ValueFirst
Intelligent Conversations Across Channels

ValueFirst SMPP SMS Services for ADOBE Campaign
# Table ofContents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Integration of the Extended Generic SMPP 3.4 Connector</td>
</tr>
<tr>
<td>12</td>
<td>Integration of the Generic SMPP 3.4 Connector</td>
</tr>
<tr>
<td>17</td>
<td>SMPP Connector Integration In ACS</td>
</tr>
<tr>
<td>27</td>
<td>ValueFirst Overview</td>
</tr>
</tbody>
</table>
Digital Engagement

ADOBE Campaign v6.11

Integration of the Extended Generic SMPP 3.4 Connector
ValueFirst is the **Certified Partner** of ADOBE on Adobe Campaign v6 and Adobe Campaign Standard (ACS)

This document is mainly focused on the **Adobe v6.11** with the Extended Generic SMPP driver

For more information, kindly click on the **below link**: [https://docs.campaign.adobe.com/doc/AC/en/DLV_Sending_messages_on_mobiles_SMS_channel.html](https://docs.campaign.adobe.com/doc/AC/en/DLV_Sending_messages_on_mobiles_SMS_channel.html)

The client contact database must be stored with mobile numbers in **International Format** i.e. with ISD code of the country as prefix + mobile number
## Connection Settings

<table>
<thead>
<tr>
<th>Connection settings</th>
<th>SMPP channel settings</th>
<th>Throughput and delays</th>
<th>Mapping of encodings</th>
<th>SMSC specificities</th>
<th>Automatic reply</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMSC implementation name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Server:</td>
<td>Port:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Account:</td>
<td>Password:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System type:</td>
<td>Number of MTA child connections:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **SMPP Server IP.** In case of 2\(^{nd}\) Account profile, you need to put the 2\(^{nd}\) Server IP
- **Account Name**
- **Verify the CAD for the assigned Port.**
- **Password**
SMPP Channel Settings

This option allows the replacement of non-GSM characters

If the Sender ID is customized, then Source TON must be set to 5 and NPI Source to 0

Destination TON should always be set to 1 & Destination NPI to 1
Throughput & Delay Settings

SMPP Session Window Size, verify the CAD for this setting
Keep this with Default Value
Throughput Bandwidth, verify the CAD for this setting
Put the value at least 300
Keep this with Default Value
Mapping of Encoding Settings
SMSC Specification Settings

**ID of 32 characters**

```
\b[i][dD]/{[a-fA-F-0-9][1,32]\b
```

**Provide Hexadecimal String Value**
2-Way SMS Communication

Keyword-based Response Management
(e.g. STOP, CONTACT etc.)
Automatic Reply Settings

The STOP and the other key words included in the answers can be managed directly by the connector or in your workflow.
Digital Engagement

ADOBE Campaign v6.11
Integration of the Generic SMPP 3.4 Connector
ValueFirst is the **Certified Partner** of ADOBE on Adobe Campaign v6 and Adobe Campaign Standard (ACS)

This document is mainly focused on the **Adobe v6** with the Generic SMPP driver

For more information, kindly click on the **below link**:
https://docs.campaign.adobe.com/doc/AC/en/DLV_Sending_messages_on_mobiles_SMS_channel.html

ValueFirst recommends for upgrading to a version with the **new SMPP driver**. The SMPP account must have special configuration (autocorrect, windowing, enquire etc.)
Selection of the Driver

Selection of the Driver “Generic SMPP”
SMS Channel Settings

- Account Name
- ValueFirst SMPP Server IP
- Password
- Verify the CAD for the assigned Port.

Sender ID

Outbound SMS Coding by Default

If the Sender ID is customized, then Source TON must be set to 5 and NPI Source to 0

Destination TON should always be set to 1 & Destination NPI to 1
SMS Channel Settings

Execution parameters of the delivery connector

- Activation mode: Call Web Service
- Access URL of the connector: http://myserver[port]/nms/jsp/smpp.jsp

Put the required access URL of the connector
Digital Engagement

ADOBE Campaign
Standard SMPP Connector
Integration in ACS
ValueFirst is the Certified Partner of ADOBE on Adobe Campaign v6 and Adobe Campaign Standard (ACS)

This document is mainly focused on the Adobe Campaign Standard (ACS)

For more information, kindly click on the below link:
https://helpx.adobe.com/campaign/standard/administration/using/configuring-sms-channel.html

Client contact database must be stored with mobile number in International format i.e. with ISD code as prefix+number. If you have another format, check with our technical team
Account Configuring Settings

Enter the label name as per choice
Account Configuring Settings

- SMPP Server IP
- Account Name
- Port to connect
- Password
- Keep value 1 as default, depending on the no of MTAs in session
SMPP Channel Settings

This option allows the replacement of non-GSM characters.

Put the Short code.

Sender Id.

If the Sender ID is customized, then Source TON must be set to 5 and NPI Source to 0.

Destination TON should always be set to 1 & Destination NPI to 1.
Throughput & Delay Settings

- **SMPP Session Window Size**, verify the CAD for this setting.
- **Keep this with Default Value**.
- **Throughput Bandwidth**, verify the CAD for this setting.
- Put the value at least 300.
- **Keep this with Default Value**.

---

[Image of Throughput & Delay Settings settings page]
### SMSC Specification Settings

<table>
<thead>
<tr>
<th>SMSC specifics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Define a specific mapping of encodeings. The default mapping will not be used.</td>
<td></td>
</tr>
<tr>
<td>Enable message priority</td>
<td></td>
</tr>
<tr>
<td>Send full phone number (zero characters other than digits)</td>
<td></td>
</tr>
</tbody>
</table>

**Send TIN (Type of Number)**

<table>
<thead>
<tr>
<th>TIN</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

**Address range**

<table>
<thead>
<tr>
<th>Address range</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

**Extraction regex of the ID in the SR**

```
\[a-fA-F0-9]{1,32}\]
```

**Extraction regex of the truth as the SR**

```
\[a-fA-F0-9]{1,32}\]
```

**Extraction regex of the error code in the SR**

```
\[a-fA-F0-9]{1,32}\]
```

**ID format in MIT acknowledgment**

<table>
<thead>
<tr>
<th>Do not modify</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RD ID or error code in optional field</td>
<td></td>
</tr>
<tr>
<td>RD ID or error code in text field</td>
<td></td>
</tr>
</tbody>
</table>

**ID of 32 characters**

\[b[D]|D|([a-fA-F0-9]{1,32})\]
Enabling Encryption

Check the box, if you want to switch to encrypted connections (TLS 1.2)

In case of encrypted connection the port becomes 3601 (and not 3600)
2-Way SMS Communication

Keyword-based Response Management
(e.g. STOP, CONTACT etc.)
Automatic Reply Settings

- STOP and other keywords can be managed directly by the connector or in your workflow
- Attention, it is also possible to answer with an Alpha sender
- Attention, the setting up of the “auto- correct” must be requested on the account SINCH
An Overview of ValueFirst
“Founded in 2003, ValueFirst empowers businesses globally to interact with their consumers across internet & telecom channels”
In 2019, we enabled over **90 Billion Interactions** between brands and their consumers across channels.

Amongst **top 7 companies globally** in number of interactions empowered for businesses.

Backed by marque venture capital and private equity including **NEA VC and Headland Capital** (formerly HSBC PE).

Over **350 employees** across the world servicing **2500+ clients** on numerous use-cases.
The Journey

Ideating
- Delhi, India
- 14 people

Concepting
- Multiple Indian Cities and UAE
- Emergic VC funding
- Launched voice services

Committing
- NEA VC and Headland Capital funding
- Acquired Cellnext, PacketShapers, mGinger and IndyaRocks
- Won Fastest 50 Company Award from Deloitte

Validating
- Acquired Cellcast
- Launched B2C offerings
- Launched email services

Diversifying
- Started Operations in Bangladesh, Indonesia & KSA
- Acquired Octane and TechMobia
- Launched artificial intelligence based chatbot

Expanding
- Launched in Australia
- 320 People
- Launch of WhatsApp and Google SMS

Hello World!
- US Launch
- Launched in Nepal and Singapore

2003
2004-08
2009-12
2013-14
2015-18
2019
2020

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<table>
<thead>
<tr>
<th>amazon</th>
<th>Microsoft</th>
<th>Cisco</th>
<th>Standard Chartered</th>
<th>Oracle</th>
<th>Google</th>
<th>EY</th>
<th>P&amp;G</th>
<th>SAP</th>
<th>Unilever</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOKIA</td>
<td>eBay</td>
<td>IKEA</td>
<td>pwc</td>
<td>UNICEF</td>
<td>AVIVA</td>
<td>GMAT</td>
<td>Whirlpool</td>
<td>Infosys</td>
<td>Domino's</td>
</tr>
<tr>
<td>Nike</td>
<td>PEPSICO</td>
<td>DBS</td>
<td>Target</td>
<td>BILT</td>
<td>BlackBerry</td>
<td>GPL</td>
<td>Godfrey Phillips</td>
<td>MAX Life Insurance</td>
<td>Coca-Cola</td>
</tr>
<tr>
<td>Bajaj Finserv</td>
<td>Oppo</td>
<td>LG</td>
<td>Panasonic</td>
<td>PayU</td>
<td>AXIS BANK</td>
<td>Johnson &amp; Johnson</td>
<td>NSE</td>
<td>BONFLEET</td>
<td>Reliance Industries Limited</td>
</tr>
<tr>
<td>Samsonite</td>
<td>ICICI Bank</td>
<td>WIPRO</td>
<td>Paytm</td>
<td>Bajaj Finserv</td>
<td>CEAT</td>
<td>Brilliant FoodWorks</td>
<td>HT</td>
<td>KPMG</td>
<td>ITC Limited</td>
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<tr>
<td>Payback</td>
<td>Goibibo.com</td>
<td>RBL Bank</td>
<td>Insurance</td>
<td>SBI</td>
<td>Lenovo</td>
<td>PVR Cinemas</td>
<td>Freecharge</td>
<td>HDFC Life</td>
<td></td>
</tr>
</tbody>
</table>

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Our Customers
Global Presence – Current Footprint

Bangladesh (Dhaka)
Kingdom of Bahrain (Bahrain)
Nepal (Kathmandu)

United Arab Emirates (Dubai)
Saudi Arabia (Riyadh)

India (Bengaluru, Chennai, Gurugram, Hyderabad, Kolkata and Mumbai)

Singapore (Singapore)

Indonesia (Jakarta)

Australia (Sydney)

Our global headquarter in Gurugram, India
Product Portfolio
WhatsApp for Business
Communicate with your customers on their favorite messaging app

ValueFirst brings you a single step integration of WhatsApp right into the core of your business. Our API enables intelligent re-routing, SLA management and flexible MIS.

**Simple Integration**
Send WhatsApp messages without having to manage hosting or software updates.

**High Delivery Rates**
Optimize delivery rates with failover capabilities to SMS and real time insights.

**Rich Media**
Enrich your messages with images, audio, video and files to engage customers.
Email Platform
We don’t send emails only, we deliver ROI

Octane is India’s leading email platform for transactional emails and marketing campaigns. Easy to use, an on-demand cloud platform for planning and executing your campaigns.

- Scalable platform handling 1 Billion e-mails monthly
- Solutions across varied protocols
- Dynamic content rendering
- Assistance to optimise design
ValueCallz is an integrated platform for two-way consumer interaction at scale. OBD, IVR, Missed Call, Click to Call, Number Masking etc are some of the features the platform can easily ace. High throughput of 15000 channels, Vernacular support, Text2Speech, Speech2Text, Real time MIS, HTTP/XML API, Exceptional Throughout, 24*7 & Support, Custom IVR Flow, Regulatory Compliant, Real time reports.
With **ValueFirst’s** two-way SMS messaging platform, you can cater to your transactional and marketing needs easily. **VeriSure** ensures to deliver one time passwords to your customers in a blink of the eye via SMS, email or a voice message.

- **99.99% API Success Rate**
- **Automated QOS based routing**
- **Regulatory Compliance**
- **Highly scalable**
- **Real time MIS**
- **Automated Monitoring/Alerting**
Google verified SMS
Verified SMS and Spam Detection

Building user’s confidence in their interactions with brands

- Sender Verification for Incoming SMS
- Brand’s Logo & Description
- Single SMS Conversation Thread
- URL Preview on all Links
- No Cost or Effort Overhead for Brands
- Warning against Unverified Message Content
- Options to Report Spam
Augmento – Identify, Intelligence, Interaction
AI Driven Marketing Automation Platform

Identify and Analyse customer behaviour to Automate contextual interactions

- Extend Customer Lifetime Value
- Increase Conversion Rate
- Optimize Marketing Budgets

Grow your business by targeting the right customer by segmenting your audience with all-in-one integrated marketing solution
Surbo – AI Driven Chatbots
Let technology drive consumer engagement for you

Artificial Intelligence
Using our AI (NLP) engine, understand & send appropriate responses to users in human language

Conversational UI
An interactive user interface that makes it easy for your audience to converse with your brand

Omnipresent
Be where your customers are - website, SMS, e-mails, mobile, social. “Everywhere” is now possible

No Coding Required
Don’t sweat over coding & taking extreme efforts to create bots. Surbo is a managed solution for your brand

“With Surbo, do more than simple talk-reply volley”

Surbo develops and enables chatbots for customer interactions over an AI-driven conversational interface. It can automate several processes which are currently human-centric leading to significant efficiency.
Thank You

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Gurugram- 122001, India

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