

# Information Guide: SMS Gateway Interfaces

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## Kapow SMS Gateway

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## Overview

Once created, your account will have the ability to use all of the interfaces shown in this document (unless specified). Your Account Manager will be happy to advise the best options for you, based on your requirements. If you don't yet have an Account Manager, please contact us on 02071 835 835 or email [info@kapow.co.uk](mailto:info@kapow.co.uk) with any queries.

## 1. Webform

Messages can be sent via our simple to use online Web Form. This can be accessed by logging into your account and selecting 'SMS Centre' followed by 'Web Form'. The form requires you to enter the recipient number(s) and the SMS message. If you have enabled the from-id feature (at extra cost) there will be an additional field where you may set the from-id for that particular message. The example below is of the actual online Web Form.

Example:

### Web Form

You have **10** credits. To send an SMS complete the following form. Use a comma to separate numbers when sending to more than one recipient.

**Mobile Number(s) #:**

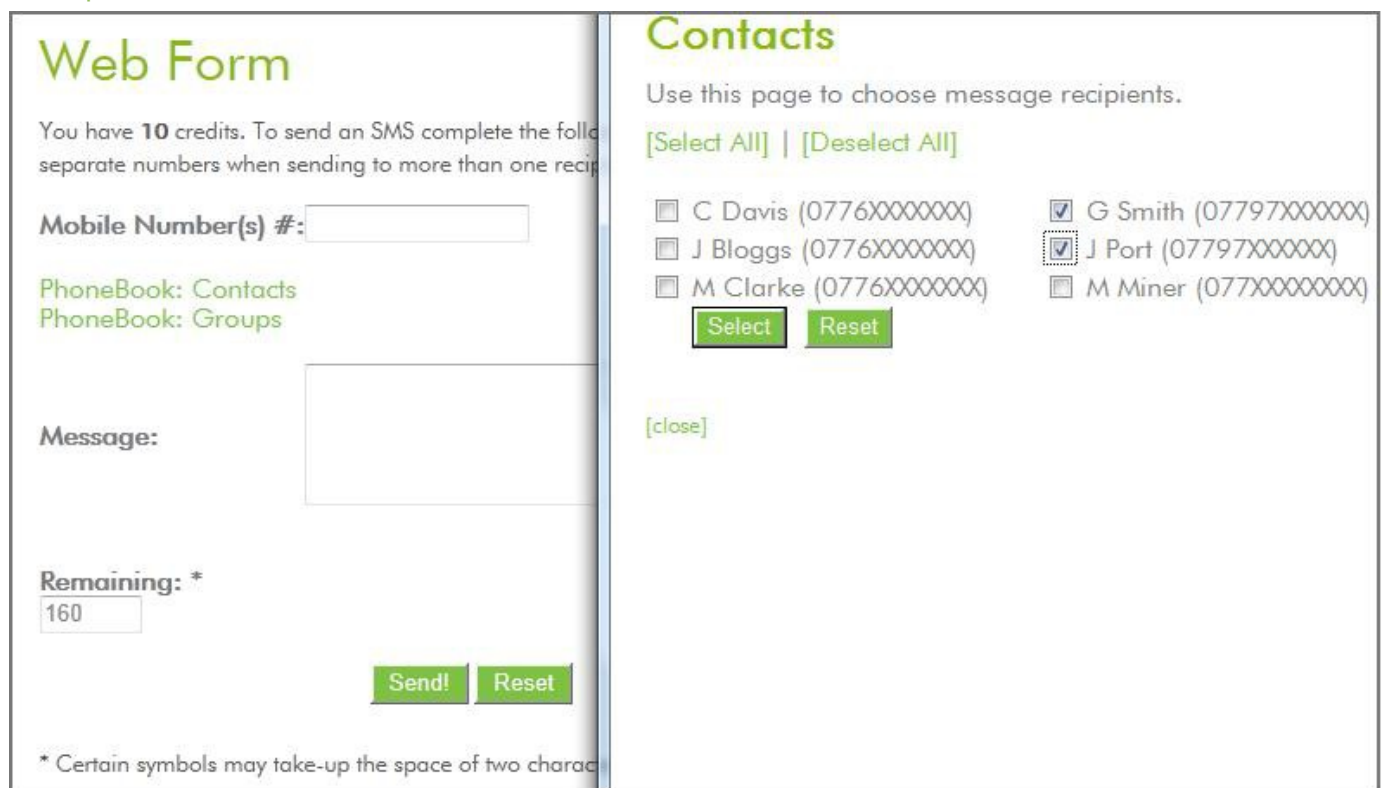
**Message:**

**Remaining: \***

\* Certain symbols may take-up the space of two characters. See [Help](#) for more info.

You can also create and manage 'Groups' of numbers and single 'Contacts' using the 'Contacts' feature on your account. If you have created any groups or contacts a link will appear under 'Mobile Number(s)#' on the Web Form. Clicking on this will bring up a 'pop-up' window containing a list of all your groups/contacts, from here you may select the numbers that you wish to include in the SMS. The example below shows our online Web Form with the 'Contacts' sub-window active and opened.

Example:



The image shows a screenshot of the Kapow Web Form interface. On the left, the 'Web Form' section includes a header, a credit balance of 10, a 'Mobile Number(s) #' input field, a 'Message:' text area, and a 'Remaining: \*' counter showing 160. On the right, the 'Contacts' pop-up window is open, displaying a list of contacts with checkboxes for selection. The contacts listed are C Davis, J Bloggs, M Clarke, G Smith, J Port, and M Miner. The 'J Port' contact is selected. Below the list are 'Select' and 'Reset' buttons, and a '[close]' link.

### *What are the advantages?*

You can store contacts and groups online and send messages to them from any PC, regardless of your location. If you have one message to send to a long list of numbers, creating a group and sending via the Web Form is a fail-safe bulk sending method.

Also, creating a 'Group' removes any duplicate numbers and shows you clearly how many contacts are in a list of numbers.

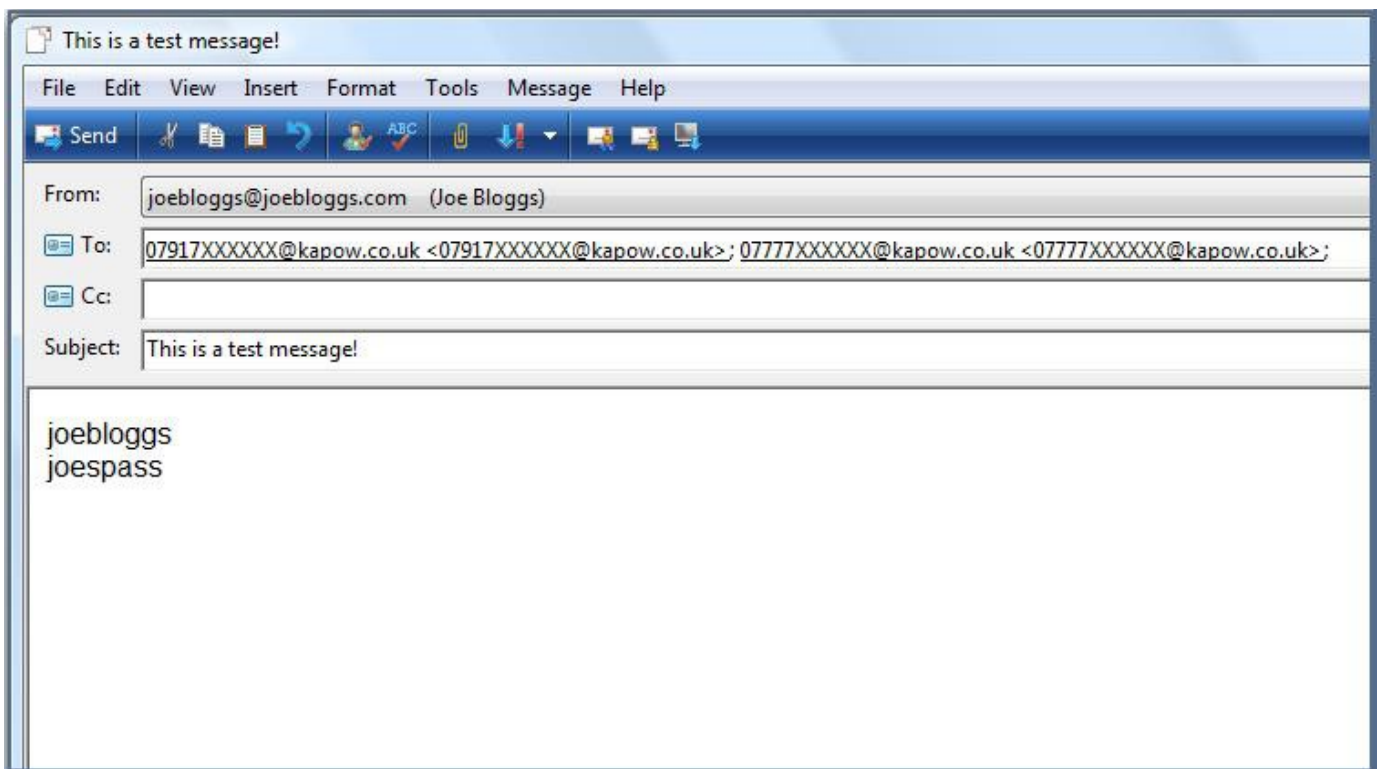
## 2. Email-2-SMS

An email addressed to: <recipient-number>@kapow.co.uk (e.g. 447771234567@kapow.co.uk) will be processed upon receipt and if all conditions are met, queued for delivery via SMS. The SMS text should be included upon the "Subject" line. This type of message can be authenticated in one of two ways:

### User/Pass

The message body should contain the account 'username' on the first line, followed by the 'password' on the second line. Emails must be sent in full plain text with no encoding.

Example (figure 1):



### Trusted Sender

You can log-in to your account and add 'trusted' email addresses via the 'Sending Options' tab under 'SMS Centre' (figure 2). This negates the need to enter the username and password in the email body when sending email-2-sms (figure 3). Once an email address has been added as trusted you can send email-2-sms from the email and messages will be tied to your account. Occasionally an email address will appear differently in our systems - to check how the email address needs to be added to your account you can send a blank email to [test@kapow.co.uk](mailto:test@kapow.co.uk), this will return the email address as received by our system.

Example (figure 2):

### Email-2-SMS/Trusted Email Addresses

In order to authenticate your Email-2-SMS messages with out the need for entering the username and password in the email body you can simply add the sending email address/es to your account as trusted.

To be sure that you are adding the email address exactly as we receive it, first send a blank email from the email address to [test@kapow.co.uk](mailto:test@kapow.co.uk) and view the automated email sent to you in response.

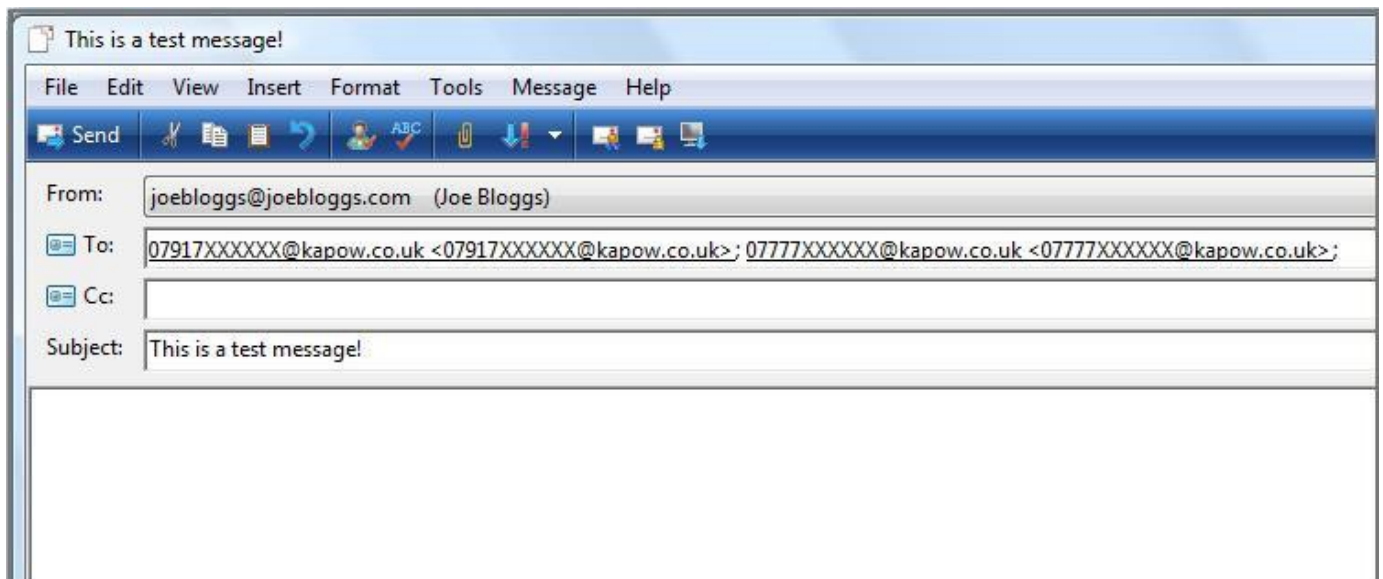
Add Trusted Email Address

Existing Trusted Email Addresses

[joebloggs@joebloggs.com](mailto:joebloggs@joebloggs.com)

Click on the 'cross' next to an address to remove it.

Example (figure 3):

A screenshot of an email client interface. The title bar reads "This is a test message!". Below the title bar is a menu bar with "File", "Edit", "View", "Insert", "Format", "Tools", "Message", and "Help". A toolbar contains icons for Send, Cut, Copy, Paste, Undo, Redo, Bold, Italic, Underline, Text Color, Background Color, and a dropdown arrow. The email header shows: "From: joebloggs@joebloggs.com (Joe Bloggs)", "To: 07917XXXXXX@kapow.co.uk <07917XXXXXX@kapow.co.uk>; 07777XXXXXX@kapow.co.uk <07777XXXXXX@kapow.co.uk>;", "Cc:", and "Subject: This is a test message!". The main body of the email is empty.

NB: If both authentication methods are used the system will authenticate using the written username and password, and will ignore the trusted email address.

### What are the advantages?

This method allows you to create messages from the convenience of your own/favourite email client. Plus, for each message you can change your from-id (if enabled) from the default setting. To do so, simply add the from-id parameter 'from\_id=' on the third line (if sending a message from a non-trusted email address) changing it as you see fit, or, if your email address is trusted, then the 'from\_id=' should appear on the first line of the email body. Remember that your email needs to be sent as plain text. Normal from-id limitations apply.

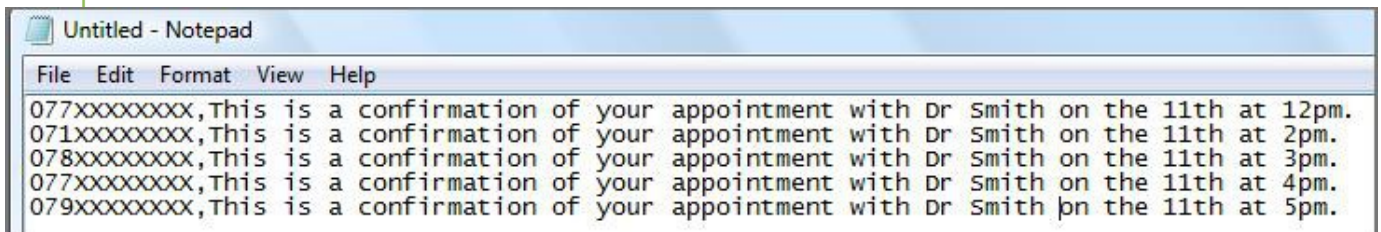
## 3. Batch Upload

Enables you to send large volumes of messages (up to 150,000). When logged in to your account navigate to 'SMS Centre' followed by 'Batch Upload'. This utilises the 'File Upload' feature from within your browser. The file must be saved as a 'plain text' document (any other format will cause an error). We recommend using Notepad or Wordpad which are supplied free with most PCs, or TextEdit for OS X.

Data should be prepared in CSV (Comma Separated Values) format and saved as a '.txt' file.

Usage: <recipientnumber>,<message>

### Example:

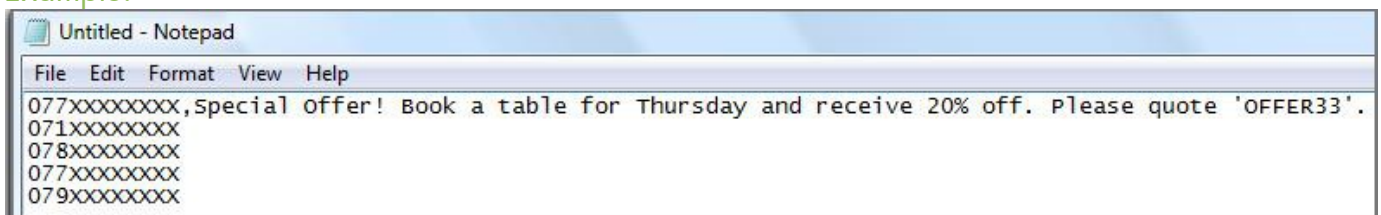


```

Untitled - Notepad
File Edit Format View Help
077XXXXXXXX,This is a confirmation of your appointment with Dr Smith on the 11th at 12pm.
071XXXXXXXX,This is a confirmation of your appointment with Dr Smith on the 11th at 2pm.
078XXXXXXXX,This is a confirmation of your appointment with Dr Smith on the 11th at 3pm.
077XXXXXXXX,This is a confirmation of your appointment with Dr Smith on the 11th at 4pm.
079XXXXXXXX,This is a confirmation of your appointment with Dr Smith on the 11th at 5pm.
  
```

If you are sending the same message to a list of different numbers you simply need to write the message once, on the first line.

### Example:



```

Untitled - Notepad
File Edit Format View Help
077XXXXXXXX,Special offer! Book a table for Thursday and receive 20% off. Please quote 'OFFER33'.
071XXXXXXXX
078XXXXXXXX
077XXXXXXXX
079XXXXXXXX
  
```

*N.B.* We do not recommend creating CSV formatted files using Excel as data is often added/modified by the programme (e.g. UK mobile numbers can be stripped of the leading 0).



Once the document is uploaded you can choose to 'Send Now' for instant processing, or 'Send Later' by selecting a future date and time. You must ensure your account has sufficient credit at the time the message is set to be dispatched, otherwise all or some of the messages won't be sent.

Example:

## Send a Timed CSV/Batch

The File **'test2.txt'** is **5** Messages/Lines long.

This file contains **5** lines which appear to be valid messages and **0** obvious Errors (or non message lines eg. from\_id's or empty lines).

If you are unsure then please email a copy of your CSV file to your Account Manager, as they will be happy to assist you.

**Please choose when you want to send.**

i) To send immediately please press the 'Send Now' button.

OR

ii) To send at a future time / date please complete this form.

:

[\[back\]](#)

### Scheduled SMS

It is also possible to set a date and time for sending each message within the file itself, this uses the 'Scheduled SMS' system (different to the timed system above). To do so, create your CSV file in the normal way, but at the start of each CSV line add the date and time, ensuring CSV data takes the following form.

Usage: <time>,<number>,<message>

Note: Time format is DD-MM-YY<space>HH:MM

**Example:**

03-09-13 17:00,07777123456,This is a test.  
03-09-13 17:30,07777654321,This is a later message.

The above would send 2 messages. The first would be sent 3<sup>rd</sup> September 2013 at 5pm and the second half an hour later. The time/date can be up to 12 months in the future. Upon uploading the file select the 'Send Now' option and the document will be processed with the system dispatching messages at the time(s) specified. Credits will be deducted from your account upon 'sending' the file - this ensures that all messages will be processed for delivery, regardless of your credit balance in the future.

**Specify From-id**

You can also set the from-id for each message by adding a line with the new 'from\_id' before starting the message(s) you wish to change the from-id for. The 'from\_id' parameter is case sensitive and normal from-id limitations apply.

**Example:**

07917123456,This SMS will receive a message from the account's default from-id.  
from\_id,HQ  
07917789123,This SMS will receive a message with the originator of 'HQ'.  
07771234567,This SMS will receive a message with the originator of 'HQ'.  
from\_id,Kapow  
07781812345,This SMS will receive a message with the originator of 'Kapow'.

***What are the advantages?***

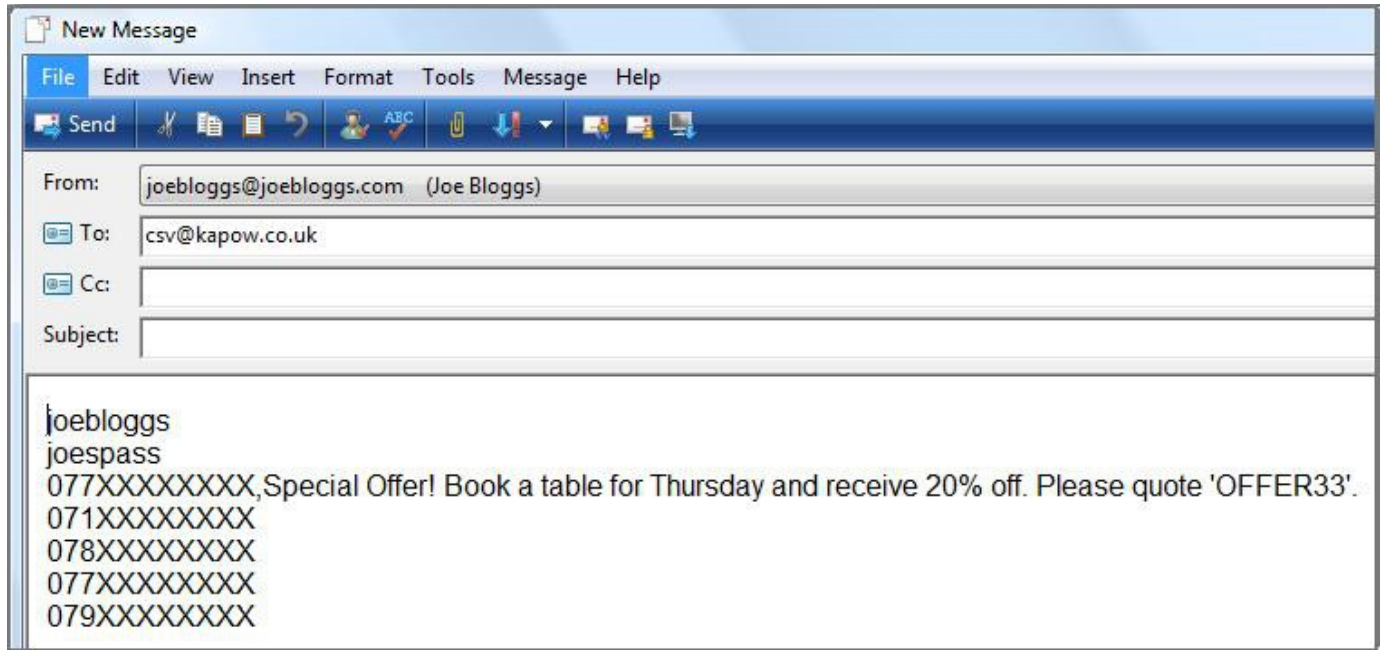
Uploading CSV files reduces the overhead of performing repetitive tasks and is an expedient option for high message volumes. For example, it can be used to send a mass advert or staff alert. CSV is quick and easy to generate from most database applications.

It's also ideal for sending batch messages which include customer specific details such as name, appointment time, or unique special offer codes.

## **4. CSV Email-2-SMS**

Allows you to send CSV data (Comma Separated Values) in the body of an email and address the email to [csv@kapow.co.uk](mailto:csv@kapow.co.uk) which is authenticated in the normal ways; either by typing the 'username' and 'password' on the first two lines of the email body (actual CSV content starting on the third line), or by adding your email address as trusted in your Kapow account. Again, emails *must* be sent in plain text. For more information on CSV and how to upload a CSV file via the website please see 'Batch Upload' above.

Example:



*What are the advantages?* Using email is quick and simple for sending one-off messages plus it is very easy to set-up large automated batch messages and can be used from within the familiarity of your existing email client.

## 5. HTTP (Hypertext Transfer Protocol)

A simple HTTP1.1 GET or POST request is made to a script on one of our servers which, once processed returns a single word response, HTTP request headers and the remaining credit balance, which can all be referenced from within your own scripts.

Single word response values are:

OK = A message has been accepted and spooled for delivery.

USERPASS = An invalid username or password.

NOCREDIT = The account has no credits.

ERROR = Any other error has occurred.

One possible and frequent use for this data is to aid in debugging when building custom applications or scripts. An example GET request would be:

<http://www.kapow.co.uk/scripts/sendsms.php?username=test&password=test&mobile=0777712>

3456&sms=Test+message

#### Required Parameters:

username = Your account username.

password = Your account password.

mobile = The recipient's mobile/landline number.

sms = The SMS message to be sent.

#### Optional Parameters:

from\_id = The message originator, if enabled.

url = A URL you would like the browser to be redirected to after the HTTP request is submitted.

Setting the value of the 'returnid' parameter to TRUE (i.e. returnid=TRUE) generates a unique ID along with the single word response. This is used for tracking your SMS message's delivery status. To track a message the script to call is;

[http://www.kapow.co.uk/scripts/chk\\_status.php](http://www.kapow.co.uk/scripts/chk_status.php)

This requires only TWO parameters:

username = Your account username.

returnid = The unique ID that you received when submitting the message.

Please see the [HTTP API Overview PDF](#) for full details on our HTTP API.

#### *What are the advantages?*

Using HTTP rather than email is advantageous as one can verify whether the message has been received and processed. HTTP is also quick and avoids third party delays which can occur with email.

## 6. Premium SMS

Premium/Reverse Billed SMS enables the mobile recipient to be charged upon receipt of a message. When sending via HTTP you can specify the message as Premium simply by adding the 'route=' parameter followed by the Shortcode e.g. 'route=80000'. Industry regulations apply.

## N.B.

**Number Format:** When sending SMS to the UK you may start numbers with 07 or 447. All other numbers must be in the international format **without** the leading 00 or + sign (so Spain would start with '34' for example). It is possible to send messages to compatible UK landlines, these numbers can be entered as normal.

**Further Information:** Your Account Manager is available for further guidance regarding sending methods and will be happy to answer any questions. Thank you for choosing Kapow, we hope you enjoy using the service. All queries and suggestions are welcome.

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## GLOSSARY

**Alias:** An Alias indicates using a different from-id other than the default one on the account when sending SMS.

**API:** Is an acronym standing for Application Programming Interface.

**Automation:** Refers to the process of reducing the amount of manual and/or repetitive work needed in order to perform a task, it is not limited to an SMS context and is interchangeable with industrial, mechanical, technological and many other contexts.

**Credit:** Refers to the existing Kapow credits on your account.

**CSV Email-2-SMS:** Is Kapow's automated process allowing batch processing of SMS data via CSV (Comma Separated Values) sent as an email in plain text format.

**Data:** Essentially equates to 'information' and is usable in any I.T. related context including (but not exhaustively) documents, systems, protocols, scripts, software and applications. All at some level contain data.

**Debugging:** In I.T. describes the process of altering buggy error producing code/data or pathways in order to make a Program, System, Network or Application (note this is not an exhaustive list) work.

**File Upload:** Allows a file to be uploaded to a server which will either store it or allow a script to perform some action upon it. In the case of the Kapow File Upload/CSV service the message is processed and sent as an SMS to the recipient mobile number/s outlined in the CSV file.

**From-id:** Refers to the sender/originator of an SMS message, it can be set for each message and defaults to [www.kapow.co.uk](http://www.kapow.co.uk) unless changed on an account.

**Headers:** Are auto-generated when transmitting data and appear at the start of a data block. They are sent when any information is exchanged via HTTP and email common header information includes date, time, content type, encoding (and if email) message body, sender, recipient and subject.

**HTTP:** Is a protocol and acronym that stands for Hypertext Transfer Protocol.

**Parameter/s:** In a 'HTTP request' context refers to the 'key=value' pairs submitted when sending form data using GET or POST.

**.php:** Is the file extension for the PHP file format, PHP which stands for the HyperText Preprocessor.

**Processing:** In the context of your Kapow SMS service refers to the manipulation of data via scripts on our own servers.

**Redirection:** Is a means of dynamically changing any given browsers current location normally to another webpage.

**Request:** Commonly refers to the GET and POST methods used to submit Webform data.

**Reseller:** An individual or a company who is able to share/charge their Kapow service to a third party.

**returnid:** A unique parameter allowing Kapow SMS users to track the status of their SMS messages.

**Server:** Is a gateway and storage device used for changing and exchanging data or information.



**Spooled:** Indicates the pending status of what may be an SMS or document (for printing), indicating that it is ready for processing or to have some other action performed on it.

**URL:** Is an acronym for Universal Resource Locator.