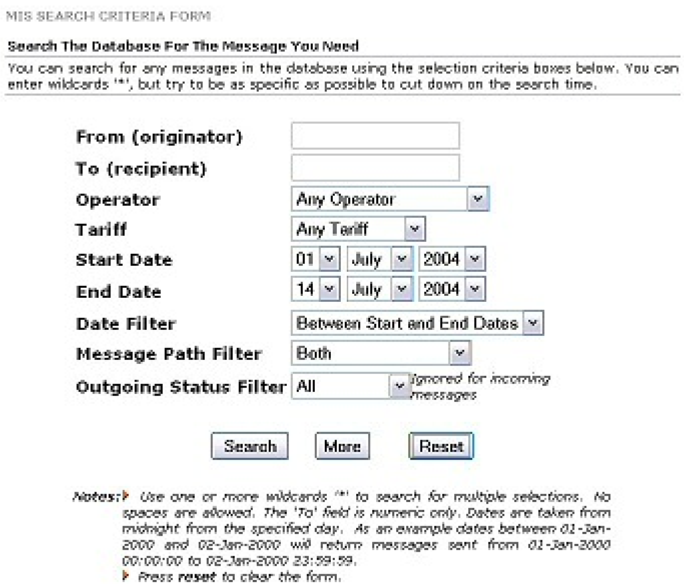
Handled Incoming Messages All messages handled by your campaigns.

Submission Failures Messages which could not be submitted to the mobile networks. Submission failures during broadcasts are not listed in the results but can be found under the Sent Broadcasts Tab.

Message Text in Campaigns Campaign names and descriptions containing the specified text. Enter all or part of the text you're looking for.

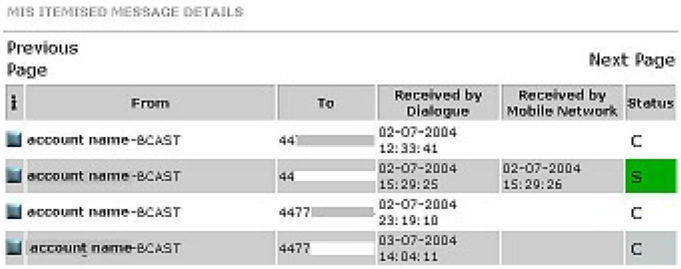
Specialised Searches

The MIS Search function allows you to search the database of the underlying messaging engine (E3). It's unlikely you will need to use this tool: most customer queries can be resolved using other search methods.



From (originator)	Optional. Mobile number in international format (eg 441122665544).
To (recipient)	Optional. Mobile number in international format.
Operator	Mobile network. Select from drop-down list.
Tariff	Charge band. Be careful: if you're searching for messages charging for WAP Push items at more than £1.50 (say £3.00), you should set the Tariff to Any Tariff, because combinations of charge messages are often used to achieve the higher charges.
Start Date	Start of search period.
End Date	End of search period.
Date Filter	Select as appropriate to search between two dates, before a date, after a date, on a date or ignoring dates.
Message Path Filter	Search incoming messages, outgoing messages, or both. Only inbound messages from 2-way sessions are currently available via the MIS (ie MIS won't show you inbound messages for campaigns with mode set to 'Text In').
Outgoing Status Filter	Filter outbound messages. Show successful submissions, problematic submissions, failed submissions or all.
Search	Start the search.
More / Less	Show/hide additional search options. These are mostly intended for specialist E3 users, but you may find the **Text** option useful: if you know all or part of the text of the message you're looking for, enter it here.
Reset	Clear the form.

The search results look like this:



MIS ITEMISED MESSAGE DETAILS

Previous Page | Next Page

i	From	To	Received by Dialogue	Received by Mobile Network	Status
	account name-BCAST	44	02-07-2004 12:33:41		C
	account name-BCAST	44	02-07-2004 15:29:25	02-07-2004 15:29:26	S
	account name-BCAST	4477	02-07-2004 23:19:10		C
	account name-BCAST	4477	03-07-2004 14:04:11		C

The table shows one line for each message found matching the search criteria.

i Click the button for detailed information on the message, including the contents.

From Account name and send mode: BCAST means sent (do not confuse this with a broadcast); 2WAY means sent as a 2-way SMS.

To Mobile number of recipient.

Received by Dialogue Date and time message was passed to the E3 messaging engine.

Received by Mobile Network Date and time message was passed to mobile network.

Status

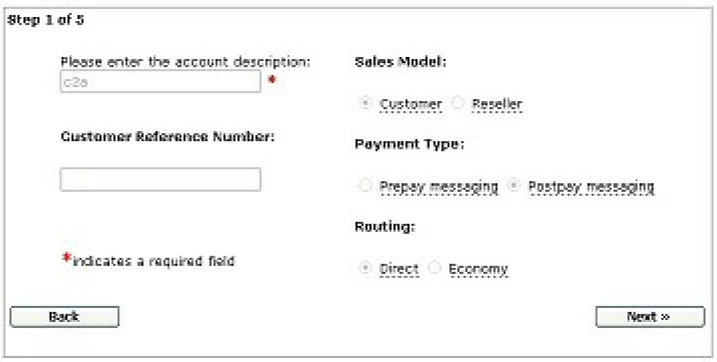
- **C** Converted. The message data has been passed to the E3 messaging engine, which has converted it into an SMS message, but it has not yet been submitted to the mobile network.
- **S** Submitted to mobile network.
- **D** Delivery report received. If green, then delivery succeeded, if red then the SMSC could not deliver the message to the handset.
- **F** Submission to mobile network failed. This can be temporary.
- **I** Incoming message. This is always blue.
- **Amber** This colour indicates that the messaging system has had to make multiple retries to reach the indicated status.

Account Management

Change Your Account Details

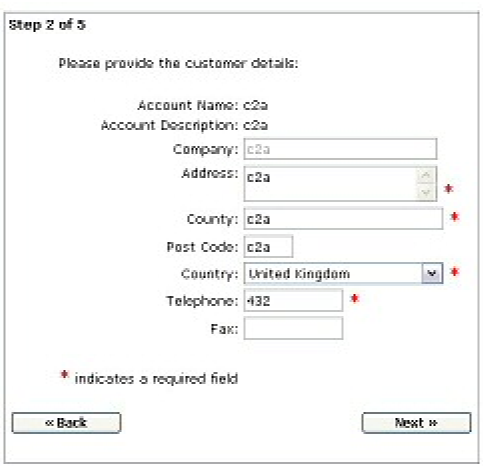
Click **My Account**, then **Account Management**.

Click **Edit**



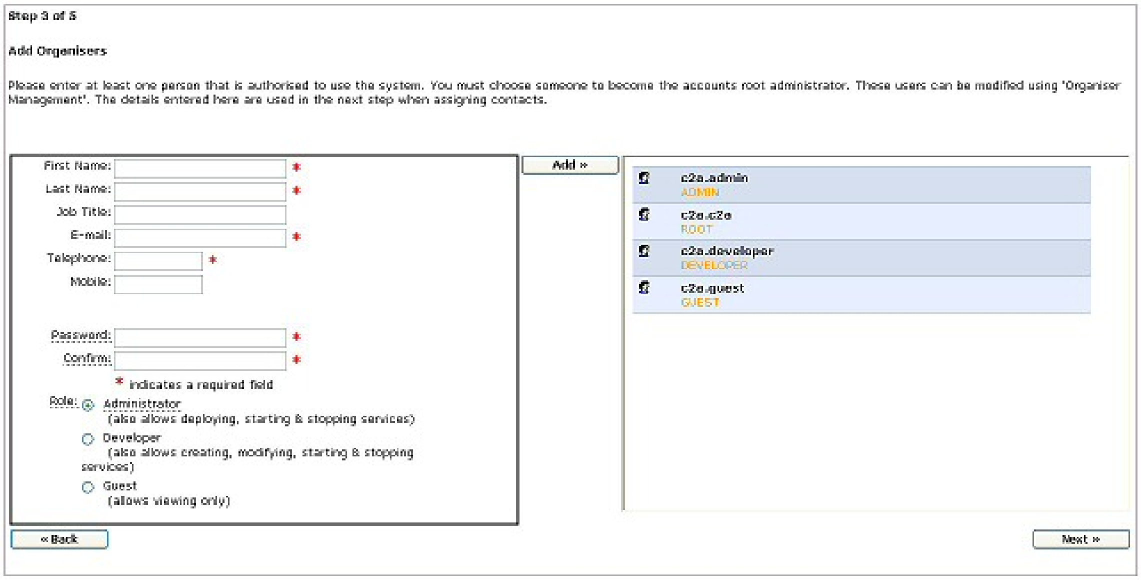
You cannot change this screen.

Click **Next**

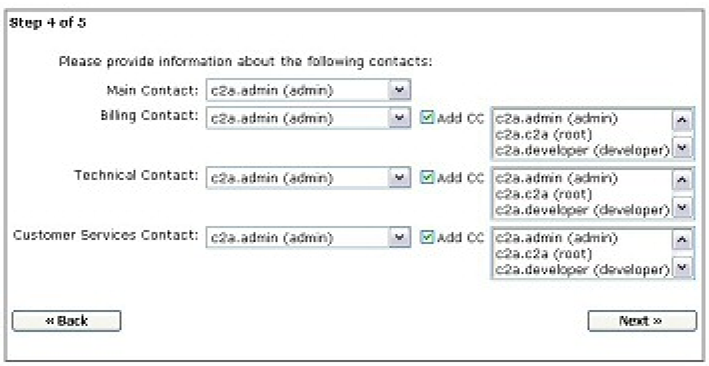


Alter your account details here. To change your company name, please contact your reseller.

Click **Next**



Add new organisers (people who can log-in to your account) here.

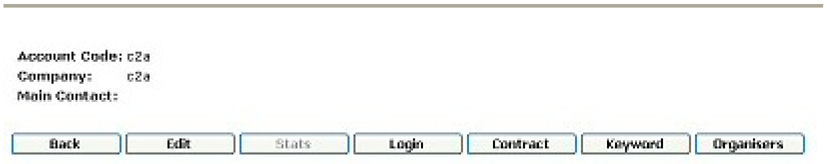


Change your contact details. The main contact receives all contract-related emails. You can select multiple billing, technical and customer services contacts by ticking the **cc** box and selecting multiple organisers (CRTL- click).

Click **Next** then review the details before clicking **Save**.

Add or Edit Organisers

Click **My Account**, then **Account Management**.



Click **Organisers**

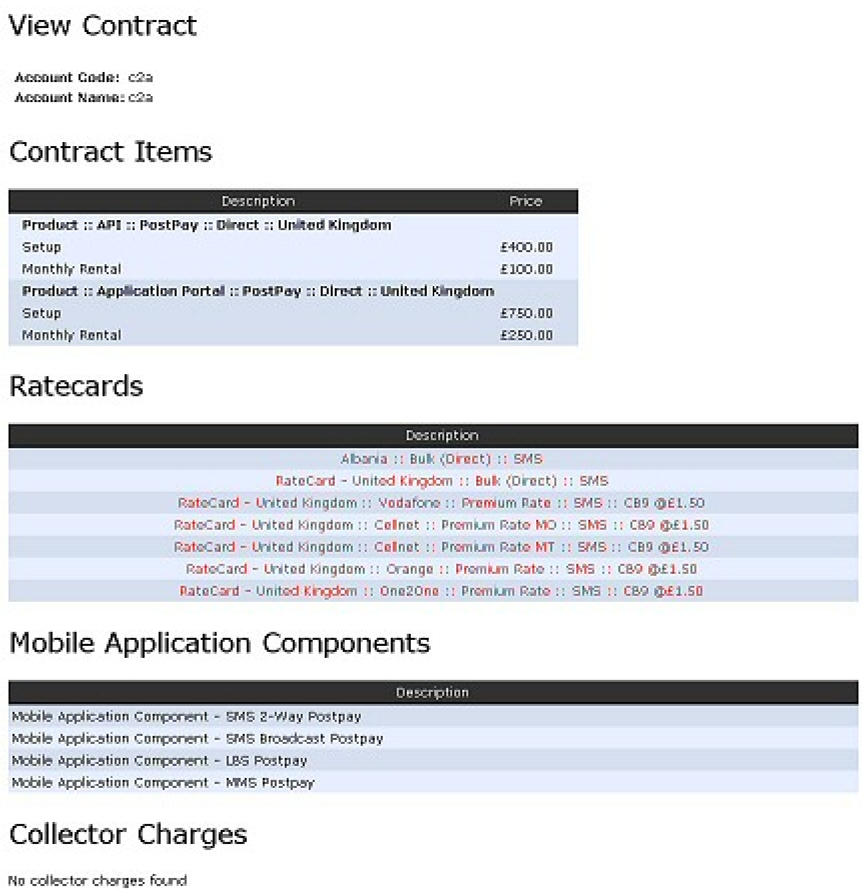
Select and click **Edit** to change the details for an organiser.

Click Add to add a new organiser (same as Step 3 in Change Your Account Details)

View Contract

Click **My Account**, then **Account Management** and click **Contract**. Your contract is displayed.

The **contract items** are the mobile application products you can access. If any of those products is an API product then a list of **Mobile Application Components** is also displayed - see the API Specification for more information about these. Click on a **ratecard** to see how much you pay for bulk messaging and your revenue share on premium rate messaging. If you or your reseller have allocated any collectors (shortcodes or virtual mobile numbers) to your account, then the charges for these are listed under **Collector Charges**. If you are using shared shortcodes, there will be no collector charges.


View Contract

Account Code: c2a
Account Name: c2a

Contract Items

Description	Price
Product :: API :: PostPay :: Direct :: United Kingdom	
Setup	£400.00
Monthly Rental	£100.00
Product :: Application Portal :: PostPay :: Direct :: United Kingdom	
Setup	£750.00
Monthly Rental	£250.00

Ratecards

Description
Albania :: Bulk (Direct) :: SMS
RateCard - United Kingdom :: Bulk (Direct) :: SMS
RateCard - United Kingdom :: Vodafone :: Premium Rate :: SMS :: CB9 @£1.50
RateCard - United Kingdom :: Cellnet :: Premium Rate MO :: SMS :: CB9 @£1.50
RateCard - United Kingdom :: Cellnet :: Premium Rate MT :: SMS :: CB9 @£1.50
RateCard - United Kingdom :: Orange :: Premium Rate :: SMS :: CB9 @£1.50
RateCard - United Kingdom :: One2One :: Premium Rate :: SMS :: CB9 @£1.50

Mobile Application Components

Description
Mobile Application Component - SMS 2-Way Postpay
Mobile Application Component - SMS Broadcast Postpay
Mobile Application Component - LBS Postpay
Mobile Application Component - MMS Postpay

Collector Charges

No collector charges found

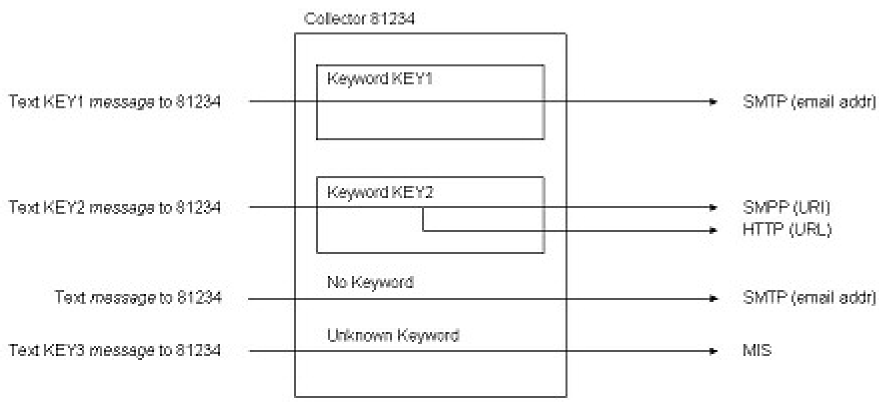
Allocate Shortcodes

See Shared or Dedicated Collectors?

Manage Keywords

Keywords allow you to have multiple services on one shortcode. Each service has its own keyword, and incoming messages are routed according to the keywords they contain. Accounts with only Application Portal access do not need (and are not given access to) Keyword Management, since keywords can be managed directly from the Application Portal, in the campaign settings. Accounts with API access need Keyword Management so that incoming messages can be routed to the target computer using the correct protocol.

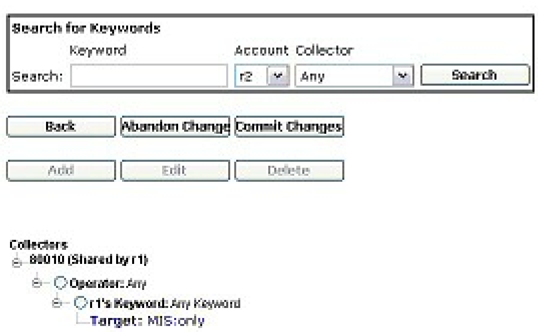
You can route incoming messages with a specified keyword to one or more targets, like this:



In this example, messages sent to 81234 containing the keyword KEY1 are routed to an email address (the target protocol is SMTP). Messages sent to the same collector with the keyword KEY2 are routed to two targets: one via SMPP and one via HTTP. Texts with no keyword are routed to another email address, and texts with an unrecognised keyword are routed to the MIS system (which means they are logged but not forwarded to another machine). It's also possible to route on network operator. For example, on a cross-network shortcode you could route messages originating from each operator to a separate API. It's unlikely you would want to do this.

How to Add A Keyword Routing to a Collector

1. Go to Keyword Management. The list of collectors available is shown. Click the + sign to show the keywords for a collector. In this example, the collector is shared, so the reseller's keywords are already shown.



2. You cannot edit keywords marked as **Handled by portal** - these are keywords created in Application Portal campaigns. Go to the Application Portal campaign and edit the keyword there.

3. To add a new operator, select **Operator: Any** and click **Add New Operator**. Select an operator from the list and click add. It's unlikely you will ever need to do this.

4. To add a new keyword, select **Account's Default Keyword: Any Keyword** and click **Add Keyword**. Enter the new keyword and click **Save**.

5. To define the routing for your new keyword, select the **target** for your new keyword and click **Edit Target.**

6. Select the target protocol from the drop-down list and enter the target address. Click **Save**. The target protocol **MIS** means that messages will not be routed, merely logged in the MIS.

7. To add another target, again, select the **target** for your new keyword and click **Add Target**.

8. On the Keyword Management screen, click **Commit Changes**.