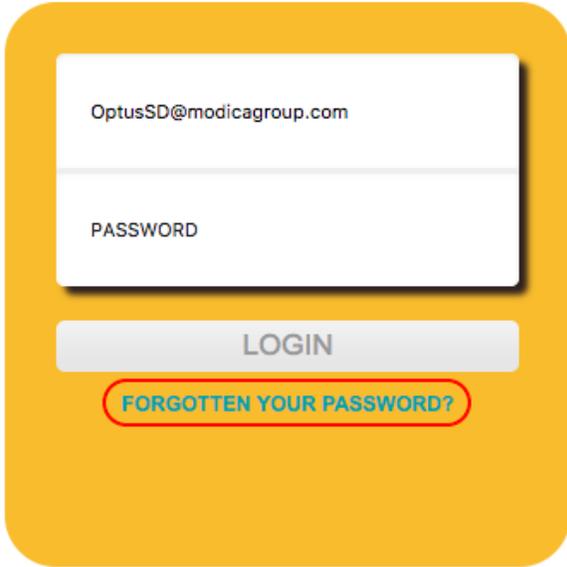
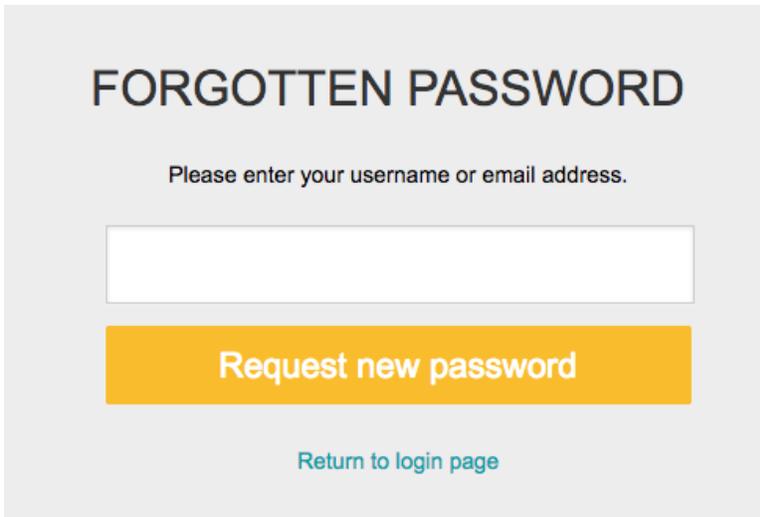


Frequently Asked Questions

On the Optus SMS Suite portal login page, select **Forgotten Password**



Enter your username or email address and select **Forgotten Your Password**

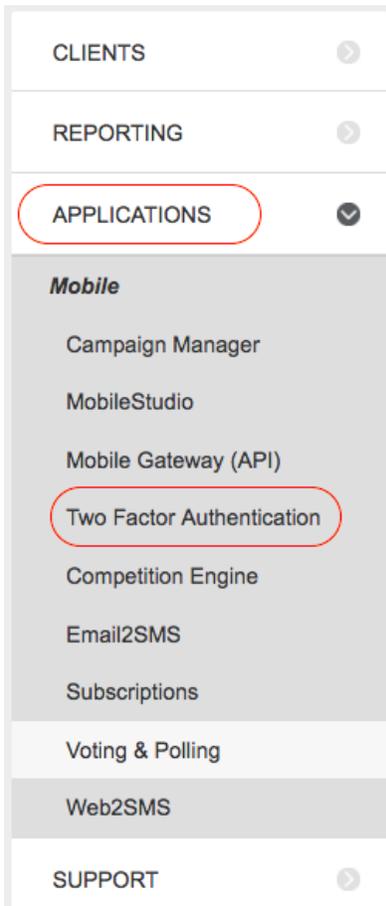


An email will be sent with a password reset link. Create a new password after clicking the link.

Requests to rename services can be submitted via email to your Optus Account Manager. Alternatively, requests can also be sent to OptusSD@modicagroup.com.

For any cancellation requests, please contact your Optus Account Manager directly.

Anyone with a user account for the Optus SMS Suite portal can request a new product. To do so, select **Applications** from the side navigation bar and the product you wish to add to the account, e.g. Two Factor Authentication



An information sheet will provide you with a brief overview of the product, how it works and some of its features. Select **Request This Product**.

TWO FACTOR AUTHENTICATION

Welcome to Two Factor Authentication! Unfortunately you do not have this product provisioned yet. Please see the information sheet below for further information on whether this product is right for you.

Should you wish to use this product, please click the button below to request.

[Request This Product](#)

A confirmation will appear on screen to notify you that your request will be sent to Optus Service Delivery to be actioned.

There are no extra charges for additional user accounts.

Optus customers who have permission to create other users can do so once logged into the portal. If you have admin rights you can also view / add new contacts and user accounts under your business account. New user accounts require a new contact to be added first.

If you do not have permission to add new users, then please request this via your Optus Account team or email OptusSD@modicagroup.com

1. Navigate to the **Contacts** tab under **Clients** and select **Add Contact**

- CLIENTS**
- Client Search
- Contacts**
- User Accounts
- GATEWAY
- REPORTING
- APPLICATIONS
- SUPPORT

CUSTOMER: OPTUS DEMO (a Customer of: Optus)

Company **Contacts** Projects Documents Activities User Accounts

Company: Optus Demo

Contacts **Domain Contacts**

ACTIVE CONTACTS

| Position | First Name | Last Name | Phone | Mobile | Email | Roles | Notes |
|--------------|------------|-----------|-------|--------|---------------------------|---|-------|
| Demo Contact | Demo | Contact | | | optusdemo@modicagroup.com | Automated Event Contact Billing Billing Escalation Commercial Technical - outage contact Technical - secondary | |
| Test | Test | Test | | | test@test.co.nz | Commercial Technical - outage contact Technical - secondary Automated Event Contact Billing Billing Escalation | |
| | | | | | | Automated Event Contact Billing Billing Escalation Commercial Technical - outage contact Technical - secondary | |

[Add Contact](#)

2. Fill in the new contact details. Once completed, select **Create**

CLIENTS ▼

- Client Search
- Contacts**
- User Accounts
- Product Search
- Communication
- Expiring Services

FINANCE ▶

ADMINISTRATION ▶

GATEWAY ▶

REPORTING ▶

APPLICATIONS ▶

SUPPORT ▶

NEW COMPANY CONTACT

| | | |
|-----------------|---|-----------------------------|
| Position:* | <input type="text" value="Demo Contact"/> | <i>e.g. General Manager</i> |
| First Name:* | <input type="text" value="Demo"/> | |
| Last Name:* | <input type="text" value="Contact"/> | |
| Status | active | |
| Roles | <input type="text" value="Automated Event Contact"/> <input type="text" value="Billing"/> <input type="text" value="Billing Escalation"/> <input type="text" value="Commercial"/> <input type="text" value="Technical - outage contact"/> | |
| Office Phone: | <input type="text" value="+61290123456"/> | <i>e.g. +6491234567</i> |
| Mobile Number: | <input type="text"/> | <i>e.g. +6427412345</i> |
| Email Address:* | <input type="text" value="xxxxx@modicagroup.com"/> | |
| Address Search: | <input type="text" value="Enter a location"/> | |
| Address 1:* | <input type="text" value="123 Street"/> | |
| Address 2: | <input type="text"/> | |
| Address 3: | <input type="text"/> | |
| Box or Bag No: | <input type="text"/> | |
| Suburb: | <input type="text"/> | |
| City | <input type="text" value="Sydney"/> | |
| State: | <input type="text" value="NSW"/> | |
| Postcode: | <input type="text" value="2000"/> | |
| Country | <input type="text" value="Australia"/> | |
| Notes: | <input type="text"/> | |

3. Navigate to the **User Accounts** tab and select **Create Account**

CUSTOMER: MODICA INTERNAL TEST ACCOUNT (a Customer of: Optus)

- Company
- Contacts
- Projects
- Documents
- Activities
- Financial
- User Accounts**

Company: Modica Internal Test Account

ACTIVE ACCOUNTS

Create Account

| User Account | Contact | Type | Action |
|--|-------------|----------|---|
| modicainternaltesting@modicagroup.com | Modica Test | Customer | Login as this User Expire Password |

4. In the next screen, select the new contact that was just created from the **Contact** drop-down menu.

Select **Generate Password**

From the Type drop-down menu, select **Customer**

Select **Create Account**

CREATE NEW ACCOUNT

Contact Demo Contact [Create New Contact](#)

User Name democontact@modicagi

Password cF5431P58DONMqW3 **Generate Password**

Company Andrew's Training Company

Type Customer

Any communications for this user account will be sent to:

Mobile

Email Address democontact@modicagi

IF this is NOT the correct contact information for this user, please choose another contact from the drop down, or create one for this user account: [Create New Contact](#).

Create Account

5. Provide the new user account with the required permissions applicable to the products you are using.

When creating user accounts, the new user account needs to be set up as a Customer 'type' and requires access to the products they have purchased (as listed in the below screenshots), including Mobile Report.

e.g. a user account that has Campaign Manager will require the following items selected:

- Campaign Manager application access
- Campaign Manager - source mask
- Campaign Manager - View user logs

| Product | Permissions to be Selected |
|-------------------------|---|
| Gateway API (ALL Types) | <input type="checkbox"/> Access to Gateway API configuration |
| Email2SMS | <input type="checkbox"/> Email2SMS - Access to Application <input type="checkbox"/> Email2SMS - Access to configuration tab |
| Web2SMS | <input type="checkbox"/> Web2SMS - Application access |
| Campaign Manager | <input type="checkbox"/> Campaign Manager application access <input type="checkbox"/> Campaign Manager - source mask <input type="checkbox"/> Campaign Manager - View user logs |
| 2 Factor Authentication | <input type="checkbox"/> Two Factor Authentication API Configuration |
| Mobile Studio | <input type="checkbox"/> MobileStudio - Application access <input type="checkbox"/> MobileStudio - Access to "Reply" function <input type="checkbox"/> MobileStudio - Manage keywords and keyword responses |
| Competition Engine | <input type="checkbox"/> Competition - Application access |
| Subscriptions | <input type="checkbox"/> Subscriptions - Access to view/set up/maintain application <input type="checkbox"/> Subscription admin pages |
| Voting | <input type="checkbox"/> Polling & Voting - Access to view/set up/maintain applications |
| Mobile Report | <input type="checkbox"/> Mobile Report Access |

Free trials expire after 30 days or 100 messages (whichever comes first) after which, the account will shut down. A notification email will be sent to the customer to advise that the free trial has ended. Your Optus salesperson will discuss the process to move to a production account.

Concatenated messages (messages that are larger than one standard SMS) are billed by the total SMS messages contained within the concatenated SMS message content.

The number of characters per SMS message depends on what character set is used:

- A standard GSM-03.38 text message is 160 characters long.
- A standard UCS-2 text message (e.g. Unicode characters like Chinese or Arabic) is 70 characters long.

If the message is longer than these limits, it will concatenate and be sent as 2 (or more) messages, up to a maximum of 10 concatenated message units. Your account usage is recorded and billed per message unit.

When concatenation occurs the first message reduces to 153 characters (GSM) or 67 characters (UCS-2), and the remaining characters roll into a second message (concatenation). The reason for the shortened length is the information contained within the UDH uses space within the SMS payload when concatenation occurs.

Source masks (also known as alphanumeric sender IDs or "alphas") allow you to replace the sending mobile phone number with a custom sender name. Your recipient's handset will display the source mask as the sender in place of a sending mobile phone number.



If you add a source mask to your message, your recipient will not be able to reply.



Source mask format requirements

Source masks must adhere to the following rules:

- Source masks can be a maximum of 11 characters in length.
- Spaces are not permitted as the first or last character in the source mask.
- The following characters are permitted:
 - Alphanumeric characters.
 - Spaces within the source mask (rather than at the start or end). Note that Apple devices will remove these spaces.
 - The following symbols: underscores, hyphens, ampersands, question marks, exclamation marks, single or double quotation marks, asterisks, dollar signs, hashes, percent signs, the 'at' symbol, plus signs, commas and full stops.

The Optus SMS platform allows for messages sent via Campaign Manager or Gateway API's to include source masks, however, some mobile devices will display a source mask different.

Apple devices: Apple devices will present all source masks as one word.

For example, if the source mask is set as **ABC 123**, Apple devices will drop the space and display the source mask as **ABC123**

Android devices: Android devices will present all source masks exactly as they are entered into the Optus SMS platform.

For example, if the source mask is set to **ABC 123**, Android devices will keep the space in between both parts and display the sender ID as **ABC 123**



Limitations

Countries including New Zealand the USA, do not support source masks. Some international delivery partners will replace the source masks with a local number to ensure message delivery, however, we cannot guarantee this.

For New Zealand, we recommend all messages are sent with an Australian source mask, as currently, the standard behaviour is that Australian numbers are replaced with a New Zealand shortcode.

Messages that are sent with a source mask are used for one-way communication only. Because the source mask replaces the actual phone number in the message, the recipient handset doesn't have a number to send a reply to. For this reason, recipients of messages with a source mask cannot reply to these types of messages.



Source masks are available for Gateway APIs, Campaign Manager and Email2SMS products only

Gateway API source masks are managed by your organisation's internal messaging application.

To add a source mask to your Gateway API application, please contact your IT Administrator for assistance or refer to the appropriate API user guide [here](#).

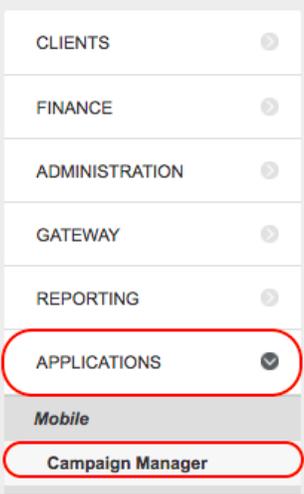
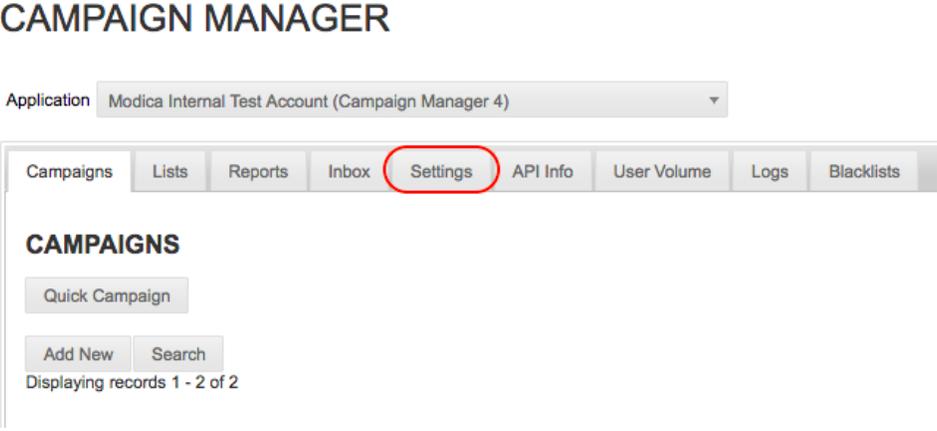
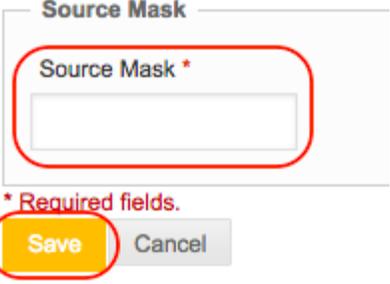
Campaign Manager and **Email2SMS** source masks are managed in the Optus SMS Suite.

The below work instructions will show you how to set up a source mask in Campaign Manager.

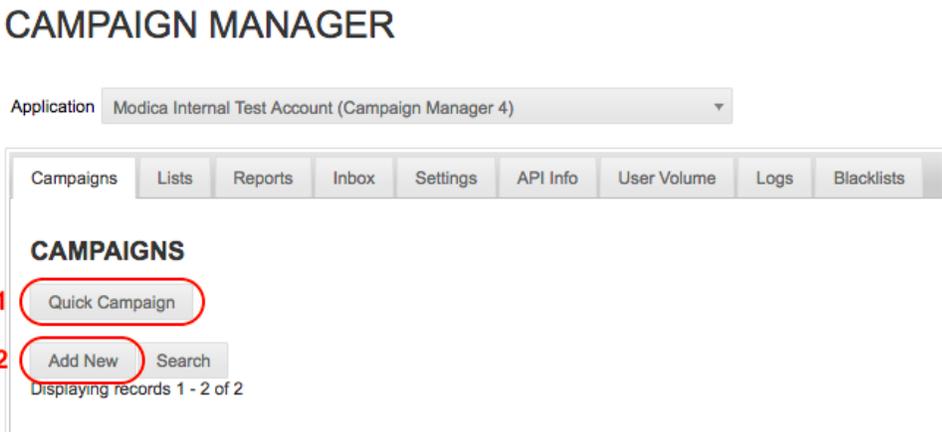
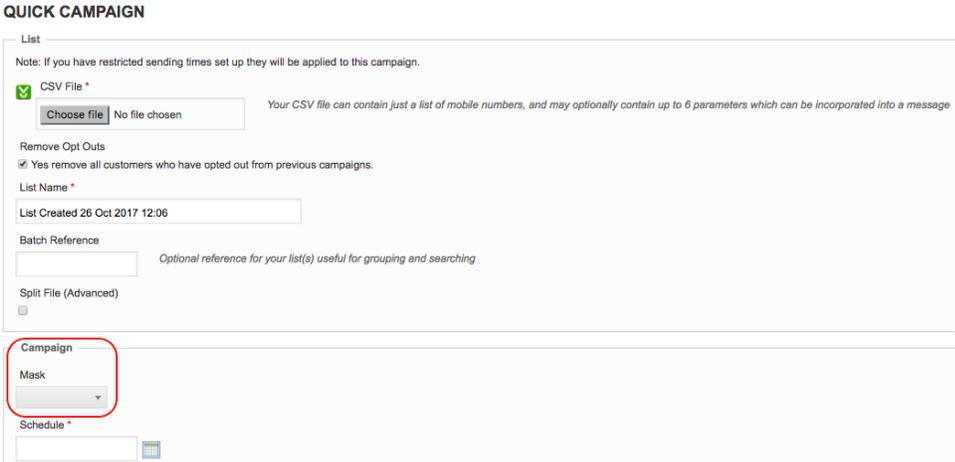
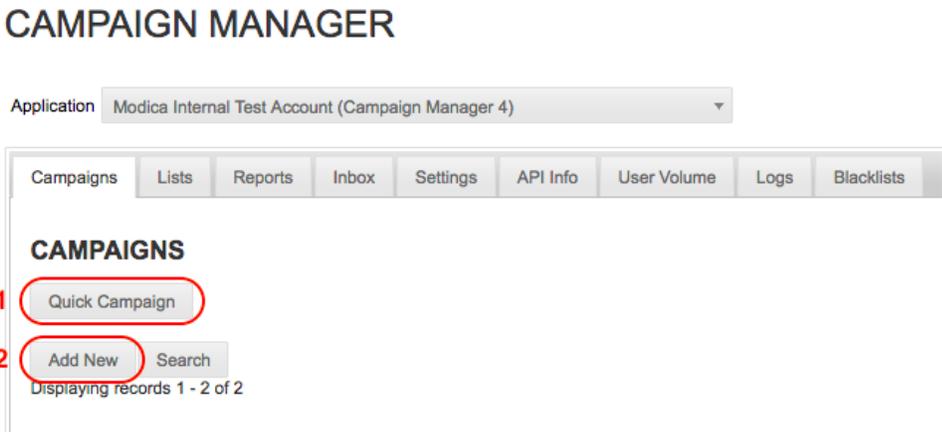
Adding a Source Mask in Campaign Manager

[Work Instructions](#)

[Screenshot](#)

| | |
|--|---|
| <p>a. Select Applications from the navigation menu</p> <p>b. Select Campaign Manager</p> |  |
| <p>c. From within the Campaign Manager application, select the Settings option</p> |  |
| <p>Scroll down to Source Masks</p> <p>d. Select Add New</p> |  |
| <p>e. Enter the required Source Mask, taking note to follow the naming convention as outlined in the FAQ "What is a Source Mask?"</p> <p>f. Select Save</p> <p>The Source Mask has now been saved to the application. Repeat steps d, e and f to add additional Source Masks</p> |  |

Using a Source Mask in Campaign Manager

| Work Instructions | Screenshot |
|--|--|
| <p>The newly added Source Mask can be selected using the Add New campaign or Quick Campaign options</p> <p>1. Quick Campaign</p> <p>a. Create a Quick Campaign as per the normal process</p> |  <p>CAMPAIGN MANAGER</p> <p>Application: Modica Internal Test Account (Campaign Manager 4)</p> <p>Campaigns Lists Reports Inbox Settings API Info User Volume Logs Blacklists</p> <p>CAMPAIGNS</p> <p>1 Quick Campaign</p> <p>2 Add New Search</p> <p>Displaying records 1 - 2 of 2</p> |
| <p>b. From the drop-down menu, select the Mask that was created in Steps e and f</p> <p>Complete your Campaign as per the normal process</p> |  <p>QUICK CAMPAIGN</p> <p>List</p> <p>Note: If you have restricted sending times set up they will be applied to this campaign.</p> <p><input checked="" type="checkbox"/> CSV File * <input type="button" value="Choose file"/> No file chosen <small>Your CSV file can contain just a list of mobile numbers, and may optionally contain up to 6 parameters which can be incorporated into a message</small></p> <p>Remove Opt Outs <input checked="" type="checkbox"/> Yes remove all customers who have opted out from previous campaigns.</p> <p>List Name * List Created 26 Oct 2017 12:06</p> <p>Batch Reference <input type="text"/> <small>Optional reference for your list(s) useful for grouping and searching</small></p> <p>Split File (Advanced) <input type="checkbox"/></p> <p>Campaign Mask <input type="text" value=""/></p> <p>Schedule * <input type="text"/></p> |
| <p>2. Add New Campaign</p> <p>a. Create a Campaign as per the normal process</p> |  <p>CAMPAIGN MANAGER</p> <p>Application: Modica Internal Test Account (Campaign Manager 4)</p> <p>Campaigns Lists Reports Inbox Settings API Info User Volume Logs Blacklists</p> <p>CAMPAIGNS</p> <p>1 Quick Campaign</p> <p>2 Add New Search</p> <p>Displaying records 1 - 2 of 2</p> |

b. From the drop-down menu, select the **Mask** that was created in **Steps e and f**

ADD CAMPAIGN

Campaign

List *

Mask

Schedule *

Template

Message *

Used 0 Remaining 160 Encoding GSM

Character Limit Info

* Required fields.

Save Cancel

Any billing enquiries or issues should be directed through standard Optus Business support channels via <https://www.optus.com.au/business/contact-us>

Cost centres can be allocated by using multiple instances of API's or the SMS products Campaign Manager and Email2SMS.

API

- REST API - Cost centres/departments can be entered in the Reference field
- SMPP API - Cost centres/departments can be entered in the TLV field

Campaign Manager

- You can have a different instance of Campaign Manager for each department / cost centre.
- Cost centres can only be allocated when uploading lists. When a list of numbers is uploaded, enter the cost centre in the Batch field to identify them.
- When a list is tagged with a Batch reference number, the entire list is tagged. As such, a Batch reference number (cost centres) is linked to the whole list uploaded and not to individually sent messages.

CAMPAIGN MANAGER

Application Optus Test Company (Campaign Manager app testing)

Campaigns Lists Reports Inbox Settings API Info User Volume Logs Blacklists

ADD LIST

Create a new list of mobile numbers to dispatch messages to.

List

Name *

List Created 14 Aug 201

Batch

Email2SMS

The option here for identifying the cost centre/department is assigned to each **sender**.

When adding a new sender there is a reference field that can be used to identify which cost centre they belong to.

EMAIL2SMS DOMAIN: OPTUSTESTCOMPANY3.SMS.OPTUS.COM.AU



Optus Test Company - Email2SMS 2

Domain **Senders** Recipients Sender Reports Volume Reports Audit

ADD SENDER

Sender

First Name

Last Name

Email

Reference

Save Cancel

Optus do not charge for inbound messages so you will not incur any costs.

There are a number of reports available in the Optus SMS Suite, including **Analytics** and **Mobile Reports**.

Mobile Report provides details of every mobile transaction through our platform for audit and analysis purposes. The report allows you to filter messages on mobile number, message status, application and timeframe. To access Mobile Report, select **Mobile Report** from the side navigation menu under **Reporting**.



Select the required filters you wish to include in your report and select **Search**.

MOBILE REPORT

Find messages for a handset and/or application.

Individual message:

| | |
|--------------------|---|
| Mobile | <input type="text" value="Phone number"/> |
| Origin | <input checked="" type="checkbox"/> To Handset (MT) <input checked="" type="checkbox"/> From Handset (MO) |
| Timeframe | in the last Hour ▾ |
| Application Status | <input checked="" type="checkbox"/> Active <input type="checkbox"/> Historical |
| Application | All Applications ▾ |
| Carrier | Optus (Australia) ▾ |
| Message Status | <input checked="" type="checkbox"/> Received <input checked="" type="checkbox"/> Rejected <input checked="" type="checkbox"/> Failed <input checked="" type="checkbox"/> Frozen <input checked="" type="checkbox"/> Deficient <input checked="" type="checkbox"/> Expired |
| Results per page | 20 ▾ |

You can also create scheduled reports to be automatically emailed at certain times of the day or week.

To create an automated report, select **Automate This**, set your report filters, recipients, report frequency and a scheduled time then select **Save**.

CREATE AUTOMATED REPORT

| | |
|----------------|---|
| Mobile | <input type="text" value="Phone number"/> |
| Origin | <input checked="" type="checkbox"/> To Handset (MT) <input checked="" type="checkbox"/> From Handset (MO) |
| Timeframe | in the last Hour ▾ |
| Customer | All Customers ▾ |
| Application | All Applications ▾ |
| Carrier | All Carriers ▾ |
| Message Status | <input checked="" type="checkbox"/> Received <input checked="" type="checkbox"/> Rejected <input checked="" type="checkbox"/> Failed <input checked="" type="checkbox"/> Frozen <input checked="" type="checkbox"/> Deficient <input checked="" type="checkbox"/> Expired |
| Recipients* | <input type="text"/> <small>(comma separated email address)</small> |
| Frequency* | <input type="radio"/> Daily <input type="radio"/> Weekly <input checked="" type="radio"/> Monthly |
| Day of month* | 1 ▾ |
| Time | 10:00 ▾ |

Daily **Message Volume** reports split your services out and provide a breakdown.

MOBILE VOLUME STATISTICS

Mobile

Display by: Day << 11 Sep 2017 Go >>

DAILY MESSAGE VOLUME

11 September 2017

Campaign Manager Demo (+61481883002) [View Graph](#) [Download CSV](#)

+61481883002

| Description | Volume |
|--------------------------------------|----------|
| Optus MT Message | 0 |
| Optus MT Response Message | 0 |
| Optus MO Message | 0 |
| Total Outbound Messages (MT): | 0 |
| Total Inbound Messages (MO): | 0 |
| Total: | 0 |

Competition Engine +61481883020 [View Graph](#) [Download CSV](#)

+61481883020

| Description | Volume |
|--------------------------------------|----------|
| Duplicate Optus draw entry | 0 |
| Incorrect Optus draw entry | 0 |
| Optus notification message | 0 |
| Optus MO | 0 |
| Valid Optus draw entry | 0 |
| Total Outbound Messages (MT): | 0 |
| Total Inbound Messages (MO): | 0 |
| Total: | 0 |

There are also reports available within some applications. Please refer to the [Reporting Tools](#) section for more information.

There are a number of different Mobile Delivery Receipts (DLR). Ideally, all messages should have the following four statuses: **Queued**, **Sent**, **Submitted** and **Received**. Each status is timestamped and shows exactly what happened to the message.

Some statuses are generated by the **Optus SMS Suite** platform and others are by **Optus**.

Statuses generated by the Optus SMS Suite

Queued: messages have not left the Optus SMS Suite platform - the application that is sending the message is queuing it in the portal.

Sent: messages have been sent from the Optus SMS Suite, but not yet acknowledged by Optus.

Failed: messages have failed to be 'sent' to Optus. This can consist of numbers that have opted out of previous campaigns, messages that 'failed' because of invalid formatting, or if there was a connectivity issue or a system issue preventing the messages leaving the portal.

Deficient: your account has a cap on the number of SMS that can be sent, for example, trial accounts, and the credit limit/cap has been exhausted.

Statues generated by Optus

Submitted: Optus has acknowledged they have received the messages from the portal.

Received: the message was sent to the handset and Optus has supplied us with a 'Received' status.

Rejected: the message couldn't be sent to the handset because the number is invalid on the Optus network.

Pending: Pending is a transitional status and is provided by Optus when attempting to deliver the message. It means that Optus has acknowledged they have the messages from the portal but have yet to deliver the message to the handset.

There are two main message types: **MT (Mobile Terminated)** and **MO (Mobile Originated)**

- **MT** messages are **outbound** messages sent from the Optus SMS Suite to a mobile device
- **MO** messages are **inbound** messages sent from a mobile device to the Optus SMS Suite

Messages should always be sent from the Optus SMS Suite using international format, e.g. +61411000321. **Email2SMS** and **Campaign Manager** allow for Prefix Mapping, which allows you to send messages in a standard Australian 04XXYYZZZ format. Please refer to the product specific user guides for instructions on setting up Prefix Maps.

Web2SMS, Campaign Manager and Mobile Studio have an inbuilt character counter which will let you know how many characters your message has used and whether the content is in GSM or UCS encoding.

For further information, please refer to the **Character Limits** and **Encoding and Concatenation** documentation.

There are a number of reasons why a recipient may not have received their message straight away. While we cannot pinpoint the exact reasons why a message hasn't been received, it may be due to one of the following reasons.

The mobile device may:

- be off or out of range
- have been suspended by the carrier or disconnected by the owner (*all Australian mobile numbers that are completely deactivated by a carrier will go into a quarantine period of 6 months before they are allowed to be reconnected again by the carrier*)
- be on a plane in flight mode
- be inactive due to porting from one carrier to another
- be in the process of having the SIM card swapped to a new one

If messages are still waiting on the final delivery receipt in Mobile Report to show 'received', Optus will re-try the mobile number over the course of 7 days (retrying up to 50 times in total). After the 7 days have passed, mobile report will display an 'expired' delivery receipt. This indicates that the message was not successfully delivered.

If the final delivery receipt in Mobile Report shows 'received' and the recipient has stated that they have not received any message, it's recommended that the recipient power cycle their phone and check again. If they still state they haven't received the message, they should get in contact with their mobile carrier directly, as all 'received' delivery receipts are provided to Optus from the recipient's handset.