



**ValueFirst SMPP SMS Services  
for ADOBE Campaign**



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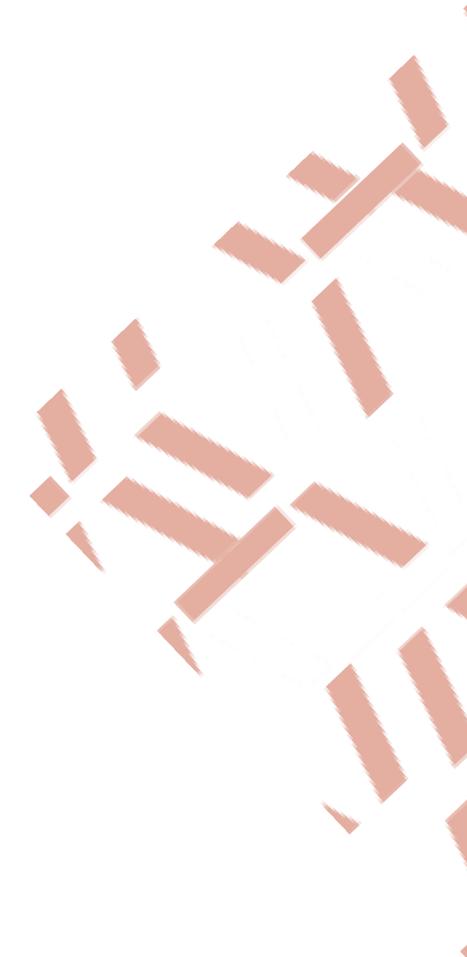
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**ValueFirst Overview**



# 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

Mobile channel

Connector: Extended generic SMPP

Connection settings | SMPP channel settings | Throughput and delays | Mapping of encodings | SMSC specificities | Automatic reply

SMSC implementation name:

Server:

Account:

System type:

Port:

Password:

Number of MTA child connections: 0

Use different parameters for the receiver

Enable verbose SMPP traces in the log file

SMPP Server IP. In case of 2<sup>nd</sup> Account profile, you need to put the 2<sup>nd</sup> Server IP

Account Name

Verify the CAD for the assigned Port.

Password

# SMPP Channel Settings



The screenshot shows the 'SMPP channel settings' tab in a configuration tool. The 'Connector' is set to 'Extended generic SMPP'. The 'Authorize character transliteration' checkbox is checked. The 'Source number' field is empty. The 'Source TON' and 'Destination TON' are both set to 0. The 'Source NPI' and 'Destination NPI' are both set to 0. The 'Service type' field is empty. Blue arrows point from the 'Authorize character transliteration' checkbox, the 'Source number' field, the 'Source TON' dropdown, and the 'Destination TON' dropdown to explanatory text boxes below.

This option allows the replacement of non-GSM characters

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

External account 'SMS/MMS/WAP Push'

Mobile channel

Connector: Extended generic SMPP

General

Mobile

Connection settings SMPP channel settings **Throughput and delays** Mapping of encodings SMSC specificities Automatic reply

Sending window:	70	Max MT throughput:	70
Time before reconnection:	10	Expiration period of the MT:	30
Bind timeout:	60	enquire_link period:	30

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



External account 'SMS/MMS/WAP Push' \*

Mobile channel

General Connector: Extended generic SMPP

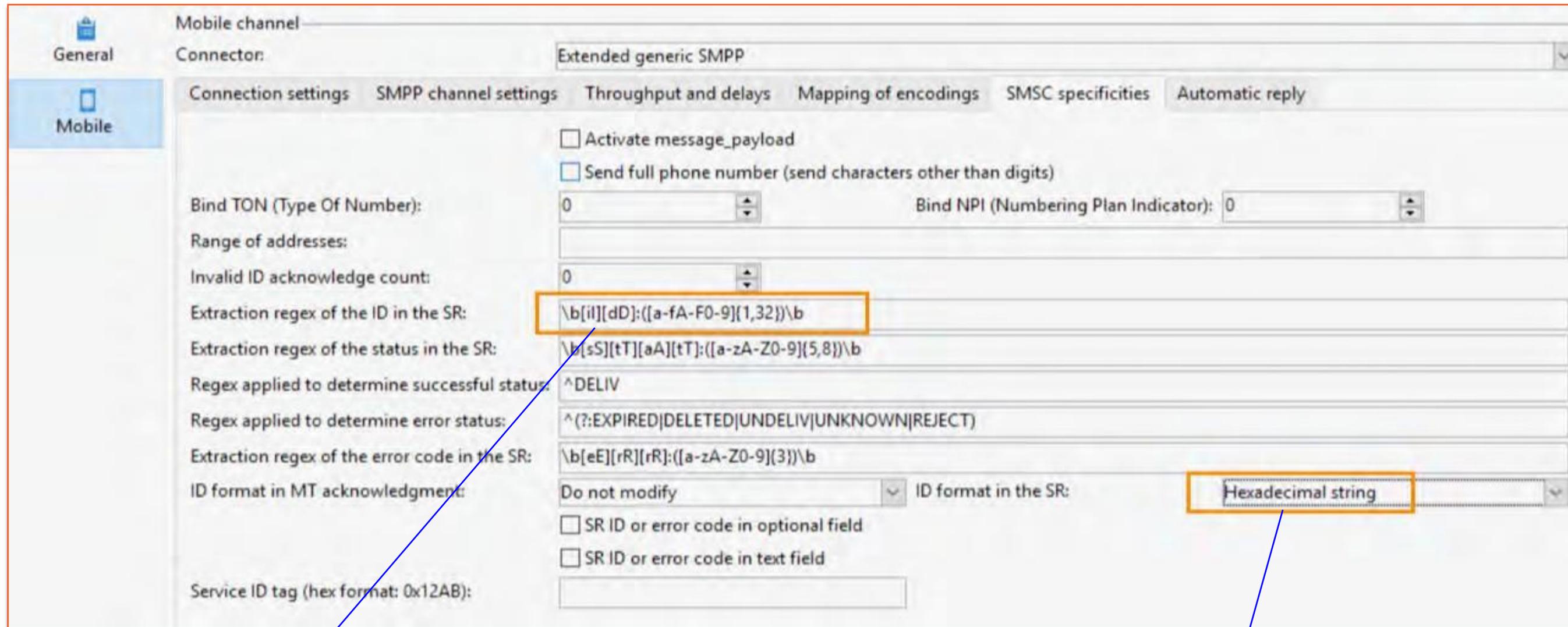
Mobile

Connection settings SMPP channel settings Throughput and delays Mapping of encodings SMSC specificities Automatic reply

Mapping of encodings:

data_coding	Encoding
0	GSM 03.38 (7 bits)
	GSM 03.38 (7 bits)
	UCS2
	ISO-8859-1
	UTF-8
	UTF-7
	Shift-JIS
	Big5
	GB2312
	ISO 2022
	ISO 2022-2

# SMSC Specification Settings



The screenshot shows the 'SMSC specificities' tab in a configuration interface. The 'Connector' is set to 'Extended generic SMPP'. The 'Extraction regex of the ID in the SR' field contains the regex `\b[iI][dD]:([a-fA-F0-9]{1,32})\b`, which is highlighted with an orange box. The 'ID format in the SR' dropdown is set to 'Hexadecimal string', also highlighted with an orange box. Other fields include 'Bind TON (Type Of Number): 0', 'Bind NPI (Numbering Plan Indicator): 0', 'Range of addresses:', 'Invalid ID acknowledge count: 0', 'Extraction regex of the status in the SR: \b[sS][tT][aA][tT]:([a-zA-Z0-9]{5,8})\b', 'Regex applied to determine successful status: ^DELIV', 'Regex applied to determine error status: ^(?:EXPIRED|DELETED|UNDELIV|UNKNOWN|REJECT)', 'Extraction regex of the error code in the SR: \b[eE][rR][rR]:([a-zA-Z0-9]{3})\b', 'ID format in MT acknowledgment: Do not modify', 'SR ID or error code in optional field' (unchecked), and 'SR ID or error code in text field' (unchecked). The 'Service ID tag (hex format: 0x12AB):' field is empty.

ID of 32 characters

```
\b[iI][dD]:([a-fA-F0-9]{1,32})\b
```

Provide Hexadecimal String Value



# 2-Way SMS Communication

**Keyword-based Response Management  
(e.g. STOP, CONTACT etc.)**

# Automatic Reply Settings

External account 'NetSize mobile delivery' \* Save

Mobile channel

Connector: Extended generic SMPP

General Mobile

Connection settings SMPP channel settings Throughput and delays Mapping of encodings SMSC specificities Automatic reply

Automatic reply sent to the MO:

Keyword	Short code	Reply	Additional action
STOP	56070	You will no longer receive messages from us.	Send to quarantine

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



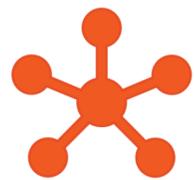
ValueFirst is the **Certified Partner** of ADOBE on Adobe Campaign v6 and Adobe Campaign Standard (ACS)



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](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



Mobile channel

General

Mobile

Connector

Connector: NetSize

SMS

Account:

Server:

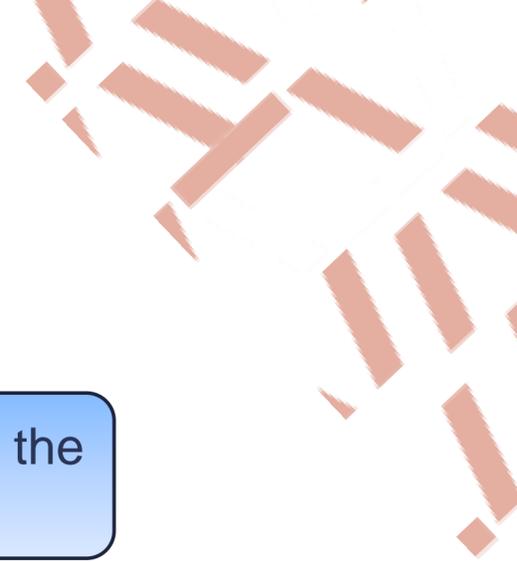
Send Endpoint:

Reception Endpoint:

- Generic
- NetSize
- Generic SMPP
- Sybase365 (SMPP)
- CLX (SMPP)
- Tele2 (SMPP)
- O2 (SMPP)
- iOS
- Extended generic SMPP

Selection of the Driver "Generic SMPP"

# SMS Channel Settings



Account Name

ValueFirst SMPP Server IP

Password

Verify the CAD for the assigned Port.

Mobile channel (SMS, MMS, iVAP Push)

General

Connector: Generic SMPP

SMPP connection settings

Account: [Redacted]

Server: [Redacted]

Password: [Redacted]

Port: [Redacted]

Connector

SMPP specific settings

Source number: [Redacted]

Source NPI: 0

Destination NPI: 0

System type: [Redacted]

System type NO:

Coding of identifiers returned by the gateway

Coding when sending: Default behavior

Coding when receiving: Default behavior

Default character coding

Outbound SMS coding: GSM 7

Inbound SMS coding: GSM 7

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

General

Mobile

Connector

Activation mode: Call Web Service

Access URL of the connector: http://myserver:[port]/nms/jsp/smpp.jsp

INS

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 out technical team

# Account Configuring Settings

Adobe Campaign Home Marketing activities Timeline Profiles Audiences acdemo

External account 'SMS routing via SMPP (defa...'

Label: SMS routing via SMPP ID: defaultSmsBulk

Type: Routing  Enabled

Routing

Channel: Mobile (SMS) Delivery mode: Bulk delivery

Connector: Generic SMPP

Connection settings

SMPP connection mode: Transceiver SMSC implementation name: Generic

Server: 127.0.0.1 Port: 2775

Account: smppclient1 Password: .....

Enter the label name as per choice

# Account Configuring Settings

The screenshot shows the Adobe Campaign interface for configuring an external account. The account name is 'SMS routing via SMPP (defa...'. The configuration is divided into several sections:

- General:** Type is 'Routing', Status is 'Enabled', Channel is 'Mobile (SMS)', and Delivery mode is 'Bulk delivery'.
- Connector:** Set to 'Generic SMPP'.
- Connection settings (highlighted in red):**
  - SMPP connection mode: 'Transceiver'
  - SMSC implementation name: 'Generic'
  - Server: '127.0.0.1'
  - Port: '2775'
  - Account: 'smppclient1'
  - Password: '.....'
  - System type: (empty)
  - Simultaneous connections: '1'

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

The screenshot shows the Adobe Campaign interface for configuring an SMPP channel. The main heading is "External account 'SMS routing via SMPP (defa...)". Under the "SMPP channel settings" section, the "Authorize character transliteration" checkbox is checked and highlighted with a red box. Below this are several input fields: "Source number" (empty), "Short code" (empty), "Source TON" (set to 0), "Source NPI" (set to 0), "Destination TON" (set to 0), and "Destination NPI" (set to 0). There is also a "Delete use of the '+' prefix" checkbox. At the bottom, there are expandable sections for "Throughput and timeouts", "SMSC specifics", and "Automatic reply sent to the MO".

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

The screenshot shows the 'Throughput and timeouts' configuration page in Adobe Campaign PM. The page title is 'External account 'CLX 336 (defaultSmsBulk)''. The settings are organized into two columns:

Setting Name	Value
Sending window	10
Time before reconnection	10
Bind timeout	60
Max MT throughput	10
Expiration period of the MT	30
enquire_link period	30

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

# SMSC Specification Settings

Adobe Campaign Home Marketing activities Programs & Campaigns Profiles Audiences Reports Adobe Campaign PM

External account 'CLX 336 (defaultSmsBulk)'

SMSC specifics

- Define a specific mapping of encodings. The default mapping will not be used.
- Enable message\_payload
- Send full phone number (send characters other than digits)

Bind TON (Type Of Number) 0

Bind NPI (Numbering Plan Indicator) 0

Address range

Invalid ID acknowledge count 0

Extraction regex of the ID in the SR `\b[i][dD]:([a-fA-F0-9]{1,10})\b`

Extraction regex of the status in the SR `\b[sS][tT][aA][tT]:([a-zA-Z0-9]{5,8})\b`

Extraction regex of the error code in the SR `\b[eE][rR][rR]:([a-zA-Z0-9]{3})\b`

ID format in MT acknowledgment Do not modify

ID format in the SR Do not modify

- SR ID or error code in optional field
- SR ID or error code in text field

Service ID tag (hex format: 0x12AB)

ID of 32 characters

```
\b[i][dD]:([a-fA-F0-9]{1,32})\b
```

# Enabling Encryption

Adobe Campaign | Home | Marketing activities | Programs & Campaigns | Profiles | Audiences | local (no IMS) | ? | [Cancel] | [Save]

External account 'SMS routing via SMPP (defa...'

Generic SMPP

**Connection settings**

SMPP connection mode: Transceiver

SMSC implementation name: Generic

Server: 1270.01

Port: 10000

Account: smppclient

Password: .....

System type:

Simultaneous connections: 1

Enable TLS over SMPP

Enable verbose SMPP traces in the log file

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

A screenshot of a software interface for configuring automatic replies. At the top, there is a dropdown menu labeled 'Automatic reply sent to the MO' with a downward arrow. Below this is a table with columns: 'Keyword', 'Short code', 'Answer', and 'Additional action'. The first row shows a checked checkbox, the keyword 'STOP', the short code '56070', the answer 'Merci, Vous ne recevrez plus de SMS de notre part. SMS non surtaxé', and the action 'Blacklist'. A vertical ellipsis menu icon is visible to the right of the 'Blacklist' text.

<input checked="" type="checkbox"/>	Keyword	Short code	Answer	Additional action
<input type="checkbox"/>	STOP	56070	Merci, Vous ne recevrez plus de SMS de notre part. SMS non surtaxé	Blacklist

- 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

2003

2004-08

## Concepting

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

2009-12

## Committing

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

2013-14

## Validating

- Acquired Cellcast
- Launched B2C offerings
- Launched email services

2015-18

## Diversifying

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

2019

## Expanding

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

2020

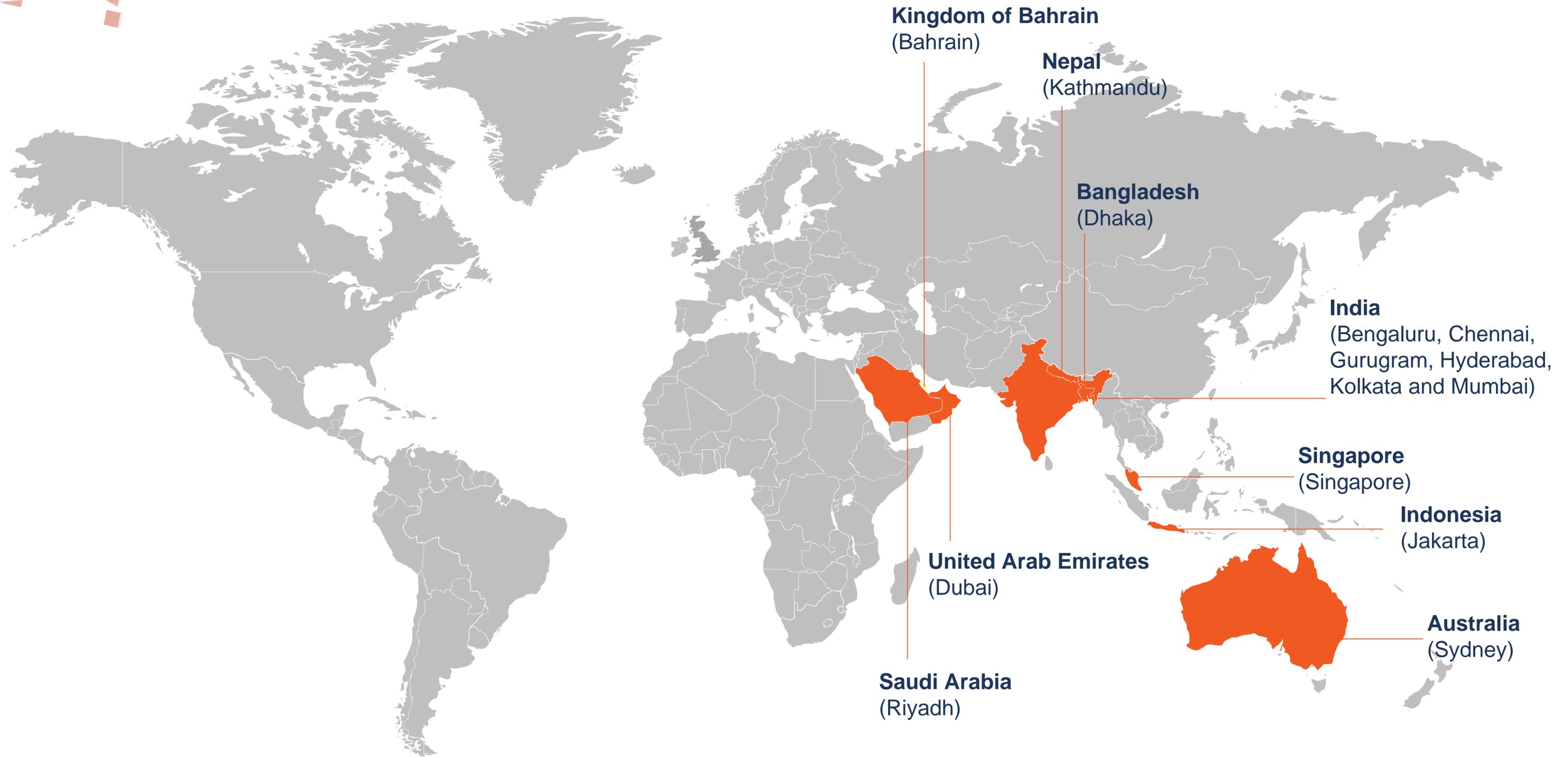
## Hello World!

- US Launch
- Launched in Nepal and Singapore

# Our Customers




# Global Presence – Current Footprint



Our global headquarter in Gurugram, India



# Product Portfolio

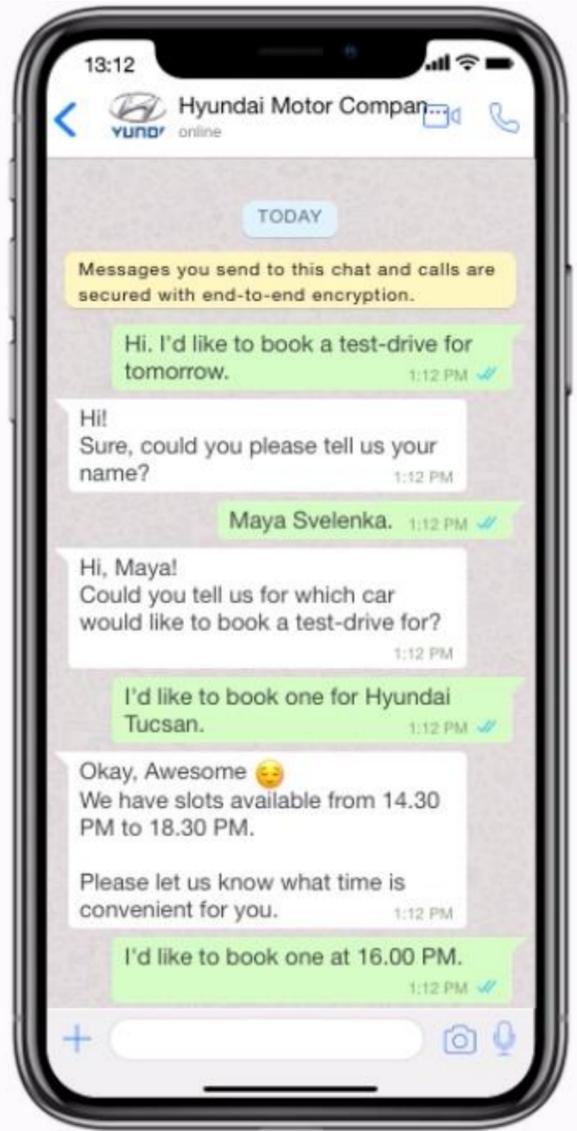


# WhatsApp for Business

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



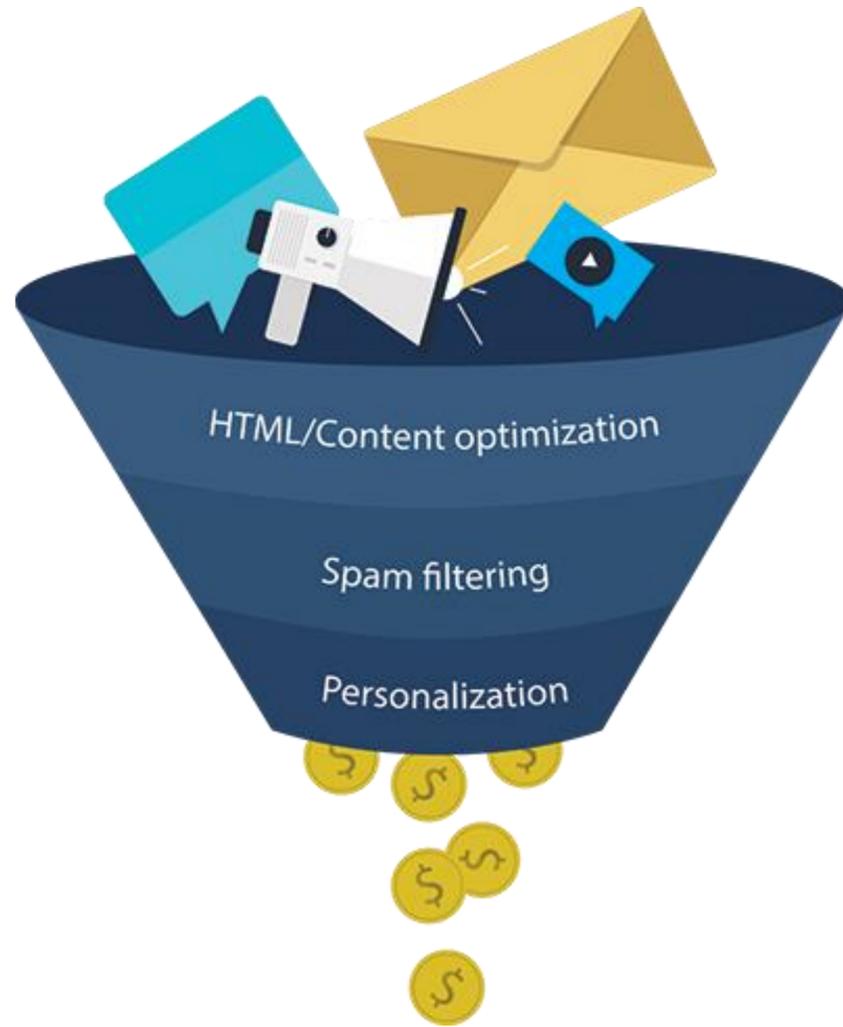


# Email Platform

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





# Voice Platform

Get the best out of Voice



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 Throughput



24\*7 & Support



Custom IVR Flow



Regulatory Compliant



Real time reports





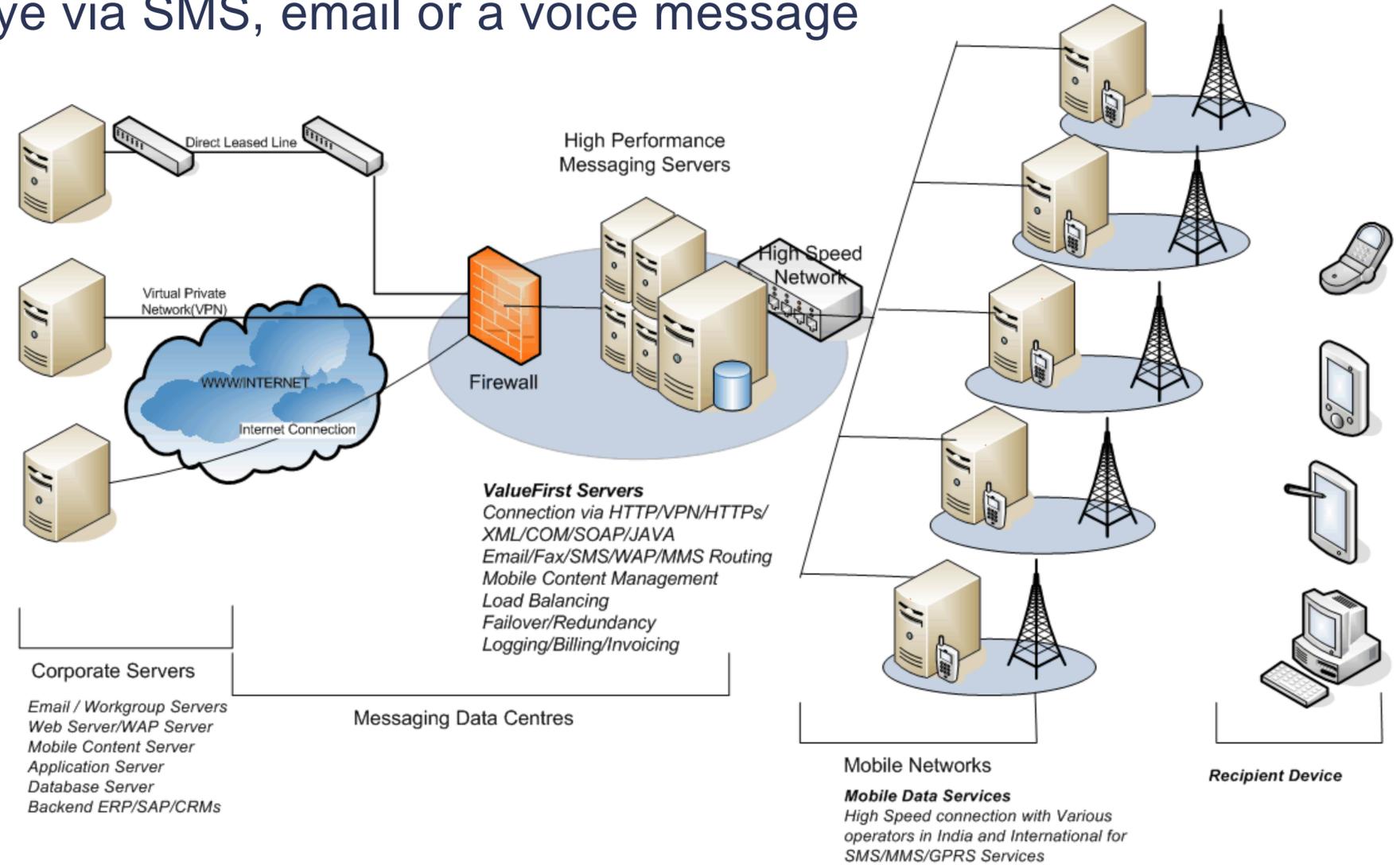
# SMS Platform

Enterprise SMS at its best



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





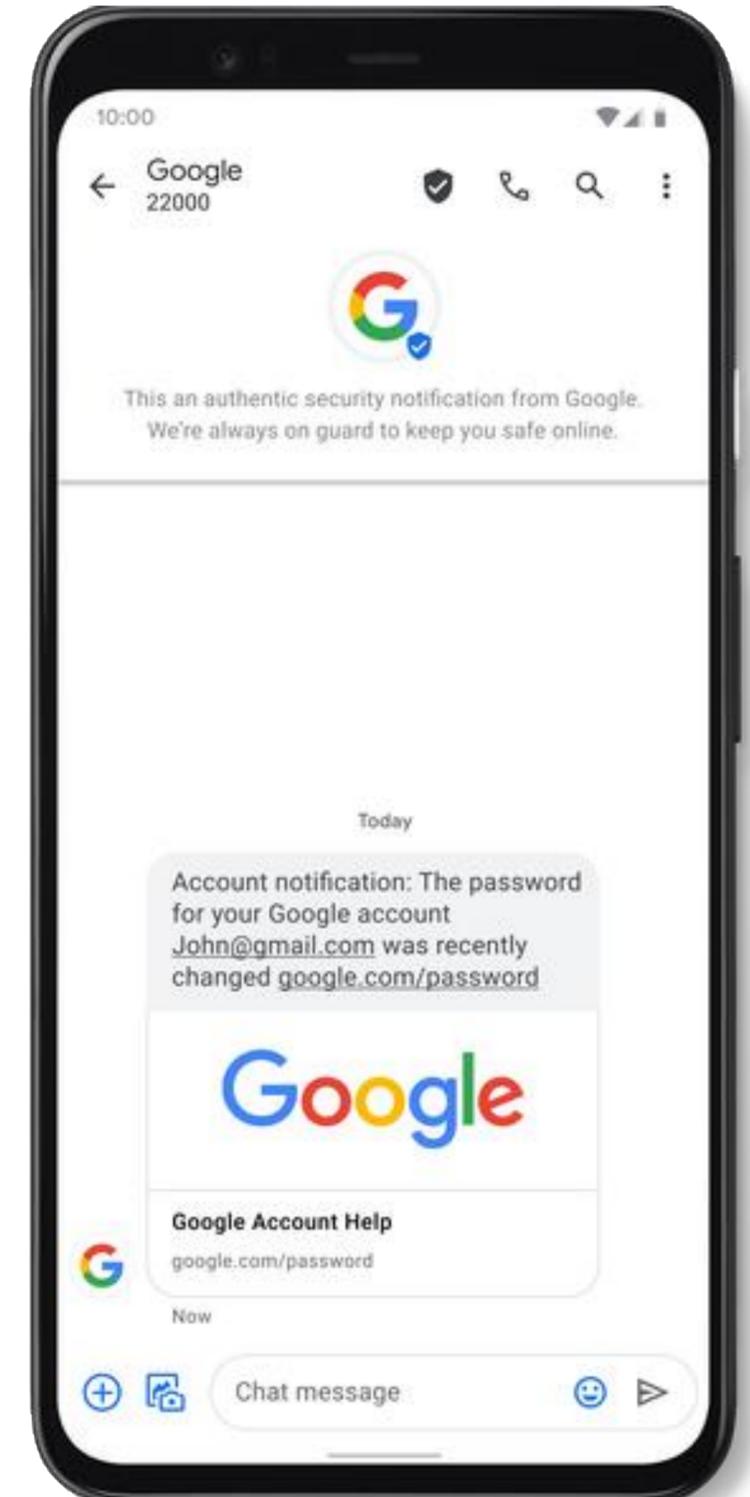
# Google verified SMS

Verified SMS and Spam Detection



Building user's confidence in their interactions with brands

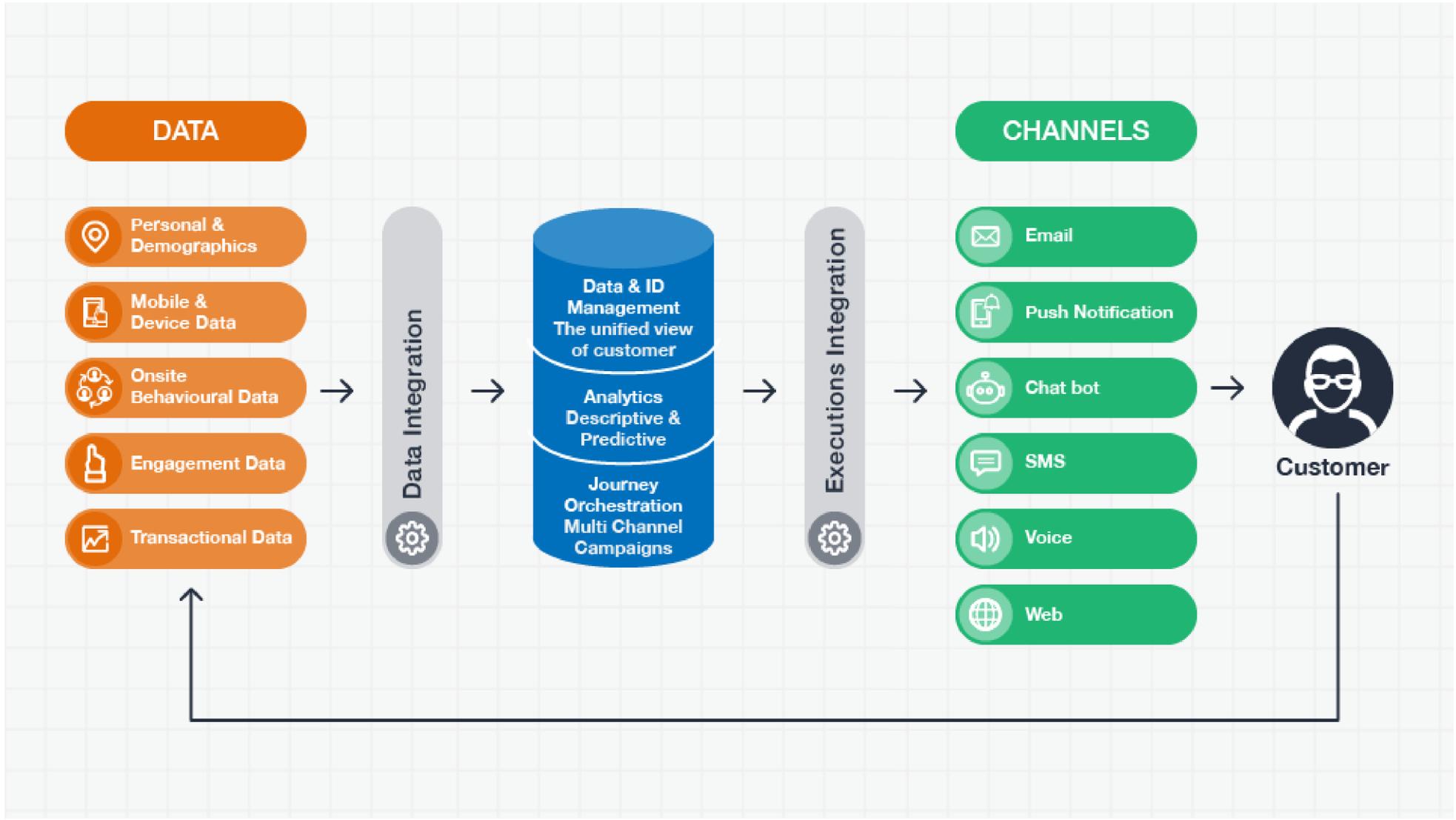
- ✓ Sender Verification for Incoming SMS
- ✓ Brand's Logo & Description
- ✓ Single SMS Conversation Thread
- ✓ URL Preview on all Links
- ✓ No Cost or Effort Overhead for Brands
- ✓ Warning against Unverified Message Content
- ✓ Options to Report Spam





# 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



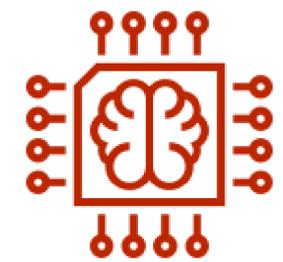
Grow your business by targeting the right customer by segmenting your audience with all-in-one integrated marketing solution





# 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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