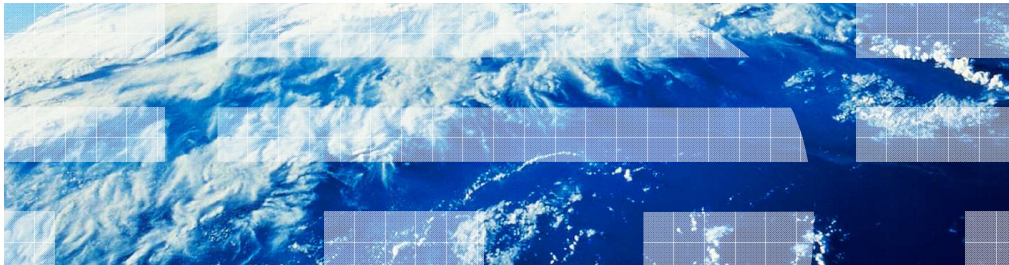

WebSphere Commerce V7

Mobile commerce SMS messaging



This presentation discusses topics about configuring SMS message handling for mobile commerce.

Goals

- Understand messaging infrastructure requirements
- Understand how to configure SMS messaging

The goals of this presentation are to learn the requirements of the SMS messaging infrastructure and how to configure SMS messaging.

Agenda

- SMS gateways
- SMS transport and configuration
- SMS store user interface

The agenda is to discuss SMS gateways, the SMS transport and configuration, and the SMS store user interface.

SMS message support

- Requires SMS gateway provider
 - HTTP API
 - Proprietary interface for each gateway
 - Web services API
 - Standard API
 - Parlay X Web services specification 3.0
<http://portal.etsi.org/docbox/TISPAN/Open/OSA/ParlayX30.html>

SMS message delivery on WebSphere® Commerce requires a SMS gateway provider. A gateway can support either the HTTP API, or the Web services API. The HTTP API is unique to each gateway. The Web services API is standardized by the Parlay X Web services specification 3.0.

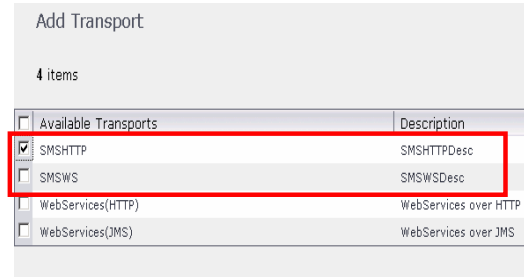
SMS message transport

- Implemented with JCA adapter
- Outbound only
- Configured in administration console

The SMS message transport is one of several supported transports for sending messages from WebSphere Commerce. It is implemented with a JCA adapter which supports only outbound messages. SMS transport configuration is done in the administration console.

Enabling SMS transport

- Login to administration console
- Add a new SMS transport
Configuration > Transports
- Select transport type
 - SMSHTTP - HTTP API
 - SMSWS - Web services API



To configure a SMS transport, you log into the administration console and add a new transport. You then select the transport type. For the SMS types, you select either SMSHTTP which corresponds to the HTTP API, or select SMSWS, which corresponds to the Web services API.

Example SMSHTTP configuration

- Configure transport parameters

SMSHTTP	
Parameter	Value
usePostMethod	true
Endpoint	http://api.clickatell.com/http/sendmsg
APIKey	api_id
APIValue	someAPI
UserNameKey	user
UserNameValue	someuniqueuser
PasswordKey	password
Password	*****
RecipientDelimiter	,
RecipientKey	to
MaxRecipients	100
MessageKey	text
SenderKey	from
SenderValue	somearbitrarysender
CharacterLimit	160
CustomParameters	&queue=1&concat=2

This slide shows an example of the HTTP transport parameters configuration.

See the references slide for an information center article which describes the parameters in more detail.

Assigning message type to SMS transport

- Configuration>message types
- For each message type
 - Severity
 - Transport
 - Device format

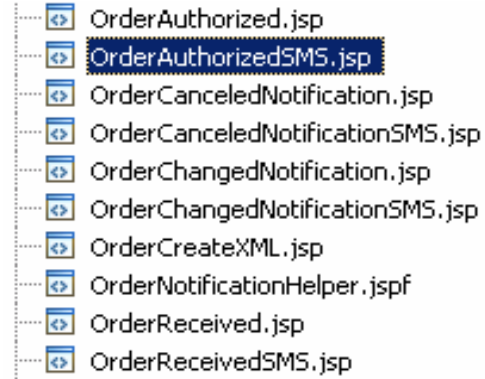
The screenshot shows a web-based configuration form titled "New Message Transport Assignment". The form contains the following fields and options:

- Message type:** A text input field containing "Message for a received order".
- Message severity range:** Two input fields, both containing "0", with the text "to" between them.
- Transport:** A dropdown menu with "SMSHTTP" selected.
- Device format:** A dropdown menu with "SMS messages" selected.
- Archive message after sent:** A checkbox that is currently unchecked.

After creating a new SMS transport, you then configure each message type and specify the severity, device format, and a reference to the SMS transport you just created.

New SMS message templates

- Message templates implemented in JSP™ files in Stores – WebContent directory
 - OrderAuthorized
 - OrderReceived
 - OrderRejected
 - OrderCancel
 - OrderChanged
 - ReleaseShipNotify



Each of the message types corresponds to a JSP file which acts as a template to define the general contents of the message. You edit these files to customize the message content.

Mobile device SMS messages

- Promotions and other marketing messages
- Order status notices

SMS messages are sent to shoppers who opt-in for marketing messages and order status notices.

Opt-in to receive SMS messages

- Opt-in in your account subscriptions
- Order notifications by SMS message
- Marketing activities by SMS message
 - Marketing activity messages
 - Promotion coupons
 - Birthday wish

Mobile phone number

Country
United States

Mobile phone number
+93 512-555-1212

Send SMS Notifications to mobile phone

Send SMS promotions to mobile phone

Submit

You opt-in to receive SMS messages by selecting which type of message you want to receive and providing your mobile telephone number. You can separately select order notifications or promotions and other marketing messages.

Summary

- SMS gateways
- SMS transport and configuration
- SMS store user interface

This presentation discussed SMS gateways, the SMS transport and configuration, and the SMS store user interface.

References

- **Configuring the SMS transport**
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.integration.doc/tasks/tcvsmstransconf.htm>
- **SMS transport parameters**
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.integration.doc/refs/rcvomin4.htm>

This slide gives you references to the information center articles on configuring SMS message support.



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