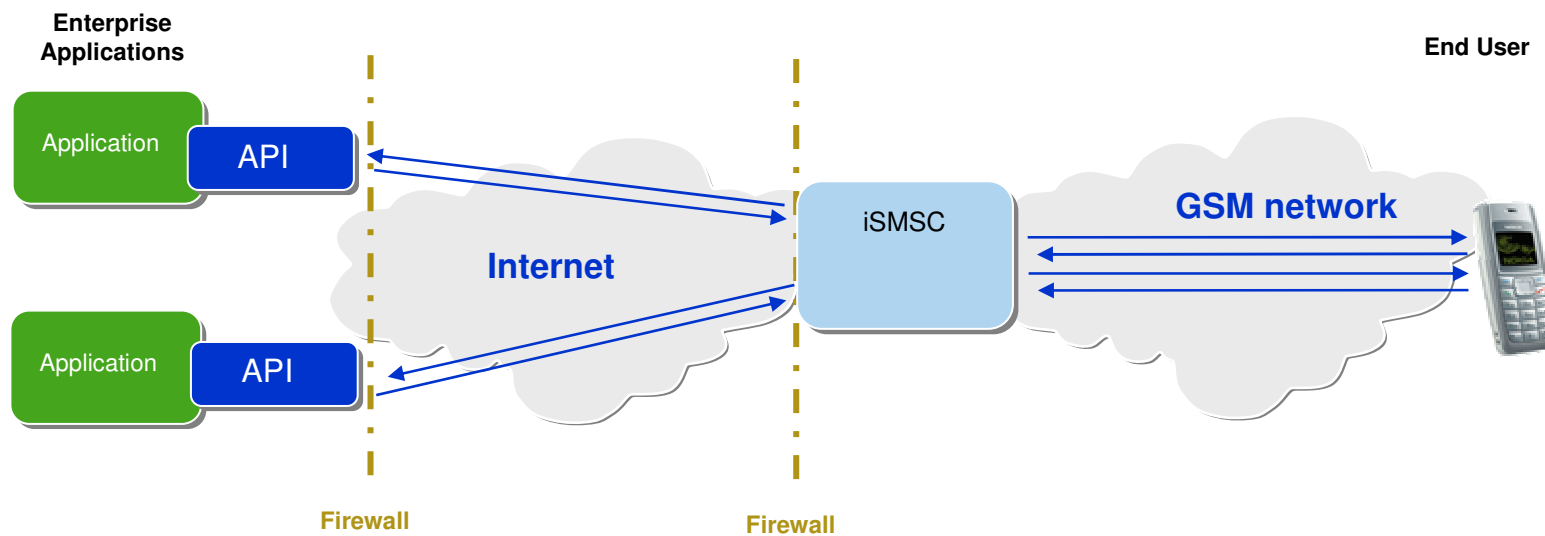


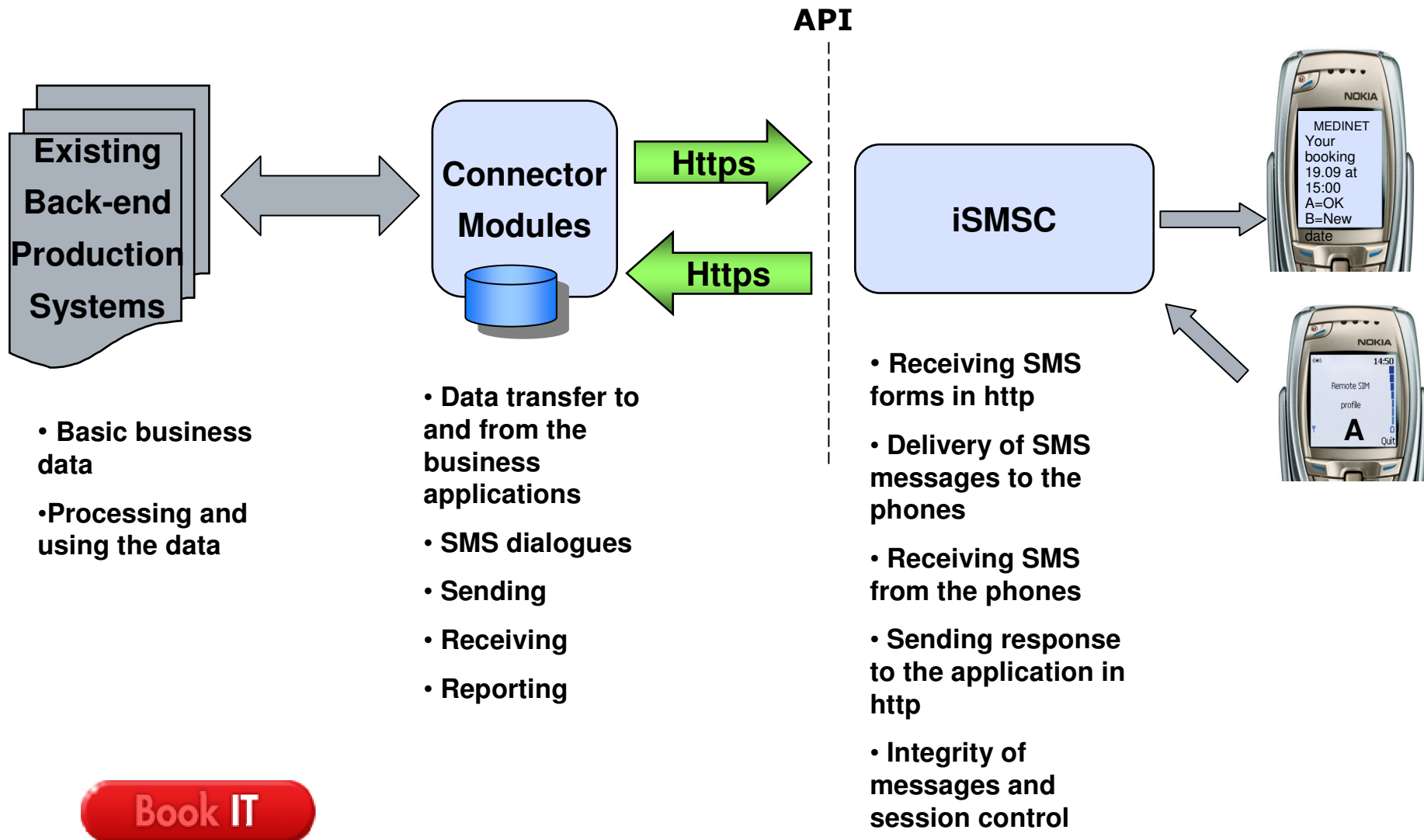
Integrating Business Applications to iSMSC

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iSMS Principle

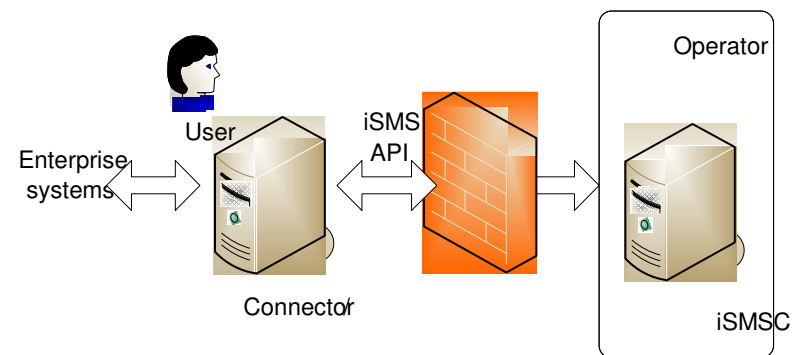


The Components of iSMS Solution



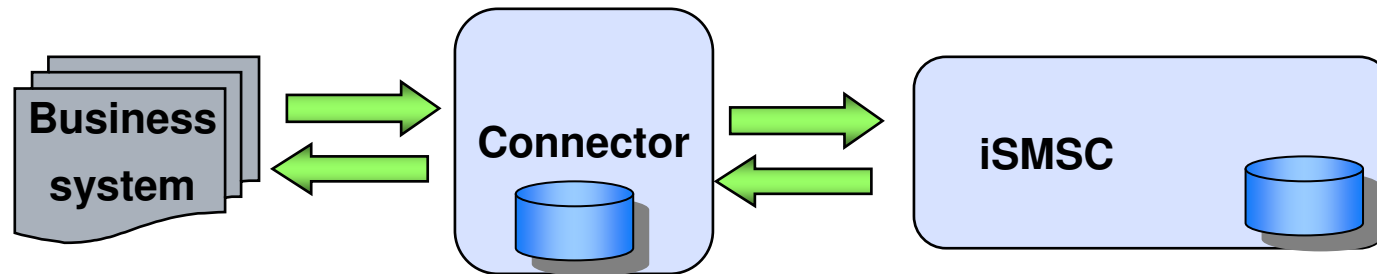
How Do Enterprises Connect to iSMS?

- Always via the same standard interface, iSMS API
 - API specification: iSMS ES Interface Specification
 - XML over https protocol (SSL secured)
- Connector or application is typically required
 - To implement the iSMS API
 - To provide with UI or back-end connection to enterprise IT
 - Can reside anywhere or can be embedded to enterprise IT
- Integration:
 - Developing the connector or application and connecting it to back-end
 - Installing ready-made stand-alone application with UI



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Basic Integration Models



1. Manual data input – web browser connection
2. Data transfer between applications (Excel, XML,...)
3. Full integration between back-end and iSMSC

1. A simple stand-alone general purpose application

- Administrator opens a ready made web application provided by the operator or 3rd party, enters the message and options and sends out (immediately or timed) to selected customers (mobile numbers copy/pasted from another application)
- After a while he/she monitors the results with a browser and/or downloads the results as an Excel file to PC
- => No integration ("human integration"), just start and use the service

Example

http://ddmes.nokiamio.com - MAR Innovation Poll Service - Multiple-choice Poll - Microsoft Intern...

MAR Innovation

demo

Wireless Poll Service

Multiple-choice Poll

Poll Id	<input type="text" value="Demo"/>	Send Date	22	7	2005	
Send List	<input type="text" value="Bookit Staff"/>	Start Time	08	:	26	
Active	<input type="checkbox"/>	Validity	0	days,	0	h
Linked Poll	<input type="checkbox"/>					
Description	<input type="text" value="Lunch today"/>					
Intro text	<input type="text" value="Let's have lunch at 12.00. What is you preference?"/>					
Choice	Text	Linked Poll				
A	<input type="text" value="Chinese"/>	<input type="text" value="No Linked Poll"/>				
B	<input type="text" value="Italian"/>	<input type="text" value="No Linked Poll"/>				
C	<input type="text" value="Finnish"/>	<input type="text" value="No Linked Poll"/>				
Closing Text	<input type="text"/>					
Total Message	<input type="text" value="Let's have lunch at 12.00. What is you preference? A) Chinese B) Italian C) Finnish."/>					
Message Length	<input type="text" value="85"/> characters					
Thanks Message	<input type="text" value="Thanks for using the Lunch Poll!"/>					

Done Internet

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2. A loosely coupled customized application

- Administrator opens a customer satisfaction survey web application customized for a car service company. The query text and chain logic is pre-determined and hard coded.
 - Administrator gets the send list from another application (eg. cars serviced within last week), imports to the application and presses send button
 - After a few days nominated person gets an email with a list of unhappy customers who want to be contacted by phone
- => Integration = customizing application + "human integration"

3. Application directly integrated to backend

- Case: Inviting available fire-fighters to duty
- Administrator recognizes the immediate need for 2 additional fire-fighters with special skills. He opens an application that lists all the available skills of the workforce, ticks appropriate skill boxes, and gets a list of employees with selected skills (eg. 4 persons). He then sends the message to these 4. If 3 people accept the task, the application sends automatically confirmation message to first 2 and the 3rd will get "position filled" message
- The application has a rich UI, can connect to employee database to select people with right skills
- => Integration = developing rich application + interfacing with databases + "human integration"