



# EmailSMS Product Description



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*today* | *tomorrow*

## EmailSMS

EmailSMS – leveraging your current email infrastructure to deliver SMS

### What is EmailSMS?

EmailSMS allows you to send SMS (short text messages) to cellular phones using email client. EmailSMS used in conjunction with PGP (Pretty Good Privacy) which is used to authenticate a client.

### How does EmailSMS works?

6 easy steps to send an EmailSMS:

1. Create the message in your email client
2. Type in the recipients address
3. Sign Message with PGP
4. Send Message
5. Type in security code (optional)
6. Receive Notification of delivery (if stipulated)

### Authentication / Security

In order to bill for usage iTouch must authenticate the originator of the email.

For authentication purposes, iTouch uses PGP (Pretty Good Privacy) cryptography/authentication software.

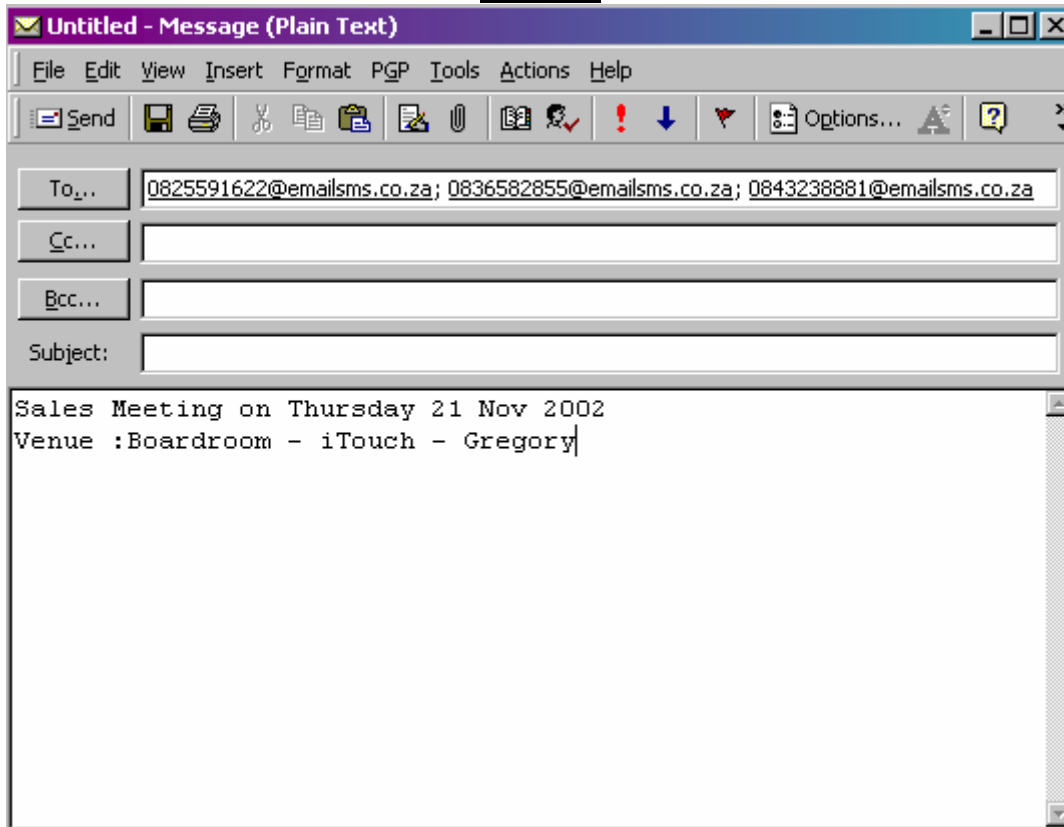
Format 4 does not require PGP as a **5 (Or more) AlphaNumeric Code** with the required **Email Address** is used to authenticate the Originator. As this is a Sub-Service these details will only be loaded after the Account has been activated.

PGP software uses public/private key authentication and is freely available at <http://www.pgpi.org/products/pgp/versions/freeware/>

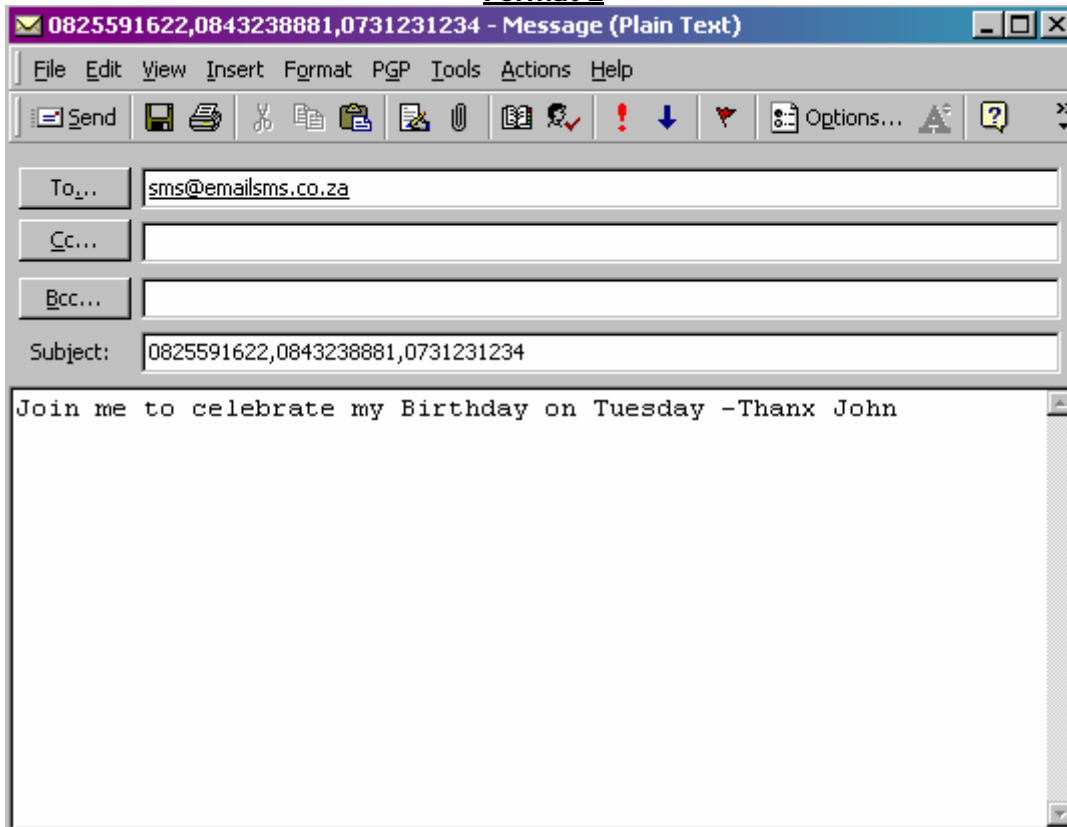
To be able to PGP-sign EmailSMS

- a) download the PGP software,
- b) generate a PGP key pair,
- c) 5611 41819408 Tm(ig0 7.772 384.0203 Tmau)Tj7.98 0r0 7.98 006.612 384.0203 Tmbmi t

### Format 1

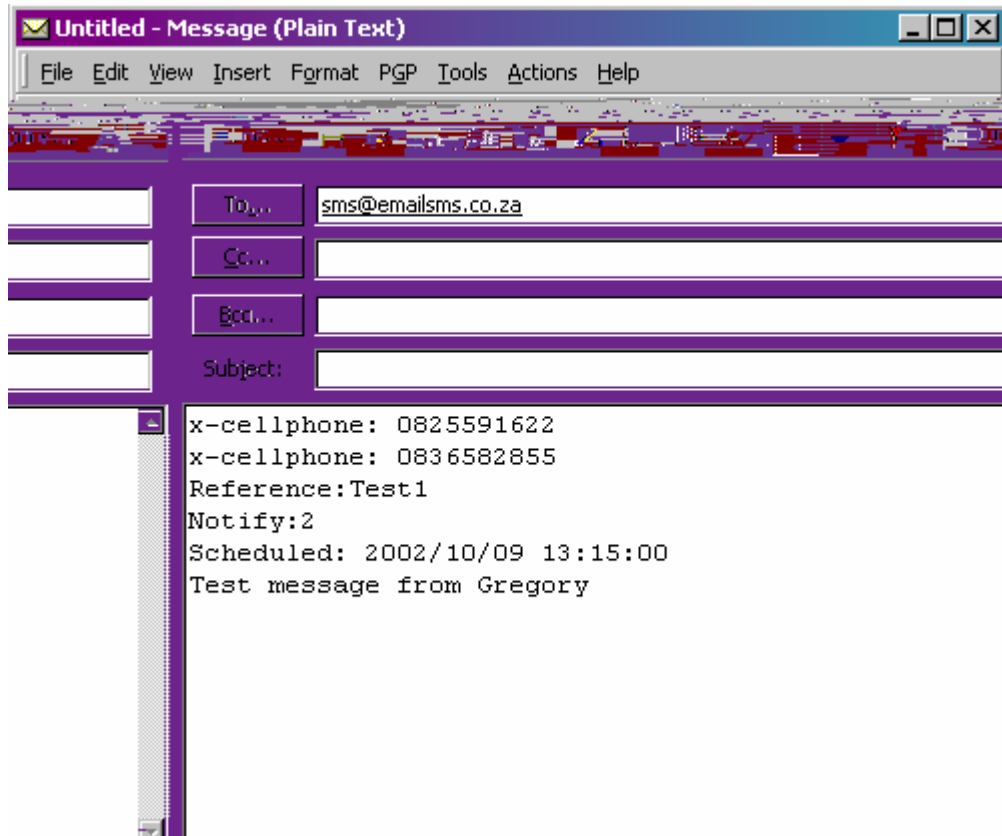


### Format 2

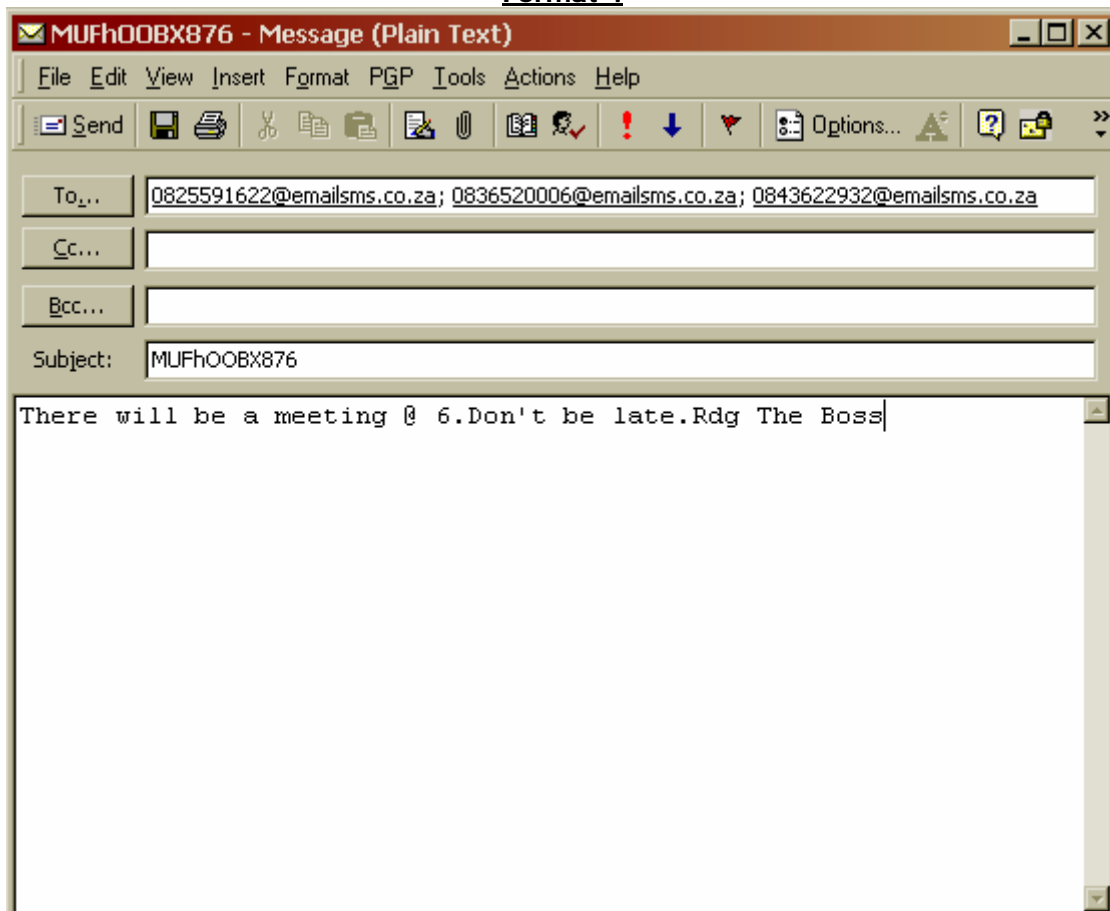


### Format 3





#### Format 4



**\*Note: The email format has to be in Plain text. HTML formats will corrupt the message**

**EmailSMS Format 4 does not require PGP Software.**

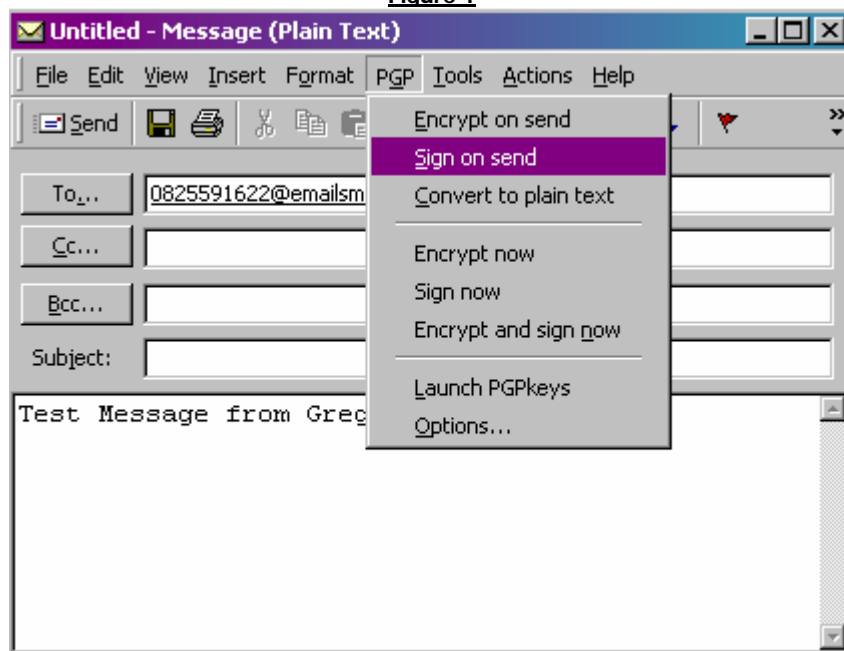
**Definitions**

- **Cellphone** - the cellphone number that the message is to be sent to (082xxxxxx).
- **Reference** - this is an internal field used to track the messages. This number/text can be used to link the message to an event. The number/text is returned in the notification files. This field is limited to 16 Characters.
- **Notify** - the status flag can be set to 0 / 2 or place an email address for the notification to be sent to the respective email address. If this field is set to 0, the customer will not receive notification of the SMS status. If this field is set to 2, the customer will receive notification via email.
- **Validity** - This is the duration that the message must remain active. The validity of the message is a 2 character field, e.g. "1d" or "5m" or "6h" (m)inutes, (h)ours, (d)ays. Default and also maximum values are set at 24 hours. The validity of the SMS can be set by the customer when sending out SMS's.
- **Scheduled** – should you wish to send a message at a later date. Format is yyyy/mm/dd hh:mm:ss
  - **Flash** - this message "POP Up" on to the screen of the phone

**Text message** - the message to be sent. If the message is longer than 160 characters it will be truncated.

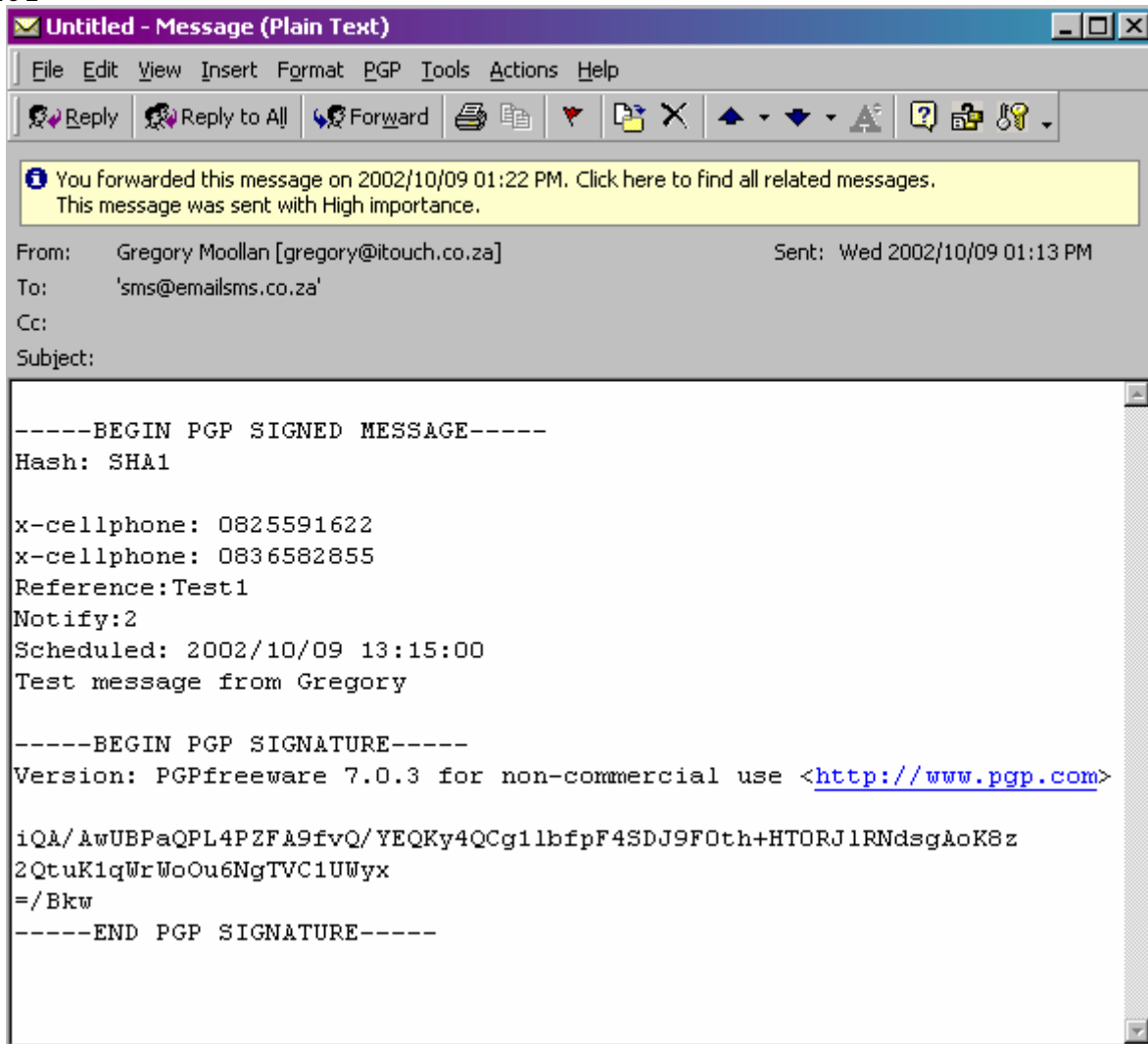
**Note : Please ensure that the Message is Signed before it has been sent.(Only applicable to formats 1,2,3)**

**Figure 1**



Sent Message will look like Figure 2

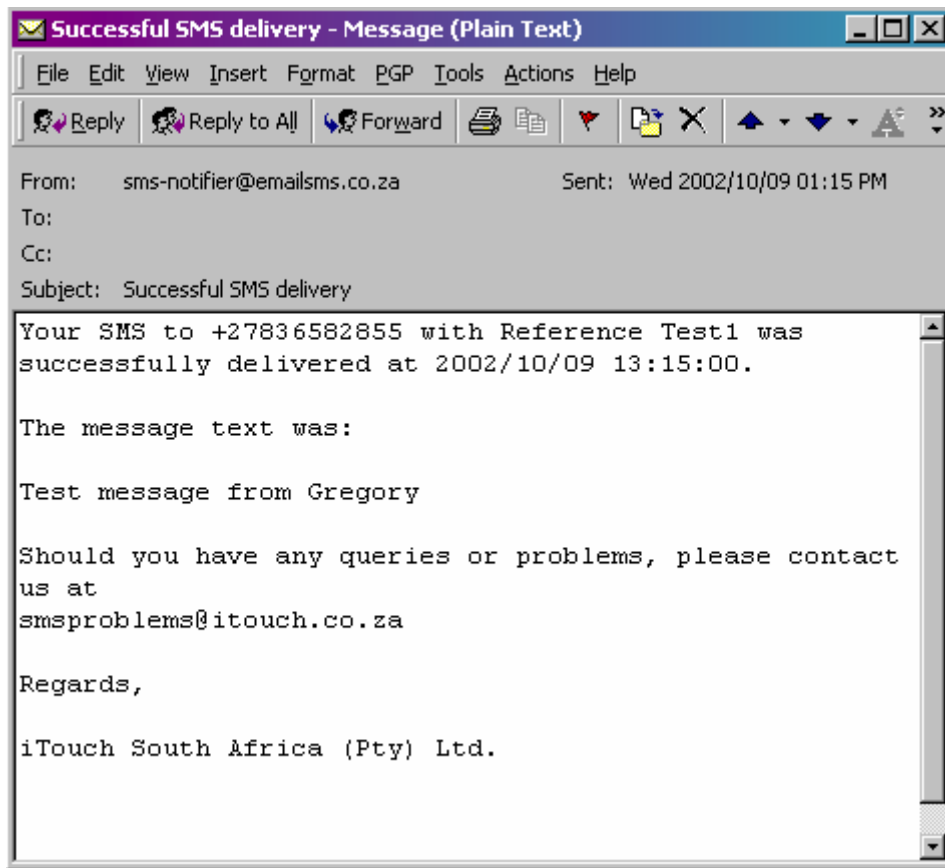
Figure 2



## Notification

A corporate can stipulate on registration or on the email submitted whether or not Notification will be required for the submitted SMS. Notification received looks like Figure 3 :

**Figure 3**



## Applications for EmailSMS

- Fast, easy-to-use communication method
- Automatic generation of messages (monitoring / alarms)
- Information services / content services (share updates, weather updates...)
- Support of marketing activities (informing customers on sales...)
- Notification (of email, voice mail, reminders...)

## Registration

To register online for the EmailSMS service, visit <https://www.itouchsms.co.za/register/register.php3?service=email>

Please note that the EmailSMS registration procedure will require you to submit your PGP public key, **therefore the PGP key pair must be generated before registering.**



### International Sending

When sending International SMS's only formats 2 and 3 can be used as ALL MSISDN's are appended with a plus (+).

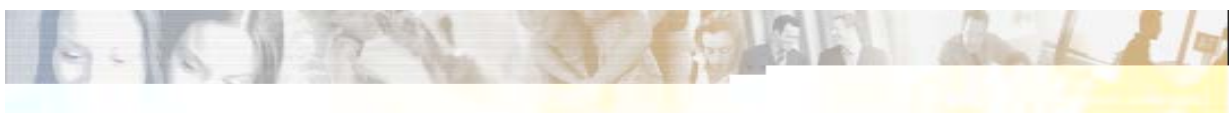
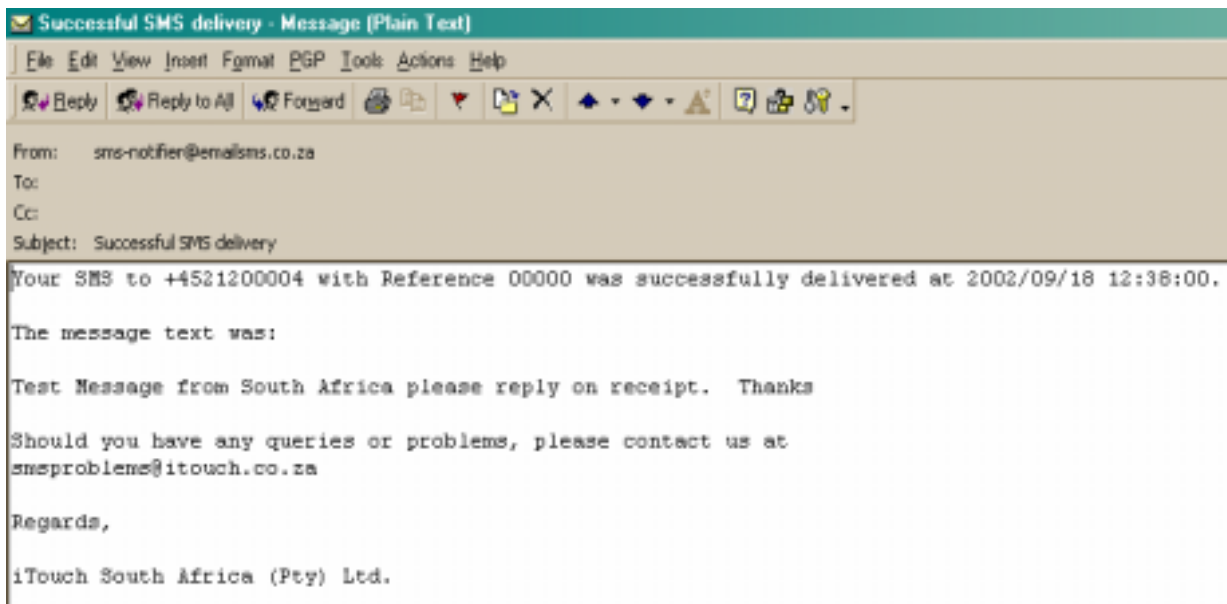
Eg

To : [sms@emailsms.co.za](mailto:sms@emailsms.co.za)

Subject: +4521200004

Body : Test Message from Greg

### Example of notification received



## Reply Path SMS for FTP

**Reply Path SMS** – enables the recipient of an SMS to respond/reply to the SMS received from a Corporate SMS Client.

### What is Reply Path SMS?

Reply path SMS is a service that works in conjunction with our Corporate SMS Products, namely EmailSMS, FtpSMS and WebSMS. Mobile Originating SMSs (MO) are messages generated from a cellular phone, whilst Mobile Terminating SMSs (MT) are messages sent to a cellular phone.

### How does Reply Path SMS work?

There are 5 steps to using Reply Path:

- On registration select “Reply Path” on the registration page
- A 5-digit number will be allocated to the respective client that is registering
- When a CSMS client sends an SMS, the sender number, which is +2782 007 0002, will be appended with the 5 digit number. E.g. +2782 007 0002 11111.
- The recipient will select “reply” on his or her cellphone, type in the message and press Send.
- The message will arrive on the computer of the client that originally sent the message. Here are some examples for the relevant products.

### Reply Path SMS for EmailSMS

Once a message is received from a Corporate SMS client, the recipient is able to respond to that message. The message is then sent to the Mail Box of the originated Message.

The Message will look like this in the Email Client:

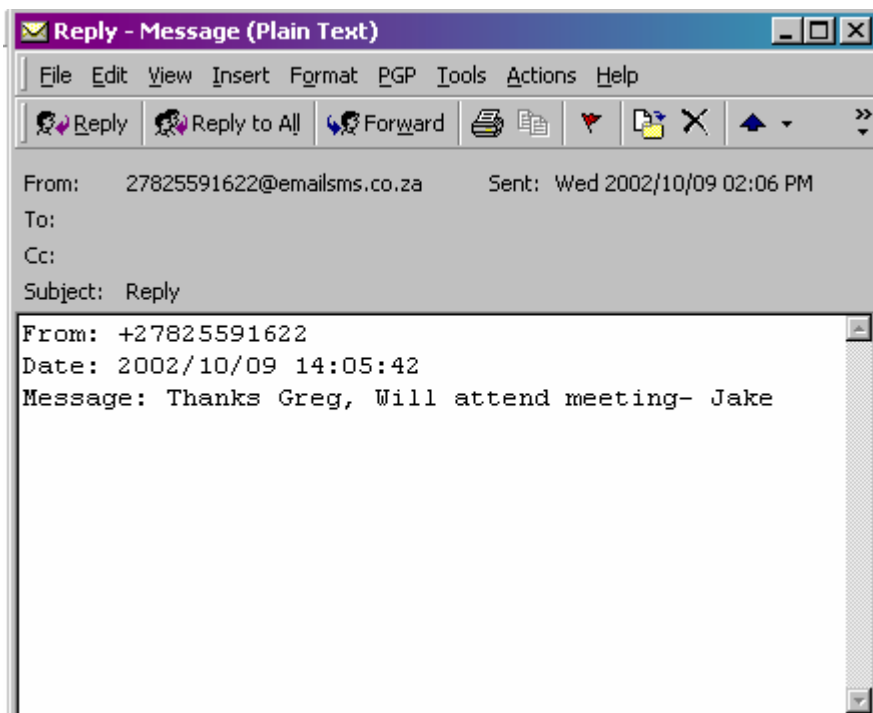
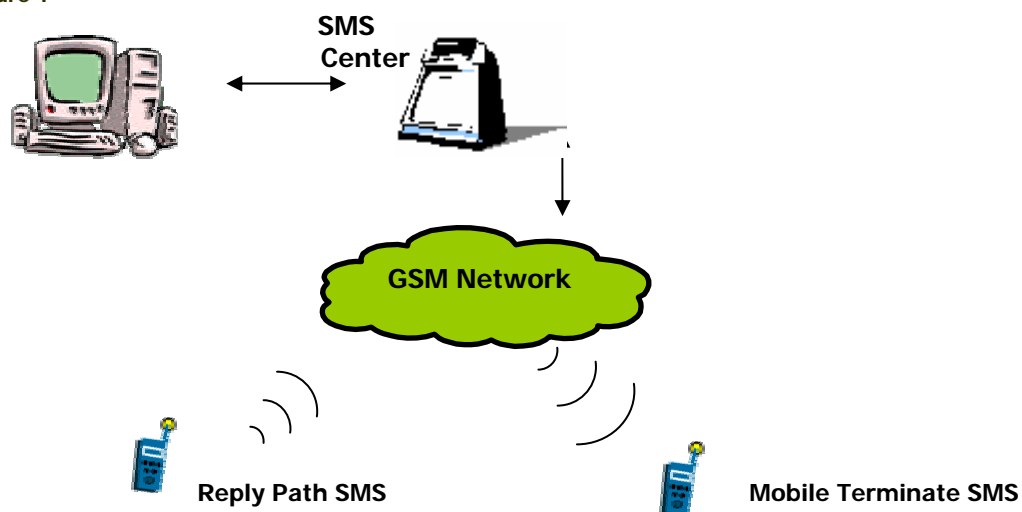


Figure 1



### System requirements

- PC or laptop
- Internet Connectivity
- Any operating system
- Clients and users with mobile handsets

### Registration

To register online for the Emailsms - <https://www.itouchsms.co.za/register/register.php3?service=email>

### iTouch SMS Infrastructure

iTouch maintains a robust network connecting servers onto the Vodacom, Cell C and MTN Cellular Networks. iTouch continually upgrades its protocol in order to be able to offer a world class service.

### iTouch SA

iTouch evolved from a company that provided telematic services to Telkom in the early 1990's. With the advent of cellular and Internet services it became a Vodacom value-added service provider, and was responsible for the launch of Yebo! Internet for Vodacom. This was the world's first Internet access service to be made available via GSM cellular network.

Since then iTouch SA has notched up a list of impressive technological achievements. In 1997 it was the first SA Company to launch an Interactive Voice Response (IVR) service via mobile network. Two years later it launched Alerts - a suite of Short Message Service (SMS) information services, including news, weather, sports and share prices amongst others.

Another major first was iTouch's launch of South Africa's first WAP mobile portal in 2000, followed in early 2001 with one of the world's first mobile 'pull' SMS information service which enables cellphone users to send an SMS requesting specific information, which is promptly sent by return-SMS.

In moving to establish the lead in the mobile business space, iTouch was quick to deploy proven leading-edge applications for the sales, service and logistics industries with products bought when parent company iTouch plc bought software developers Holliday Group.

iTouch SA, at the southernmost gateway to Africa, has established an international reputation for excellence in converting leading-edge wireless technology into marketable products and services that will lead the next thrust in information and telecommunications.

Additional information about iTouch and its SMS products can be found at [www.itouchsms.co.za](http://www.itouchsms.co.za)



### Contact details

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