



SMSGlobal – HTTP-2WAY-API
July 2010

Copyright SMSGlobal Pty Ltd (AU) & Global Messaging FZ-LLC (UAE)

No part of this document may be reproduced except as authorised by written permission.

The copyright and foregoing restrictions extend to reproduction in all media.

© SMSGlobal Pty Ltd. All rights reserved.

CONFIDENTIAL

HTTP-2WAY-API

Contents

HTTP-2WAY-API	3
Preface	3
Introduction	3
Features	4
Sending SMS.....	4
HTTP Request.....	4
HTTP Response.....	5
Status Codes.....	5
Example: Sending a SMS.....	5
Recipient Replies (Incoming SMS).....	6
Dedicated Numbers	6
Delivery Receipts.....	7
Email.....	7
HTTP Post Back.....	7
Message Limitations	8
Sender ID.....	8
Unicode (International Languages / Special Characters).....	8
Automatic OPT Out	9
SMSGlobal Contact Details	10

HTTP-2WAY-API

Preface

Welcome to the SMSGlobal HTTP-2-WAY API. This document provides a reference for all features available to you via the HTTP-2WAY interface for sending SMS.

Further documentation can be found on our MobileWorks Administration in regards to configuration settings for this interface.

Introduction

The HTTP-2WAY-API allows you to integrate your Application (Client) to SMSGlobal (Vendor) using the HTTP protocol to send SMS. HTTPS is also supported for secure transactions using SSL encryption.

The Client issues either a HTTP GET or POST request to the SMSGlobal HTTP interface supplying a list of required parameters. SMSGlobal issues back a HTTP Response which indicates the validity of the transaction.

The HTTP-2-WAY-API is used for 2 way messaging. This allows recipients of your messages the ability to reply.

Features

Please find below a list of features for this API.

- Custom Sender ID
- Dedicated Virtual Numbers
- Delivery Receipt Notifications via Email/SMS
- Recipient OPT Out Option
- 24/7 support via our support system

Sending SMS

URL: <http://www.msglobal.com/http-api.php>

HTTP Request

Please find below a list of available parameters.

Parameter	Description	Limitation	Mandatory
action	Action to be taken. [Default: sendsms]		Mandatory
user	Your SMSGlobal username		Mandatory
password	Your SMSGlobal password		Mandatory
to	MSISDN of Recipient that the message will be going to. Eg: 61409317436 (Do not use + before the country code)		Mandatory
text	Message to be sent.		Mandatory
api	Enables 2-way messaging. [Default: 1] 1 = enabled 0 = disabled		Mandatory
maxsplit	Enables splitting of message if text exceeds 160 characters. Specifies number of times allowed to split. [Default: 1]		Optional
userfield	Custom Field which you can store internal ID or other information that you want returned to you with any reply to your outgoing SMS.	Max 255 Characters	Optional

HTTP Response

The HTTP Response from SMSGlobal contain the following:

- Status Code
- Sent Queued Message ID (Internal use only)
- SMSGlobalMsgId
- Error message (if present)

Status Codes

If the message has been sent successfully the status code will return **OK: 0**

Example:

```
OK: 0; Sent queued message ID: 941596d028699601
SMSGlobalMsgID:6764842339385521
```

If the message was unable to be delivered it will return **ERROR: {Status code} {Error Msg}**

Example:

```
ERROR: Missing parameter: from
```

Example: Sending a SMS

Below is an example request for sending an SMS with the following details

Username: testuser

Password: secret

To: 61447100250

Message: Hello World

UserField: 61728

Request:

```
http://www.msglobal.com/http-
api.php?action=sendsms&user=testuser&password=secret&
&to=61447100250&text=Hello%20world&api=1&userfield=61728
```

Output:

```
OK: 0; Sent queued message ID: 941596d028699601
SMSGlobalMsgID:6764842339385521
```

Recipient Replies (Incoming SMS)

Incoming SMS HTTP Post Back

If you would like notification of your Incoming SMS to be pushed to your server, please ensure you specify a URL in Mobileworks *Preferences*.

Please find below the list of parameters that are sent.

Parameter	Description
to	Mobile Terminated Number, where the message was sent to
from	Mobile Originated Number, where the message was sent from
msg	Contents of the message
userfield	Unique userfield passed in the original request
date	Date the message was received by SMSGlobal.

Dedicated Numbers

Often it is practical to have all SMS traffic sent from the same number each time. This makes it easier for recipients to reply to your message or when sending our message campaigns.

Virtual/Dedicated numbers offer a high-volume two-way SMS solution which can receive large volumes of messages. A dedicated number works like a normal mobile number. Once you have purchased one you will be able to receive text messages to it as you would a regular mobile number. Friends, customers or anybody with a mobile will be able to send SMS text messages to you.

Dedicated numbers attract a monthly fee and can be purchased by placing a request on our website at www.msglobal.com.

Note: When you using 2 way messaging and dedicated number, the userfield no longer works and is ignored on the API.

Delivery Receipts

Upon delivery confirmation from the carrier, SMSGlobal can notify you of message delivery status. This status will indicate whether the carrier was successful in delivering the message to the handset or whether an error occurred.

Note: It is also the only way to track delivery times of messages.

Delivery notification is provided by the following methods.

- Email – Each receipt will be sent via email
- HTTP Post Back – each receipt will be sent to your server to monitor

These can be configured under preferences in your SMSGlobal account. Please refer to the Mobileworks Administration documentation further information.

Email

The email address that it will send these types of notifications to is the main email account associated with your SMSGlobal account.

Warning: Bulk SMS will generate large numbers of delivery receipts and could flood your inbox.

HTTP Post Back

Upon delivery confirmation SMSGlobal can Post Back to your own server to allow you to monitor the status of messages sent. Please refer to Delivery Receipt documentation for further information.

Please find below the list of parameters that are sent.

Parameter	Description
msg_id	Unique SMSGlobal Message ID
dlrstatus	The status of the delivery for SMS.
dlr_err	The error code.
done date	The 10 digit date/time representation in the format of yymmddhhmm (year month day hour minute)

Message Limitations

SMS Length (160 characters)

A single SMS has the limitation of being 160 characters in length. By default, if you attempt to send a message which is more than 160 characters, the message will be truncated.

However you can explicitly indicate that you would like a message to be split into multiple message parts if it exceeds this limit. Each message part is equal to sending a single SMS.

This is by passing the optional parameter MAXSPLIT with your request indicating how many times to split the message if it exceeds this limit.

If a message exceeds 160 characters, it will be split into multiple message parts. Each message part is restricted to 153 characters in length (7 bytes for headers).

MAXSPLIT	Message Length / Parts
1	160 chars
2	306 chars (153*2)
3	459 chars (153*3)

Note: A message will only be split if it exceeds 160 characters. If your message is under 160 characters and you specify a split parameter, you will only be charged for a single message.

Sender ID

It is possible to specify your Sender ID as an alphanumeric string. It must be between 3 – 11 characters.

Unicode (International Languages / Special Characters)

When a message is sent that contains a special character that is not a part of the standard ASCII character set, the character set for the entire message is set to Unicode.

This has a limitation of the length of the message. Each Unicode character (2 bytes) consumes more space compared to the standard ASCII character (1 Byte). This in effect reduces the message length by more than half from 160 characters down to 70.

Important: This has a direct impact on the total cost of each message sent.

Automatic OPT Out

In the event that a recipient no longer wishes to receive messages from you, we provide the automatic OPT Out service.

The recipient can reply to the message the word '**STOP**', which will automatically remove the recipient contact record from your Mobileworks phonebook.

If the recipient is not in your Phonebook, it is up to you to monitor OPT Out requests via your Incoming SMS reports to keep track of those contacts no longer wishing to receive messages.

Note: OPT Outs are not compatible when using Alphanumeric Sender Ids.

SMSGlobal Contact Details

SMSGlobal Headquarters

1/75 Lorimer St
Docklands, VIC 3008
AUSTRALIA

T: 1300 883 400
T: +61 3 9095 6245
F: +61 3 9646 8837

SMSGlobal EMEA Office

3015 Shatha Tower
Dubai Media City, Dubai
UNITED ARAB EMIRATES

T: +971 4 440 9600
F: +971 4 445 8467

PO Box 502014 – Dubai, UAE

Web Address: www.msglobal.com

Support: <http://www.msglobal.com/support/>