



FtpSMS Product Description



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today | *tomorrow*

FtpSMS

FtpSMS – utilising FTP to deliver SMS.

What is FtpSMS?

FtpSMS allows you to send SMS (short text messages) to cellular phones using FTP (File Transfer Protocol).

FtpSMS is specifically designed to be able to manage high capacity SMS throughput.

How does FtpSMS work?

5 easy steps to send an FtpSMS:

1. Create the message in a text file (.TXT) using the specified submission format
2. Open your FTP client
3. Connect to the iTouch FTP server
4. Upload your file to the server and disconnect
5. Receive notification

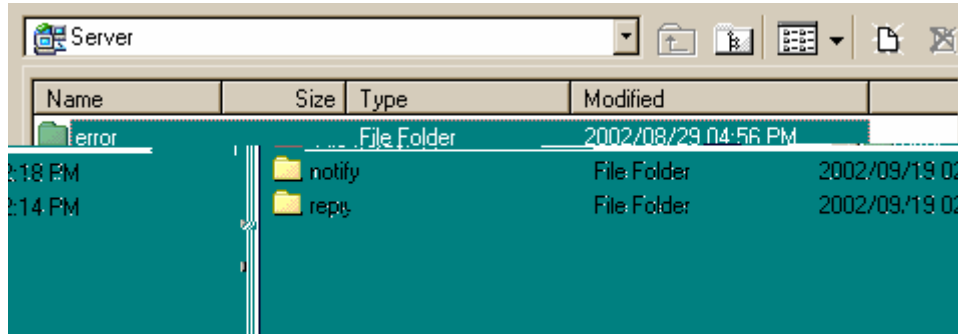
Authentication / Security

FtpSMS relies on a standard FTP login and password for the authentication of the user.

The user connects to the iTouch FTP server at ftpsms.co.za by entering the FTP login and password supplied upon registration for the service.

Submission FtpSMS Formats

Once you have successfully logged into the Server, your directory structure will look similar to that indicated in the image below.



Please note that the "error" folder and "reply" folder will only be created once the relevant action has occurred.



There are 2 formats that may be used to send FtpSMS.

Format 1

Sending multiple messages to single or multiple phones:

<CellphoneNumber>|<Message>|<Reference>|<Notification>|<Validity>|<ScheduledTime>|<Flags>|

Example:

Test1.TXT
082xxxxxxx Hi George ,Did you get the lead ? Let me know - John 123456 1 2h 083yyyyyyy Dear Horris , Your Policy has expired – Call us at Life People-123 gregtest1 1 2h 084zzzzzzz James, call me when you get this message james2 1 1d 2002/09/01 17:00:00 Flash

Note:

This format is used to send different sms's to different recipients in one single send.

Format 2

Sending single messages to single or multiple phones:

Example:

Test2.TXT
Cellphone: 082xxxxxxx Cellphone: 083yyyyyyy Cellphone: 084zzzzzzz Reference: 123456 Notify: 1 Validity: 2h Scheduled: yyyy/mm/dd hh:mm:ss Flash [BLANK LINE] Test Message is coming

This format is used to send ONE sms to multiple recipients.

Definitions

- **Cellphone** - the cellphone number that the message is to be sent to (082xxxxxxx).
- **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 / 1 / 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 1, the customer will receive notification in the form of a file stored in the customer's "notify" sub-directory. 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
- **Flags**
 - Flash - this message "POP Up" on to the screen of the phone
 - Binary – a hex string is sent which is converted to an Operator Logo or Ringtone
- **Text message** - the message to be sent. If the message is longer than 160 characters it will be truncated.



International Sending

Format of File 1

<PhoneNumber>|<Message>|<Reference>|<Notification>|<Validity>|<ScheduledTime>|<Flags>|<SourceNumber>

When sending international SMSs using the File 1 format, enter the international mobile number in the following format: +447773373848. A plus sign must be used to indicate that this is an international number, followed by the country code, and dropping the initial 0 (zero) of the mobile number.

In addition, the mobile number of the sender can be appended so that it appears as if the SMS came directly from the sender's mobile phone. Enter the sender's number at <SourceNumber>.

Format of File 2

Cellphone:<MSISDN>

Reference:<Alphanumeric>

Notification: <0,1,2 or email address>

Validity:<time valid>

Scheduled:yyyy/mm/dd hh:mm:s

Flash

Source:

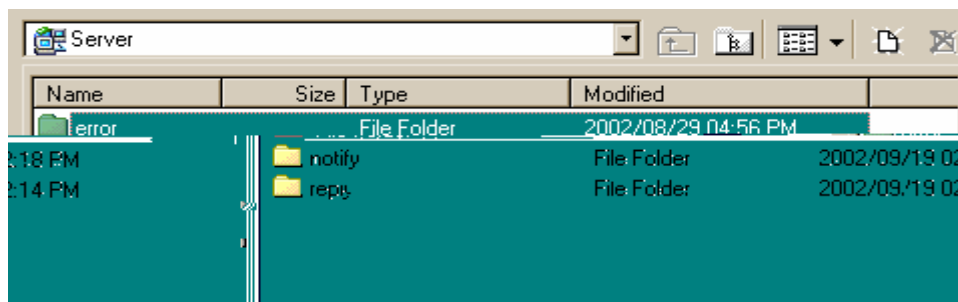
<<<<<Blank Line>>>>>

This is a Test Message

When sending international SMSs using the File 1 format, enter the international mobile number in the following format: +447773373848. A plus sign must be used to indicate that this is an international number, followed by the country code, and dropping the initial 0 (zero) of the mobile number.

In addition, the mobile number of the sender can be appended so that it appears as if the SMS came directly from the sender's mobile phone. Enter the sender's number at Source:.

Error Folder



The "error" folder is created when:

1. The Format of the message is incorrect
2. The fields of the File are spelt incorrectly
3. The service Maximum is reached while processing the file

The reasons for these errors are emailed to the respective client if an email address is loaded on the Account. The messages will NOT be sent unless adjustments to the file and/or account are made and the file re-submitted.



Notifications

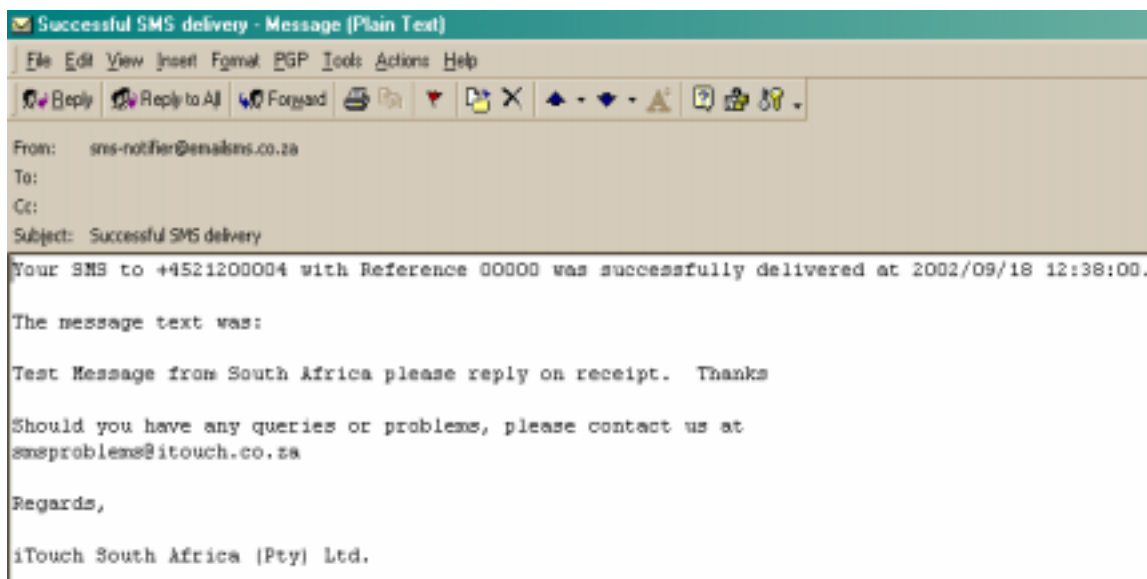
Notification regarding the success or failure of sent FtpSMS's can be enabled or disabled when sending SMS. This needs to be requested on registration or on send.

Note:

The notification set in the submission file is the Notification Request that is acknowledged by the SMS Server and not what has been stipulated in the Database.

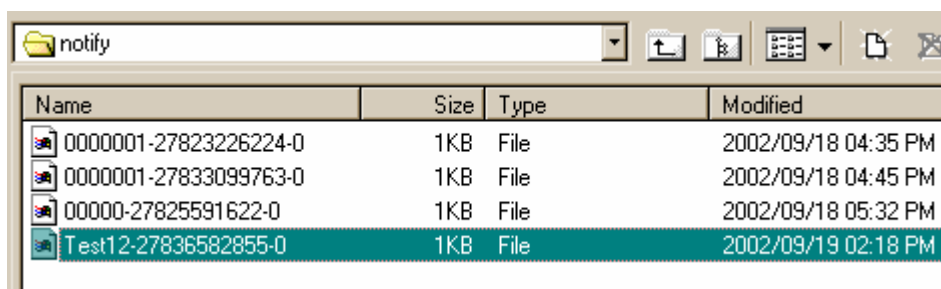
Notification can be received via email or FTP.

Notification via Email: The status for failure or success is explained in the email received. *Please note* that should this option be chosen, an email is generated for each cell number submitted to ftpsms.co.za.



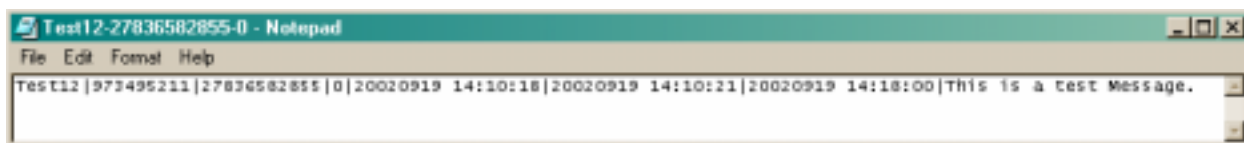
Notification via FTP: A folder called "notify" is created within your FTP directory. These need to be saved as Text files in order to view results.

1. Name of the File



Example highlighted above
 Test12 – User reference
 27836582855 – Cellphone number the SMS was sent to
 0 – Delivery Code

2. Content of the File



Definitions

Field Segmentation	Definition of Field	Example of Field
Field 1	User Reference	Test12
Field 2	SMSC Reference – This is the reference number from the associated GSM Networks	973495211
Field 3	International format of MSISDN the SMS was sent to	27836582855
Field 4	Delivery Status Code	0
Field 5	Time the message was submitted to iTouch SMS Server	20020919 14:10:18
Field 6	Time submitted to the relevant network	20020919 14:10:21
Field 7	Time Delivered to Cellphone	20020919 14:18:00
Field 8	Message Content	This is a test message

Status Delivery Codes

Status Code	Definitions of Code
0	SMS Delivered successfully
1	An unknown error has occurred
11	Your Account has not been activated
13	Your credit card has expired
14	Your monthly service limit has been reached.
15	Your monthly account limit has been reached.
16	SMS authenticated, but account not found in Database.
21	SMS not routed to requested Network
22	SMS Expired (Cellphone switched off /out of coverage for validity period.
23	Message in invalid format
24	Cellphone No has invalid length
25	Target Cellphone invalid
26	The SMS could not be delivered Possible reasons: Unknown subscriber specified Unknown error occurred.

Applications for FtpSMS

- 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...)



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.

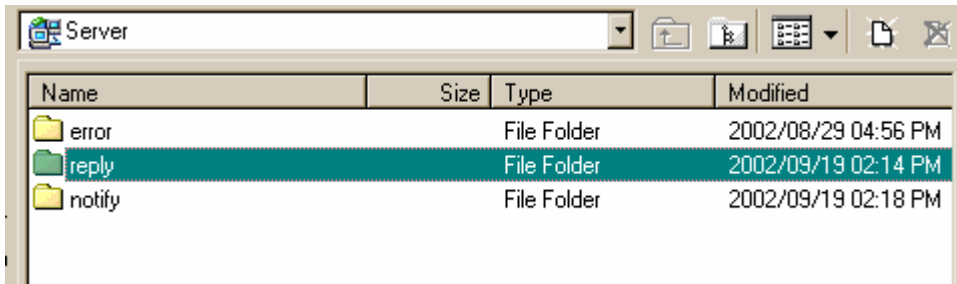
How does Reply Path SMS work?

There are 5 steps to using Reply Path:

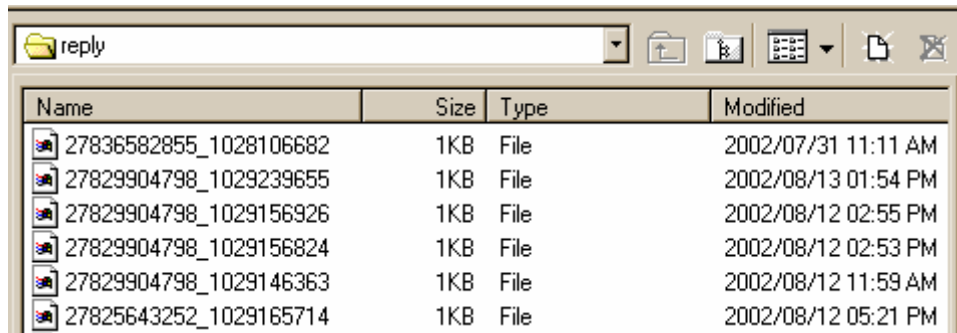
- On registration select “Reply Path” on the registration page
- A 5-digit number will be allocated to the respective client that is registering
- When a CSMS client sends an SMS, the sender number, which is +2782 007 0002, will be appended with the 5 digit number. E.g. +2782 007 0002 11111.
- The recipient 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.

FTPSMS

There will be a “reply” folder created on the user account on ftpsms.co.za. All the replies will be displayed in this folder.

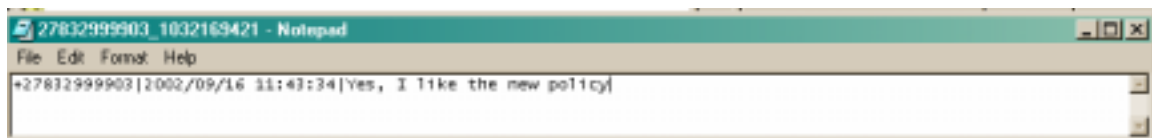


All SMSs received from the recipients are stored in this folder, which looks similar to the image below.



1. Name of the File Received
 27836582855 – Cellphone number from which the message was sent
 1028106682 – Reference number

Content of the file



Field	Definition of Field	Example of Field
Field 1	International format of Cellphone number from which the SMS originated	+27832999903
Field 2	Date and time SMS received	2002/09/06 11:43:34
Field 3	Content of SMS	Yes, I like the new policy

True Reply Path SMS for FTP

What is Reply Path SMS?

True Reply Path allows the Corporate SMS Client to link the reply to the original message that had been submitted.

Content of the file

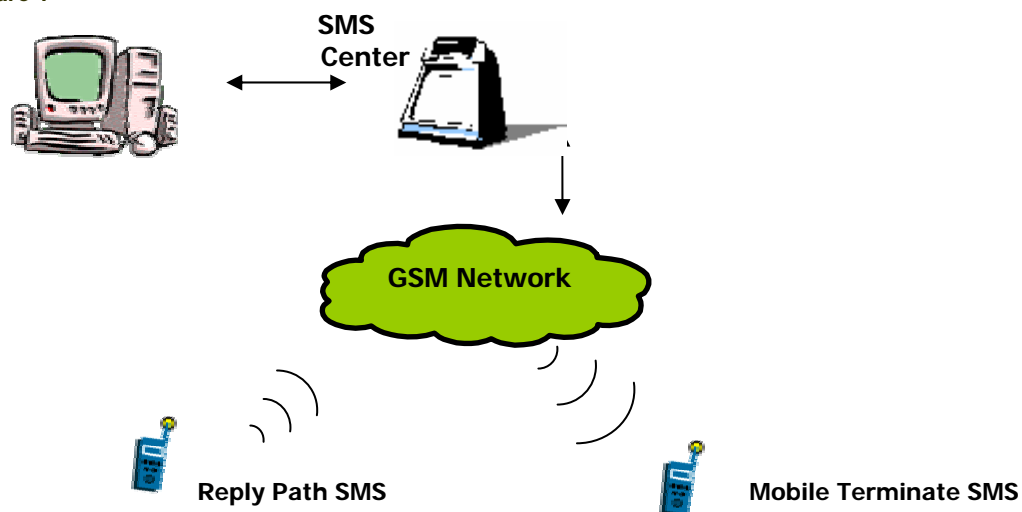
The True reply path file will look like this:



Field	Definition of Field	Example of Field
Field 1	International format of Cellphone number from which the SMS originated	+27836520006
Field 2	Date and time SMS received	2003/06/10 12:07:18
Field 3	Content of the original message sent to the Cellphone number	Hi test
Field 4	Reference number of the original message	12345
Field 5	True reply path number the Cellphone number responded to	+2783440056150461
Field 6	Content of the reply SMS	Test Message to test True Reply Path Test 2

This is how we send and receive SMSs

Figure 1



System requirements

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

Registration

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

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

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