Exetel SMS Portal - User Guide

Send SMS

When sending a SMS using Exetel's SMS portal you can use any 11 alphanumeric characters in the **sender** field. For example a message can be sent from sender 'Fredsbread', which is what the receiver will see on receipt of the message.

Alternatively you can set the sender as any mobile number you wish (i.e. 10 digit mobile number, 04xxxxxxxx). The receiver will see this number on receipt of the message and if it is a valid number (i.e. a mobile number or a virtual mobile number) the recipient will be able to hit **Reply** on their phone, and a message will be sent to the initial sender's handset.

Single Message allows 160 characters

Multipart Messages are different:

0 - 152 = 1 message

153 - 304 = 2 messages

305 - 456 = 3 messages

457 - 608 = 4 messages

You can send 5 different types of SMS.

- Single: 1 message at a time.
- Bulk SMS: Sending the same message to several people at one time.
- Unicode: A message in an alternate compatible language, but the clients own systems must have UTF-8.
- Scheduled: Setting a time in the future for an SMS to be sent.
- WAP: A message sent with a URL link in it.

Phonebook

From the phonebook you can add and manage contacts and place them in relevant groups. Groups can be selected and sent a bulk message at the bottom of the 'phonebook' page. **Uploading contacts** can be done by selecting 'Import Address Book CSV' from the Phonebook menu. Before uploading the file you must first save your database file as '.csv'. Please also note that when entering numbers into a Microsoft Excel file, you must first put a (') in front of the zero, so as not to lose the zero.

History

From the history menu, you can view your total message sending history, the history of individual API accounts and also your scheduled messages, broken down by months.

Virtual Mobile Number (VMN)

A VMN enables you/your business to receive inbound SMS text messages from any mobile user. A VMN resembles a 10 digit mobile number (i.e. 04xxxxxxxx) and is designed to receive SMS text messages without the need for a GSM device or SIM card, which end up in your online inbox or pre-defined email address (refer **Email to SMS** explanation below) .

The standard SMS charges apply to send an SMS message to a VMN, however there is no charge to receive an inbound SMS message to a VMN.

Pre-Paid customers can not order VMN's; hence they will have to switch to a **Post-Paid** account if they want o order a VMN. If you would like to switch to a Post-Paid account please email corporatesms@exetel.com.au with your request. There will be no change to your SMS account; you will only be billed at the end of the month as opposed to topping up the account with credit.

Australian VMN's cost $20.00 per month per number and you do not pay for the messages you receive. To order an Exetel VMN, log in to your SMS portal (Post-Paid accounts only) and select **Virtual Mobile** from the left hand selection column – and then click on **Order Virtual Mobile**.

You can select anyone of the listed numbers under "Number Selection" and can even use it for marketing of your business by associating the number in all advertising and SMSes sent out so that your customers will become familiar with the number.

Email to SMS

Email to SMS, will allow you to send and receive messages to and from your email account. However to receive messages you will require a Virtual Mobile Number (refer to **Virtual Mobile Number** explanation above).

1. To Send Email to SMS:

You are required to register an email address that you have access to and supply Exetel with a password to use that email account to send SMSes. You can do this by logging into your SMS portal and selecting **Email To SMS** option and then click on **Send**. You are permitted to send up to 100 SMSes (up to 160 characters x 100) in a single email using the following format "destination_mobile"@sms.exemail.com.au and the SMS will be sent to the number that is listed under 'destination mobile'. Your subject in the email must be your password and you can add content to the body of the email. Each SMS supports 160 characters. If you send greater than 160 characters, it will be billed as 2 messages sent or 3 messages depending on the number of total characters in the message. You also have the ability to send group Email to SMS.

2. To Receive Email to SMS :

You will have to create name@sms.exemail.com.au email address and nominate a mobile number for receiving emails. You are allowed to register as many email addresses as you like and when we receive an email it will be forwarded to your nominated mobile.

You will have to purchase separate VMN then nominate this VMN number as the sender for each registered email addresses in Email to SMS Send function.

Process:

i. SMS will be sent from this mobile number.

ii. Exetel will receive the 'reply messages' if the end customer replies.

iii. Exetel will forward these 'reply messages' to your nominated email addresses.

Customers must first register their email address and password with Exetel. This is done by selecting Email to SMS, and then 'Send' in the left hand side menu. Once you have followed the simple set up steps an email to SMS can be sent from you email account as follows:

- To: <insert recipient's 10 digit mobile number>@sms.exemail.com.au

- Subject: <insert password>

- Body of Email: <insert message to be delivered to elected phone number>

When registering your email account a **sender** can be allocated so that the recipient can reply to the email.

exeSMS Application

This is Exetel's own SMS sending application that you can download for free to send SMS from your desktop rather than your internet browser. A very convenient application to have.

Account Setting

From this menu you can manage your account. You can create **sub – API** accounts with password access if you are a post-paid customer.

Payment and billing

Exetel SMS has too payment methods:

1. **Pre-Paid** works simply by the customer recharging their account with their credit card from their SMS Portal.

2. **Post-Paid** customers will be billed automatically on or around the 1st of every month against the nominated bank account details. You will only be charged for the messages sent with the price per SMS dictated by volume sent. Our systems will automatically revise the SMS charge rate at the end of each day.

Standard SMS Service

Plan Name	Messages Sent Per Month	Price Per Message (Inc GST)	Total Minimum Cost†
Business SMS 1	no volume commitment*	7.00 cents per message	$0.00
Business SMS 2	1,000 SMSes per month*	6.50 cents per message	$65.00
Business SMS 3	10,000 SMSes per month*	6.00 cents per message	$600.00
Business SMS 4	20,000 SMSes per month*	5.50 cents per message	$1,100.00
Business SMS 5	50,000 SMSes per month*	5.00 cents per message	$2,500.00
Business SMS 6	100,000 SMSes per month*	Price on application	N/A

*1 Message = 160 characters

†Total Minimum Cost Per Plan = (Price Per Message) x (Minimum Volume Per Tier Per Month)

Premium SMS Service

Plan Name	Messages Sent Per Month	Price Per Message (Inc GST)	Total Minimum Cost†
Business SMS 1	1 to 39,999 SMSes per month*	11.00 cents per message	$0.11
Business SMS 2	40,000 to 999,999 per month*	10.50 cents per message	$4,200.00
Business SMS 3	1,000,000 + SMSes per month*	9.50 cents per message	$95,000.00

*1 Message = 160 characters

†Total Minimum Cost Per Plan = (Price Per Message) x (Minimum Volume Per Tier Per Month)

Delivery Receipts

Standard - There will be an additional charge of 1.0 cent per message for Delivery Receipt.

Premium - There will be an additional charge of 2.0 cents per message for Delivery Receipt.

Coverage

Exetel's SMS service covers all Australian networks and has extensive international coverage.

You can download our international pricing list from the SMS section of the Exetel website or visit http://www.exetel.com.au/files/sms_int_prices.pdf

To send an international SMS just remove the first zero from the number and add the international country code.

Example: 61438000000 will go to the Australian mobile 0438000000 where 61 is the country code.