SMSPortal
MO Services and Delivery Notification

1. Introduction

1.1. Summary

The objective of this document is to illustrate the functionality of the Delivery Notification Service (DLR Service) and the incoming and forwarding of SMS messages (MO Service).

1.2. Scope

The information contained in this document is of support to all third parties that intended to implement SMS services using the SMSPortal's advanced technological platform and its SMS Gateway.

1.3. To whom it may concern

MO and DLR services are available to all of our Customers and Business Partners, as well as:

- **Software House**
- **Developers**
- **System Integrators**

1.4. Glossary

ID ACCOUNT	Customer Identification
MO	Mobile Originating
MT	Mobile Terminating
SMS	Short Message Service
SMSC	Short Message Service Center
EMI	External Machine Interface
MSISDN	Mobile Station ISDN number
GSM	Global System for Mobile communications
DLR (o DR)	Delivery Receipt
KEYWORD	Key Word

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2. Specifications

2.1. MO services

MO service consists in receiving SMS messages at a specified number (MSISDN) provided by SMSPortal

2.1.1. Type of reception

Our Customers can purchase one or more KEYWORDs that the system will use to recognize the corresponding ID Account. In essence, in order to receive an SMS, it will be necessary that the text in the message starts with the selected KEYWORD (for example: #abc#). MO messages are received through a direct connection with Operator's SMSC, this means that it will be possible to manage large volumes of messages (average of 200-300 SMS per minute).

2.1.2. Archiving

Inbound messages will be stored in the data repository of the ID Account matched to the KEYWORD, this information can be accessed through a user friendly SMSPortal web control panel that can be accessed only by use of Username and Password.

2.1.3. Forwarding

Our Customers can request Redirect of inbound messages via Email or HTTP. By providing an Email address or Url, each time an SMS is received by the system, these will be forwarded to our Customer (text of the message, phone number, sender, date and time of delivery). The user can then process the received information and eventually send an SMS to reply. In the case of forwarding to a Url, the parameters mentioned will be relayed to the SMSPortal Server through a HTTP POST data call. The parameters used are the following:
- **Msg**
- **Status**
- **TimeStamp**
- **Phone**
- **Sender**
- **Encoding**
- **Udh**
- **Dcs**

The Customer page containing the script, will process the data and release the session within 10 seconds, in the event that this does not happens, the session will be terminated by SMSPortal's Servers (Timeout). Large Accounts Customers that have direct access to SMSPortal's platform will receive MO messages also through an EMI interface (command 52).

2.1.4. Utilization

Besides receiving and storing the received messages, the MO Service with redirect feature via HTTP, can be used also for deploying new interactive services such as:
- Database query
- User Polls
- Games
- Remote Control

2.2. Delivery notification

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The Delivery Notification Service allows receiving of an Email, or an HTTP POST call, each time the status of an SMS sent through SMSPortal changes or is updated. Through this feature, our Customers are always aware if an MT message has been delivered and when.

2.2.1. Email notification
If the notification is sent via Email, the Customer will receive an Email message containing information regarding the SMS message previously sent. The message will be sent to the Email address that the Customer will have indicated (MT) to the SMSPortal's Gateway.

2.2.2. Notification via HTTP
In the case of a Notification via HTTP, the SMSPortal Server will perform an HTTP POST call and will send to a Url, specified by the Customer, the values assigned to the following parameters:
- **- IdSMS**
- **- Status**
- **- TimeStamp**
- **- Phone**
- **- SmsRef**

2.2.3. IDSMS
The IDSMS parameter is the unique identification of the message sent and for which a notification is being received.

2.2.4. STATUS
The STATUS parameter indicates to the Customer if the message has been delivered (DELIVERED), or undelivered (NOT DELIVERED), or stored into SMSC (BUFFERED) or if an error has been determined during delivery (ERROR).

2.2.5. TIMESTAMP
The TIMESTAMP Parameter provides "time and date" of delivery of the message. If, STATUS NOT DELIVERED o ERROR, "time and date" of last update will be provided.

2.2.6. PHONE
PHONE Parameter indicates the phone number relative to the notification.

2.2.7. SMSREF
The SMSREF Parameter returns the value assigned by the customer to the stated parameter as the MT is submitted to the SMSPortal Gateway.