

Description of SMS notification

Sending SMS

The application has 4 steps:

Step 1 - entering recipients

The screenshot displays the 'Step 1 - entering recipients' interface. It features two tabs: 'Step 1 Select recipients' (active) and 'Step 2 Enter message'. Under the 'Step 1' tab, there are three radio button options: 'Upload file', 'Enter numbers manually', and 'Select database'. Below these is an 'Additional options' section with a checkbox 'Use from field' and a dropdown menu showing '112 (112)'. To the right, a 'File types' panel lists 'Excel (*.xls) Excel file', 'Excel 2007 (*.xlsx) Excel 2007 file', and 'CSV (*.csv) Comma separated value file'.

Several methods of adding a list of recipients and SMS content to the message are available:

- file upload;
- manual input of telephone numbers and the texts of SMS messages; and
- use of previously saved databases.

File download

The application supports uploads of *.txt, *.xls, *.xlsx, and *.csv files. The list of numbers must be located in the first column of the file, each number in a separate row.

The text file may only contain the list of user numbers. The numbers must be divided by a line break (Enter).

If you wish the second column to contain text of the SMS, which is unique for each recipient, please use files with extensions *.xls, *.xlsx, or *.csv. During upload of the file, select the option "The second column of the file contains the full text of the SMS (you will not be able to change the text during Step 2)".

If the text of the SMS is the same for all recipients, the file can be uploaded with numbers only and the SMS text can be entered during the next step.

Identification of telephone numbers

- 1) If the country code is not indicated, it is assumed to be a Latvian number.
- 2) If the number consists of 7 digits, it is assumed to be a Latvian number and 2 is placed in front of it.
- 3) all non-numeric symbols are deleted from the number.
- 4) if there are zeroes in front of the number, they are ignored.
- 5) the system considers the number incorrect, if:
 - the number consists of non-numeric characters
 - the number contains less than 5 digits
 - the number contains more than 18 digits
 - the country code has failed

- the Latvian number starts with 1 or 4
- the Latvian number is longer than 8 digits.

Step 2 - entering the text and sending SMS

The screenshot shows the 'Step 2 - Enter message' interface. At the top, there are two tabs: 'Step 1 - Select recipients' and 'Step 2 - Enter message'. Below the tabs is a large text area for entering the message. To the right, there is a 'Templates' section with a 'Test' template containing the text: 'Glāzšķūņa rūķīši jautri dziedādami čepj koncertlīgēja vāku.' Below the text area, there are several controls: 'Characters remaining: 160', 'SMS quantity: 1', and 'SMS type: Auto detection'. A dropdown menu is open under 'SMS type', showing options: 'Auto detection', 'Latin letters only', 'Latin letters only', and 'With special characters'. Below these are three checkboxes: 'Send later', 'Send chunk', and 'Send as Flash message'. At the bottom left, there is a 'Send' button.

The application offers the possibility of typing the SMS with Latin characters and special symbols – simultaneous use of macrons, carons and Russian characters is possible. The type of the message is determined automatically, but it is also possible to select it. If “Latin characters” is chosen, the system will automatically change all special symbols to Latin characters.

If special symbols are not used (Latvian, Russian language characters), one SMS message can include up to 160 characters. If this limit is exceeded, a split SMS message will be sent, as a result of which each part of the SMS includes a maximum of 153 characters.

If special symbols are used, one SMS can include up to 70 characters. If this limit is exceeded, a split SMS message will be sent, as a result of which each part of the SMS includes a maximum of 67 characters.

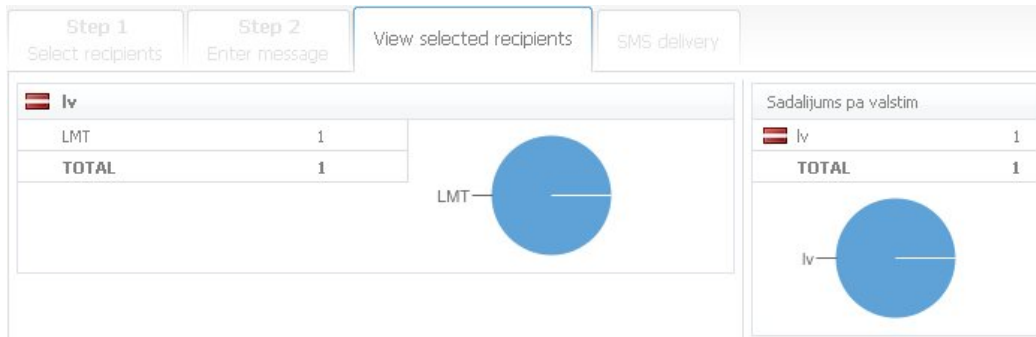
SMS may consist of 7 parts. Therefore, the maximum length of a regular text SMS (only ASCII 7-bit table characters – without macrons and carons, etc.) is $7 \times 153 = 1,071$ characters, while the maximum length of the SMS message with special symbols is $7 \times 67 = 469$ characters.

Please be aware that sending of split SMS messages is expressed by sending several SMS messages to one recipient. This means that you pay for each part of the SMS message as for a separate SMS message.

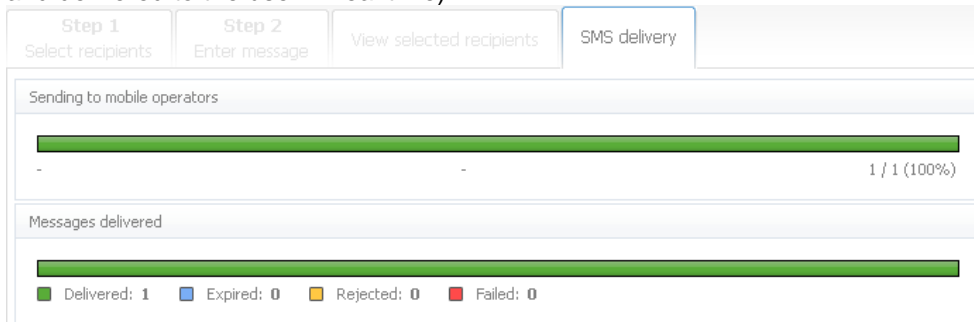
99% of the telephones merge the split messages into one before representing them. Therefore, the recipients of the SMS messages will seemingly receive one long SMS message.

The other two steps have an informative character:

3. **review of the recipients** (distribution of SMS messages by operators and countries)



4. delivery of SMS messages (tracing of how the SMS messages are forwarded to the operator and delivered to the user in real time).



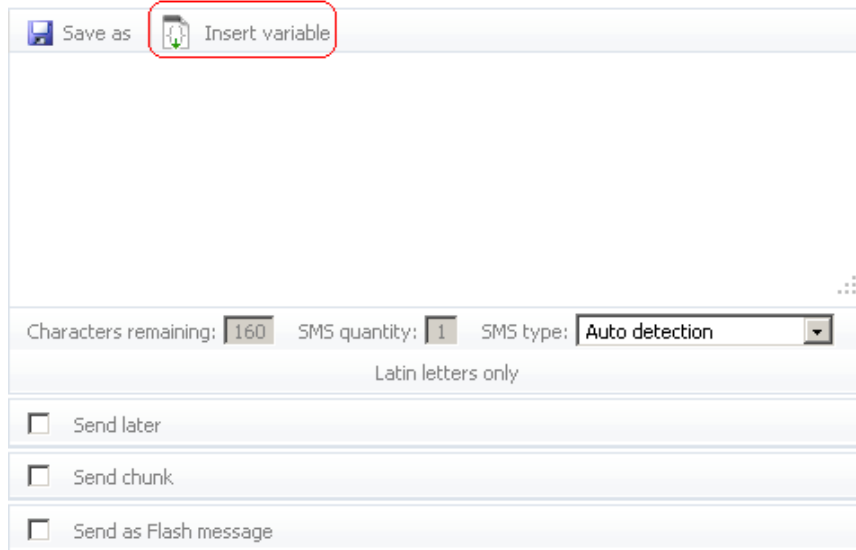
Reports

Reviewing the SMS delivery reports is possible in the section "Deliveries". Upon opening a particular delivery, all sent SMS messages are shown. Delivery status has been indicated for each SMS message. An explanation – delivered, undelivered, sent (to the operator) – is attached next to the status. An error code is attached in special cases with an explanation which indicates the reason of the particular unsuccessful delivery. The user can generate a report regarding each shipment in Excel format.

Statistics regarding the monthly quantity of the sent SMS is available in the "Reports" section. The data are summarised by day and operator. The possibility of generating a report in Excel format exists.

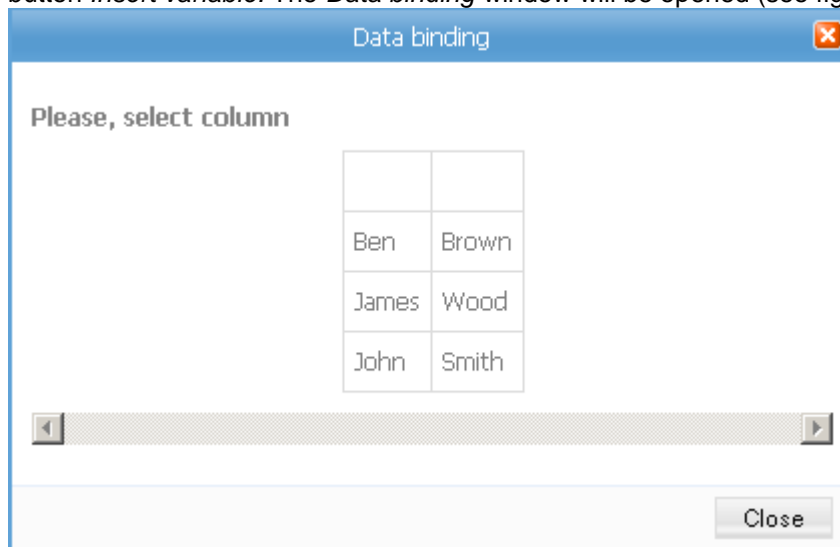
Additional possibilities

Variable use



The screenshot shows a software interface for composing an SMS message. At the top, there are two buttons: 'Save as' and 'Insert variable'. The 'Insert variable' button is highlighted with a red rectangular box. Below the buttons is a large empty text area. At the bottom of the interface, there are several controls: 'Characters remaining: 160', 'SMS quantity: 1', 'SMS type: Auto detection' (with a dropdown arrow), and 'Latin letters only'. Below these are three checkboxes: 'Send later', 'Send chunk', and 'Send as Flash message', all of which are currently unchecked.

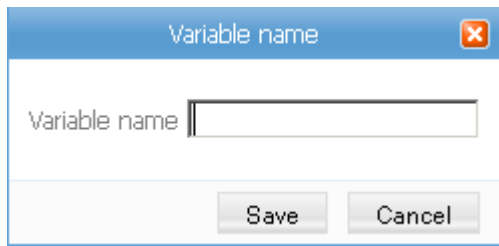
During composition of the text of the SMS message, the variables can be inserted by pressing the button *Insert variable*. The *Data binding* window will be opened (see figure).



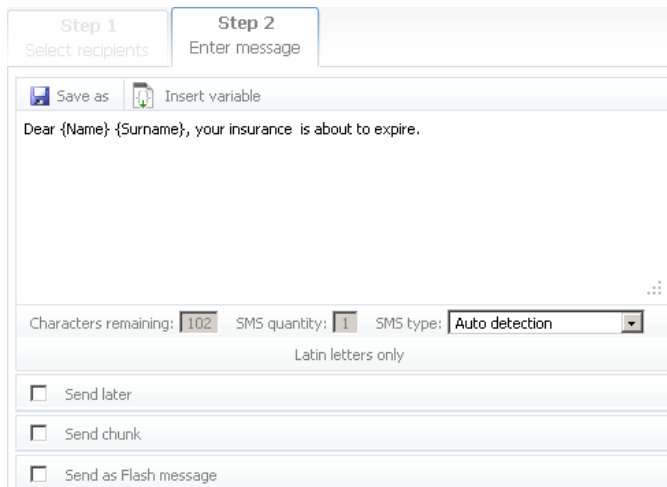
The screenshot shows a window titled 'Data binding' with a close button in the top right corner. The window contains the text 'Please, select column' and a table with three rows of data. The first row is empty, and the subsequent rows contain the names 'Ben', 'James', and 'John' in the first column, and 'Brown', 'Wood', and 'Smith' in the second column. Below the table is a horizontal scrollbar. At the bottom right of the window is a 'Close' button.

Ben	Brown
James	Wood
John	Smith

The table, representing the data uploaded from the file, will appear in this window. Line 1 contains field names, which must be defined. In order to insert a variable into the text, press the column, from which the data will be taken. The *Variable name* window will be opened (see figure), where the name of the variable must be indicated.



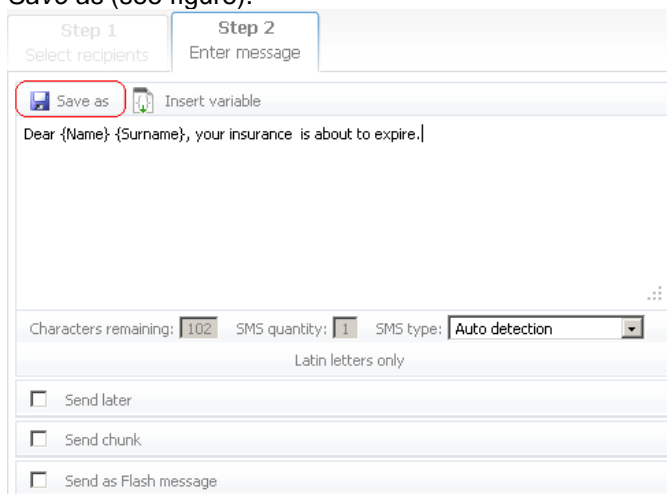
Upon pressing the *Save* button the selected variable will be inserted into the text of the SMS message. The variables in the text are represented with curly brackets, for instance {variable name} (see figure). The variable is not automatically separated by a whitespace; therefore, a whitespace must be manually inserted before and after the variable, if required.



As many variables can be inserted into the text of the SMS message as you wish by indicating the same variable repeatedly.

Template creation

The text of the SMS message can be stored as a template. It can be done by pressing the button *Save as* (see figure).



The window *Template names* will be opened (see figure), where the name must be entered.

All templates saved by the user are available in the section *Templates* (see figure).

By using templates you will not have to enter the text of the SMS message and define variables. Only uploading of the file and selection of the template will be required. It can be done by clicking on the name of the template. The templates can also be edited and deleted. When a previously created template is used, the column sequence in the uploaded file must match that of the original file, which was used for creation of the template.

Sending a delayed SMS

If sending an SMS message on a later date or at a later time is required, the "Send later" option must be checked and the required date and time of sending must be indicated (see figure).

Step 1
Select recipients

Step 2
Enter message

Save as
Insert variable

Dear {Name} {Surname}, your insurance is about to end {date}.

Characters remaining: 99 SMS quantity: 1 SMS type: Auto detection

Latin letters only

Send later

Start time: 10 : 11 Date: 24.07.2012

Send chunk

Recipient quantity in interval(max. 3): 5000

Interval: 00 : 30 (hours : minutes)

Start time from: 10 : 00 to: 20 : 00

Send as Flash message

Send

If the number of the recipients is high, it is possible to check *Send batch* and *Interval* and indicate the duration of the interval between the batches of the SMS messages to be sent and number of recipients during the interval. If sending an SMS takes a lot of time and you do not wish the SMS to be sent, for instance, at night, it is possible to indicate the time of sending. Then the SMS will be sent only during the indicated time period and sending thereof will be restarted on the next day.

Step 1
Select recipients

Step 2
Enter message

Save as Insert variable

Dear {Name} {Surname}, your insurance is about to end {date}.

Characters remaining: 99 SMS quantity: 1 SMS type: Auto detection

Latin letters only

Send later

Start time: 10 : 11 Date: 24.07.2012

Send chunk

Recipient quantity in interval(max. 3): 5000

Interval: 00 : 30 (hours : minutes)

Start time from: 10 : 00 to: 20 : 00

Send as Flash message

Send

If you have any questions, feel free to write to sms@lattelecom.lv