Enterprise Messaging Access Gateway (EMAG)

Portal user guide
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verizon✓ **business ready**

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1 Welcome to EMAG Portal

1.1 What is EMAG?

Verizon Enterprise Messaging Access Gateway (EMAG) is a web-based application that enables enterprise customers to directly connect with Verizon and other carrier mobile-device users by sending and receiving messaging content using the enterprise's existing text-paging software.

The EMAG Portal allows enterprise customers to:

- Create and send personalized messages over a Web Messenger

- Send your message to one, or hundreds, or even thousands of people at the same time

- Schedule your messages to be sent at a future date and time

- Send automated messages as a response to an incoming message

- Create custom contact lists and have recipients within Verizon and even in other networks

- Use the message templates feature to send messages that include information that doesn't change from message to message

- Create and send text-based surveys

- Manage the technical interface between your enterprise messaging applications and the EMAG platform

- Use messaging protocols that include SNPP, SMTP, WCTP, XML and SMPP

This user guide addresses the use of the EMAG Portal component of the EMAG solution.

1.2 How EMAG messaging works

Enterprise customers can send messages to EMAG using XML, SMPP, SNPP, WCTP and SMTP protocol-supported client applications. Messages received by EMAG from customers using any of these protocols are processed by EMAG and converted to a form understandable by the Verizon network elements. These messages are then sent to the network elements for delivery to end devices as SMS or MMS messages. Responses back from the end devices, as well as any delivery receipts received by EMAG, are converted back into the protocol used by the enterprise customer's application and directed back to the customer application. Please note that Enhanced Messaging users can only send SMS messages.

In addition to the protocols mentioned above, customers can also send messages directly from the EMAG Portal to end devices and receive responses back to the portal; this direct messaging activity is accessible via the Portal Web Messages > Web Messenger screen. When you send one message to a group of 10 contacts (for example) using the EMAG Portal Web Messenger, the single message will be sent out/broadcasted by EMAG as 10 individual messages to the contacts within the group.

Any replies coming from the contacts will be displayed as "one-to-one" messages in the message list of EMAG Web Messenger screen.

1.3 EMAG features

Multiple protocol support
Messages can be sent from various protocols—HTTP, SMTP, SNPP, WCTP, XML and SMPP, with asynchronous support for XML and WCTP.

Custom contact lists
You can create, edit and delete contacts and groups. You can also import and export contacts to and from EMAG.

Group messages
Users may send messages to a large number of recipients in a group with a single message.

Longer messages
Send messages up to 1,000 characters.

Message tracking and status
Check message activity, such as message delivery status.

Auto-replies
Send automated messages as a response to an incoming message. User can set the business hours, and the auto-replies sent to respondents can vary between business and nonbusiness hours.

Schedule messages
Schedule messages ahead of time and the messages will be sent out automatically at the scheduled time.

Message templates
Create and save message templates for those messages that are frequently sent.

Surveys
Create and send text-based surveys. Each question is sent as one single SMS. User can view or export the results using the Portal.

Enhanced Messaging capabilities
Send bulk SMS messages across eligible carriers in the North American Numbering Plan (NANP). Enhanced Messaging numbers are available for customers who need to send mass messages to both Verizon and non-Verizon mobile devices. The Enhanced Messaging numbers are only provided to customers who subscribe to the Enhanced Messaging pricing plans. These numbers allow customers to send to Mobile Directory Numbers (MDNs) on other eligible carriers within the North American Numbering Plan footprint. International messaging is not supported at this time.

Reporting
You can track messages, monitor message traffic and track mobile replies through reports, all of which are customizable, and most are exportable.

Robust administration functions
Portal administrators (admins) can control access to EMAG by creating, modifying and removing accounts, configuring the multiple protocols supported, and managing the general configuration of the enterprise.

12-digit Verizon long codes
Enterprises are automatically allocated a pool of 12-digit long codes for creating message campaigns to send to Verizon subscribers or devices.

Intercarrier codes
There are two types of intercarrier codes to apply within the EMAG platform. Standard intercarrier codes are only valid for sending person-to-person messages to and from EMAG to mobile numbers on other North American Numbering Plan networks. And as previously stated, Enhanced Messaging toll-free numbers are available for customers who need to send mass messages to both Verizon and non-Verizon mobile devices.

Telematics
EMAG allows sending binary messages for machine-to-machine (M2M) communication with the telematics option. Binary messages are supported by SMPP or XML protocols. Not for use with medical devices.

Carrier lookup
Don't know the carrier for a particular wireless number? Use carrier lookup.

Note: Not all features will be enabled for all enterprises. Ask your Verizon representative for more information.

1.4 Pilot Mobile number

A Pilot Mobile number is the administrator account number assigned to the customer when the EMAG account is established. The Pilot Mobile is unique to the customer and is used to identify the customer for billing, management of the account and password verifications. All authorized users for an enterprise customer share the same Pilot Mobile number.

Although all users within the enterprise use the same Pilot Mobile number to access the messaging functions in EMAG, this number does not show up as the sender number on the recipient's device. The recipient will view either the Verizon code or the intercarrier code as the sender of the message. Further, EMAG uses the long code to return delivery acknowledgements and replies to the message sender.

Note: Verizon will assign a Pilot Mobile number for an enterprise customer during the installation of EMAG associated with a single administrator user. The Pilot Mobile number assigned to the enterprise customer cannot be changed.

1.5 Interface overview

The EMAG Portal allows enterprise users to upload contacts, create groups, set up protocol connections, view reports and send Portal messages and surveys.

Admin and operator view
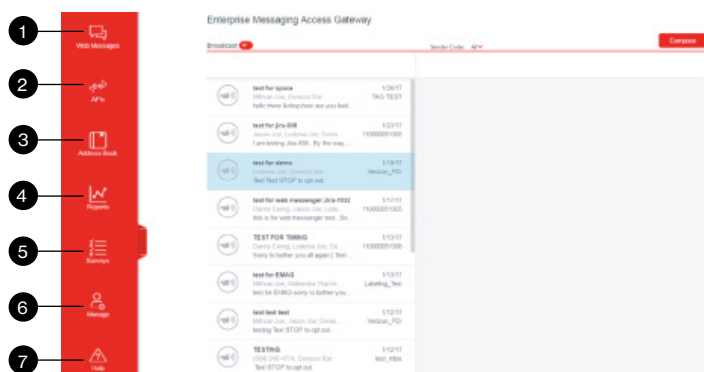
Refer to the table below for descriptions of the individual tabs:

	Tab name	Subtabs	Function
1	Web Messages	Web Messenger	Send Portal messages and view and reply to the respondents. For more information, refer to Section 2: Create, view and send your message.
		Auto Replies	Send automated messages as a response to an incoming message. For more information, refer to Section 4: Set an auto-reply for your sender code.
		Scheduled Messages	Schedule your messages in advance. For more information, please refer to Section 3: Plan ahead, schedule your message.
		Message Templates	Choose from pre-prepared message templates during compose. Please refer to Section 5: How to use message templates on EMAG.
2	APIs	Connections	When using messaging APIs, create, modify and delete connections. For more information, refer to Section 6: Set up your connections—messaging APIs.
3	Address Book	Contacts Groups	Create and modify contacts and groups. For more information, refer to Section 8: Address book.
4	Reports	Message Details Traffic Opt-Out History Current Opt-Out Change History	View customer message and connections report. View change history. For more information, refer to Section 9: Reports.
5	Surveys	Create Manage	Create and manage text surveys. For more information, refer to Section 7: Create and send surveys.
6	Manage	Sender Code Manage Accounts	Label your sender codes (for internal user experience). Create, modify and delete Portal users. For more information, refer to Section 10: Manage
7	Help	FAQs How-to Videos Product Support Feedback Carrier Lookup	Product support information. For more information, refer to Section 11: Help.

1.6 Protocols supported by EMAG

EMAG acts as a gateway that allows enterprise customers to send high-volume text and picture (SMS and MMS) messages to their customer base and/or their internal employees using client applications that support one or more of the below-mentioned protocols:

- SMTP—email messages
- SNPP—wireless paging protocol messages
- WCTP—wireless paging protocol messages
- XML—HTTP-based messaging
- SMPP—session-based messaging with acknowledgements

1.7 EMAG architecture

EMAG architecture is illustrated in the graphic below. The figure shows all of the ways that messages can enter the EMAG system, including through the EMAG Web Messenger. All the messages are composed by one of the elements on the left side of the figure and then sent to the applicable elements on the right side. When you are sending a message from the EMAG Web Messenger, you are actually using the HTTP protocol. Your message is processed by the EMAG system and then sent to the mobile device.

If the mobile device that you are sending to is not a Verizon subscriber, EMAG will route the message to the mobile's carrier. These are called intercarrier messages, or ICMs.

Replies and acknowledgements (or Acks) will be sent back through EMAG. Mobile-originated replies are delivered back to the EMAG sender via the original protocol. Acknowledgements to the initial message indicate message delivery or attempted delivery status. Under certain circumstances, the mobile device or the carrier's network may not be able to send an acknowledgement back to the EMAG system. You can access the message tracking and status features to determine whether EMAG received all the information about the status of messages sent to other carriers. In those cases, EMAG will, at a minimum, be able to confirm whether the message was sent to the other carrier's network.
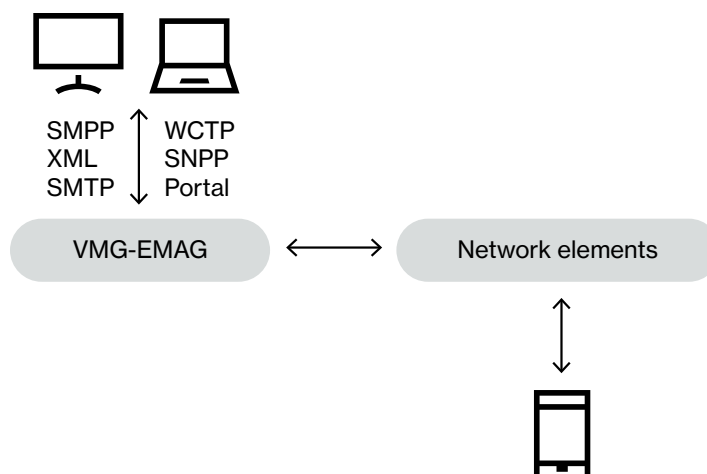
1.8 Sign in and sign out

1.8.1 Sign in

1. Go to https://ess.emag.vzw.com/emag/login. Enter your provisioned Pilot Mobile number in the user ID box and click **Register**

2. If you have not yet registered with My Verizon, you will see the following screen. Select **Continue** and follow all the steps require to register your pilot number with My Verizon
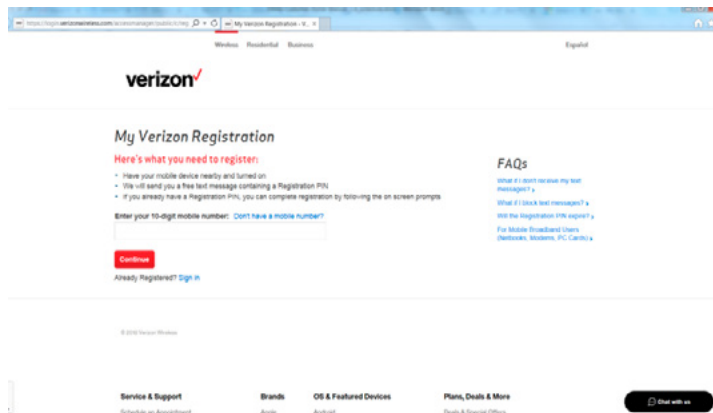
3. Once you have registered with My Verizon, return to the Enterprise Messaging login page, https://ess.emag.vzw. com/emag/login, where you should be able to enter your pilot number and your password to log into the EMAG Portal. When you have logged in, you will land on the page below, and you are ready to start sending messages from the Web Messenger Portal

1.8.2 Logout
Click the **Logout** button at the top right of the screen. If you sign out while you are in the process of completing a task, EMAG will not automatically save your progress.
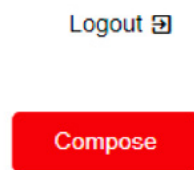
2 Create, view and send your message using the Portal

2.1 Web Messenger

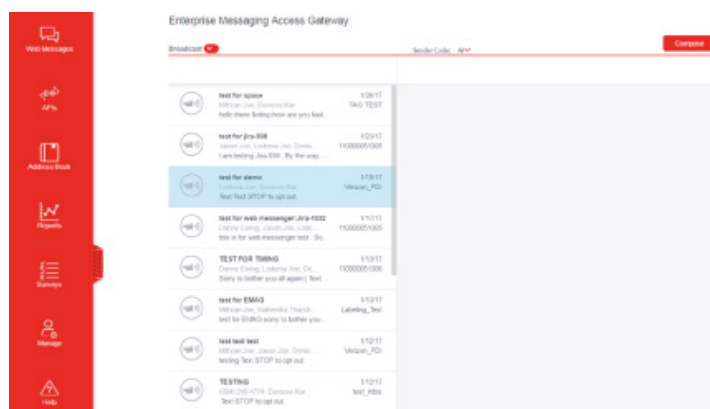Customers using the EMAG Portal can seamlessly send and receive messages within the Web Messenger menu. Customers can access this menu by clicking the **Web Messenger** link within **Web Messages** in the left-hand menu bar.
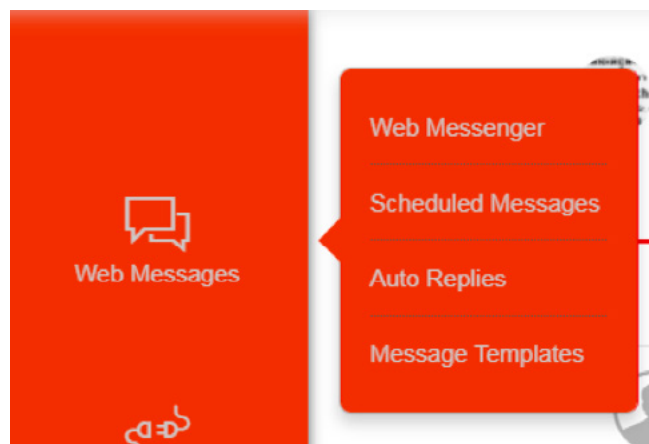
Unlike reports, Web Messenger displays up to 60 days of message content. In the Web Messenger screen, only messages sent over the Web Messenger will be displayed. Messages sent through application programming interfaces (APIs) can be accessed via the Reports menu link.

2.2 Two components to Web Messenger

The conversation list, which is displayed on the left-hand side of Web Messenger, shows all previously sent broadcast and one-to-one messages within a list, that is, the conversation threads.

Once a conversation is selected from the conversation list, the right-hand side of Web Messenger will show the individual messages sent and received.
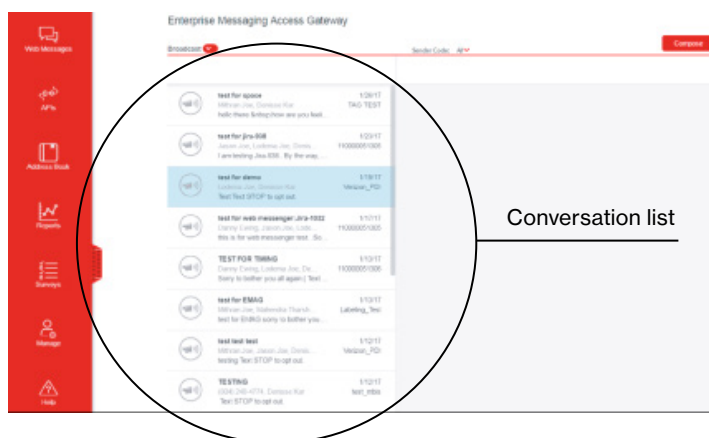
Conversation list

There are two different types of messages:

2.2.1 Broadcast messages

A broadcast message is a message that is sent to two or more recipients. A subject is required when sending a broadcast message. The subject is displayed in the conversation list.

2.2.2 One-to-one messages

A one-to-one message is a message that is sent to a single recipient. If a recipient replies to a broadcast message, that reply will also create a new one-to-one message thread. There is no subject associated with a one-to-one message.

2.2.3 Filtering the conversation list

The conversation list can be filtered based on the message type. When "One-to-One" is selected, only one-to-one message conversation lists will be displayed. Conversely, if "Broadcast" is selected, only broadcast message conversation lists will be displayed. If "All Messages" is selected, then both one-to-one and broadcast messages will be displayed.

The number displayed in the dropdown depicts the number of unread messages for that message type.
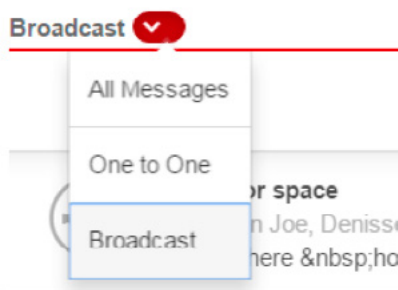
2.2.4 Filtering the sender codes

The messages displayed in the Web Messenger are based on the selected sender code. A sender code is the long code the messages were sent from.
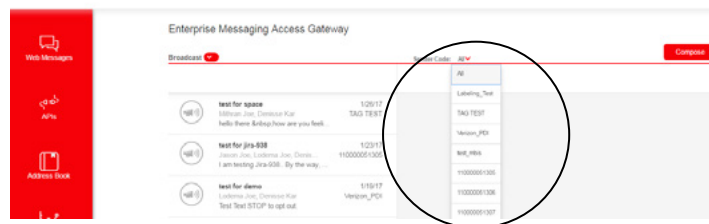
When "All" is selected, Web Messenger will display all conversation threads and lists for all long codes. Otherwise, the conversation threads and lists will be displayed for the selected sender code within this dropdown.

The sender code will always be displayed under the date within the conversation list.

2.2.5 Display order

The conversations are sorted based on newest conversations first. The most recent conversation will always show at the top. The date displayed in the conversation list represents the last date that a message was either sent or received within that conversation.

2.2.6 Broadcast display names

For broadcast conversation threads, the individual recipients will be displayed. Even if a group was initially selected to receive the broadcast message, the individuals within that group will be displayed.

2.3 Deleting the conversations

One-to-one or broadcasted conversations can be selected and deleted by clicking on the related conversation's icon.
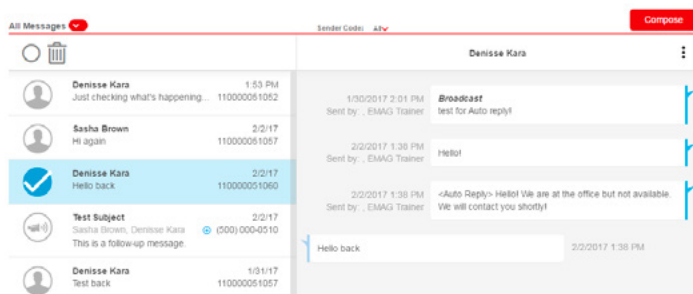
2.4 Conversation threads details

As previously discussed, once a conversation is selected from the conversation list, the right-hand side of Web Messenger will show the individual messages sent and received within conversation threads.
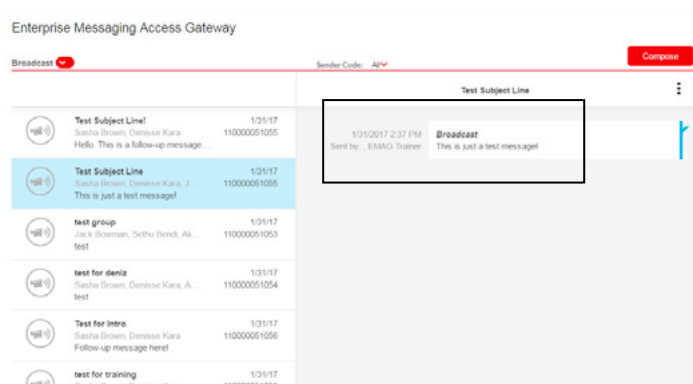
2.4.1 Display order
The messages within the thread are sorted based on oldest message on the top and newest message on the bottom, closest to the Compose box. The date and time shown depicts the date and time the message was either sent or received.

2.4.2 Message sender
The "Sent by" section indicates the EMAG user who sent the associated message. Multiple users can reply to the same conversation thread. However, this sent-by name is not sent to the end message recipient. This is for internal display and accountability purposes only. The sent-by name is the name that was added during user creation when an admin selects **Manage > User Profiles**.

2.4.3 Broadcast conversation thread specifics
Broadcast conversation threads slightly vary from one-to-one conversations.

• Displayed messages within the broadcast conversation thread

The messages displayed within the broadcast conversation thread will be only the messages that were broadcast to that specific group of people. Any replies to that broadcast message will be displayed within a subsequent one-to-one conversation thread.

• New recipients cannot be added to an existing broadcast thread

In lieu of adding a new recipient to an existing broadcast thread, users can create a new message thread.

• Sending a message within an existing broadcast conversation thread

After the initial broadcast message was sent to a group of recipients, multiple subsequent messages can be sent to that same group again. However, as previously discussed, new recipients cannot be added to the existing recipient list here.
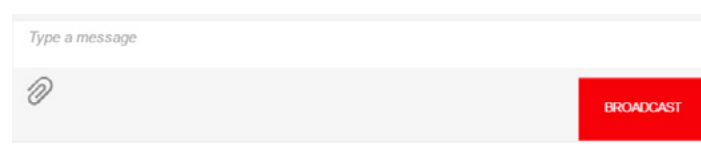
From the bottom of the conversation thread view, simply:

1. Enter your message content. Max characters are 1,000

2. Select **Broadcast**

3. The broadcast message will immediately be sent to the initial recipients

2.4.4 One-to-one conversation thread specifics
As discussed, one-to-one conversation threads slightly vary from broadcast threads.

• Sending a message within a one-to-one conversation thread

Subsequent messages can be sent within a one-to-one conversation thread.

From the bottom of the conversation thread view, simply:

1. Enter your message content. Max characters are 1,000

2. Select **Send**

3. The broadcast message will immediately be sent to the initial recipient
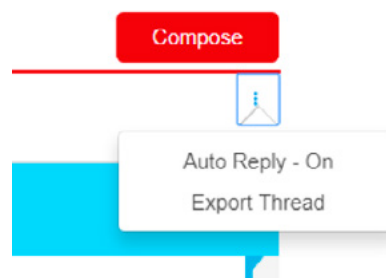
2.4.5 More Options icon for conversation thread
From the More Options icon, which resides in the top-right corner of the conversation thread screen, it is possible to manage auto-replies and to export the thread.

2.5 Compose a new message through Web Messenger

1. Click the **Web Messenger** link within Web Messages in the left-hand menu bar

2. Click the **Compose** button

2.5.1 Enter code types
When sending a message, or multiple messages, the user will be asked to select a code. (Portal users can select either Verizon or intercarrier codes.) The code is the number that will appear as the sender number on the recipient's messaging device. In general, EMAG supports three different code types:

Verizon code
Also known as on-network messaging (Verizon) codes, fixed codes are 12-digit virtual numbers used to send messages to Verizon network subscribers. A block of fixed codes is automatically allocated to the enterprise account when the account is provisioned.

Fixed codes allow for more than one message to be sent showing the same sender number. If you are planning a messaging campaign, using a fixed code will allow recipients to recognize that a series of messages is coming from the same source. Fixed codes are drawn from a code pool reserved for enterprise and begin with 777 or 888.

Intercarrier codes
Intercarrier codes are 10-digit virtual numbers used to send messages to recipients on other carriers. Like fixed codes, intercarrier codes may be reused to send multiple messages in a messaging campaign. Your Verizon administrator will assign intercarrier codes upon request.

Enhanced Messaging codes
Enhanced Messaging codes are numbers that start with 8xx and are used to send messages to recipients on other carriers. Like fixed codes, Enhanced Messaging codes may be reused to send multiple messages in a messaging campaign. The Enhanced Messaging codes are only provided to customers who subscribe to the Enhanced Messaging pricing plans. If customers have subscribed to the Enhanced Messaging pricing plans, the assigned 8xx code will be available through the API connection creation and Web Messenger screens.

Dynamic code
Starting with release EMAG 1.2, dynamic codes will no longer be supported for EMAG Web Messenger users. Dynamic codes can only be used by API users, and they are also used to send messages to Verizon network subscribers.

The code is randomly generated by EMAG, and the user cannot control which number will be used. Every message sent using the dynamic code will have a distinct sender address on the recipient messaging device.

2.5.2 Select your number

Enter an on-network messaging (Verizon) code
To enter a Verizon code, select from the dropdown menu in the "From" section of the Compose window. All available on-network codes/numbers will be displayed in the dropdown list. If the user has labeled the sender codes from the Manage Sender Code screen, the numbers will be displayed with their labels.

Enter an intercarrier code
To enter an intercarrier code, select one from the dropdown of the Compose window. All available intercarrier codes will be displayed in the dropdown list. If the user has labeled the sender codes from the Manage Sender Code screen, the numbers will be displayed with their labels.

Enter an Enhanced Messaging code
To enter an Enhanced Messaging code, select Enhanced Messaging from the dropdown menu. All available Enhanced Messaging codes will be displayed in the dropdown list. If the user has labeled the sender codes from the Manage Sender Code screen, the numbers will be displayed with their labels. Please note that the Enhanced Messaging numbers are only provided to customers who subscribe to the Enhanced Messaging pricing plans.

2.6 Enter message recipients

EMAG allows recipients to be added to your message in four ways:

• Select group contacts from existing entries in your contacts list

• Select individual contacts from your contacts list

• Create new individual contacts by entering phone number and contact information

• Type in phone numbers without creating them as contacts

2.6.1 Color codes for recipients

The following color codes are used for contacts:

• Green: Verizon numbers

• Red: carrier unknown numbers

• Blue: intercarrier numbers

• Gray: groups
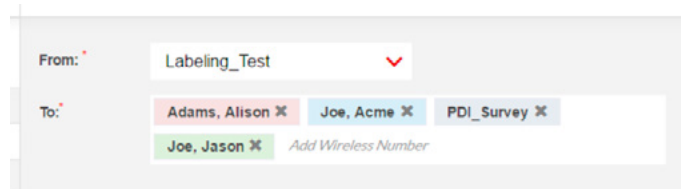
2.6.2 Select group recipients from contacts list

1. Click on the groups you want to select on the left-hand side of the Compose screen
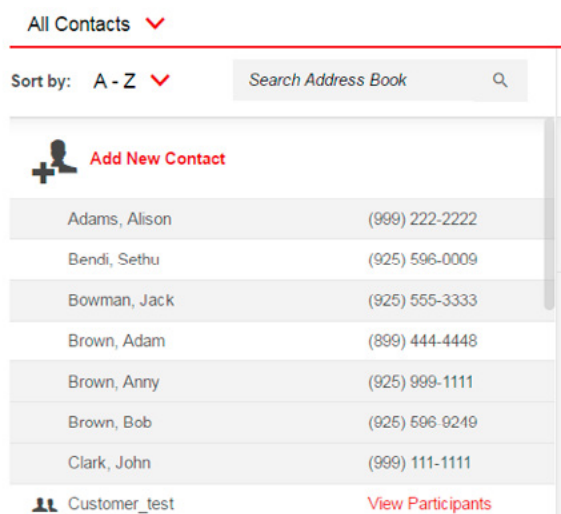
2. The user can filter groups and contacts by clicking on the **All Contacts**, **All Groups** filter
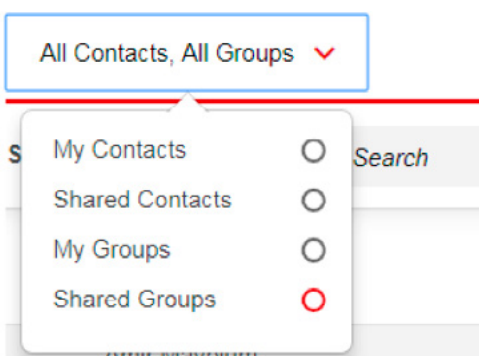
3. The user can view the contacts within a group by clicking on **View Participants**
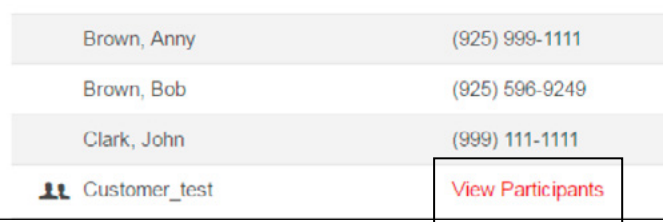
2.6.3 Select individual recipients from contacts

1. Click on the **All Contacts**, **All Groups** filter on the left-hand side of the Compose screen

2. The user can filter contacts by selecting **My Contacts** and/or **Shared Contacts**
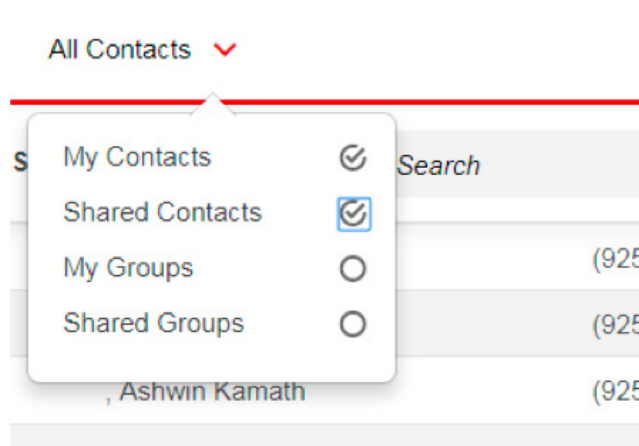
3. All existing individual contacts (created by the user and/or shared with the user) are displayed by wireless number, name and organization

4. Click on the desired individual contact(s). More than one contact may be selected. The selected recipients will be populated automatically

2.6.4 Create new individual contact

1. Click on the **Add New Contact** icon

2. Enter the 10-digit wireless number for the new contact. Optional fields include name, organization and department

3. Click the **Save & Add** button

4. Once created, the contact will be added to the current recipient list you are actively making and will be saved to your contact list for future use

2.7 Enter message description

Whenever there is more than one person in the "To" list, the Subject box appears for the user to put a message description. The description is required to send the message and will be displayed in message reports but will not be included in the content of the message itself.

2.8 Choose from presaved templates (optional)

Users are able to choose from previously saved message templates during composition. If the user chooses a message template from the dropdown menu, previously saved text is populated automatically for the composed message. New information can be easily added before the message is sent.

2.9 Schedule your message (optional)

Schedule messaging is an optional feature for the Compose screen. The user can either send a message immediately, or by selecting the date and time, the message will be delivered on a schedule.

2.10 Type message

Messages may be manually typed into the box provided in the Message section of the Compose screen.

2.11 Send message

When the message is complete, and if the user is sending the message to one single person, click the [SEND] button to send your message.

If the user is sending the message to multiple people, click the [BROADCAST] button to send your message.

If the user prefers to keep the messages as a template, click the Save as Template button to save the message body as a template.

3 Plan ahead, schedule your message

3.1 How Schedule Messages works

With the Schedule Messages feature, messages can be sent automatically at a scheduled time. The user can use it to send out messages at hourly, daily and weekly time intervals and is able to delete, edit and view their scheduled messages. To be able to schedule a message, the Schedule option must be selected as "Yes" and the following options must be set:

• Start Date

• Start Time

• Time Zone

• Repeat

After the message properties are ready, the user can select the **Schedule** button for their message to be sent out at the planned date, time and intervals. After a message is scheduled without any further concern from the user, EMAG will send the saved message at the exact date and time as set.

If an option other than "Never" has been selected, the user needs to set an end date and end time for the scheduled messages. The maximum end date that can be set is two years in the future.

3.2 Create a scheduled message

1. Go to the Compose screen. Click on **Compose**

2. Choose the sender code that you want your message to be sent from

3. Select your contacts the message is targeted for

4. To schedule your message, click on the radio button that says **Yes** on the "Schedule Message?" option. Start date, start time, time zone and repeat options will appear for you to select. If you select an option other than "Never" for Repeat, more options for the end date and end time will appear to select

5. Type your message and click on the **Schedule** button for your message to be scheduled with the preferences you have just completed in step 4 above

3.3 How to view a scheduled message

There are two ways to view a scheduled message:

• By clicking on the **Scheduled Messages** submenu item of the Web Messenger tab (below)
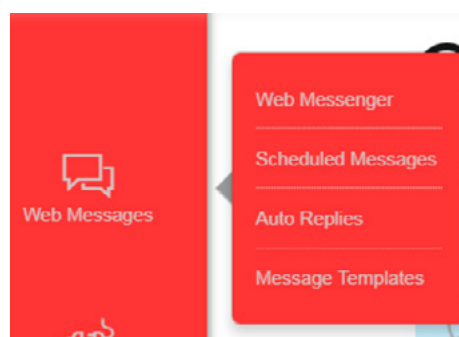
• By clicking on the yellow notification bar (below)
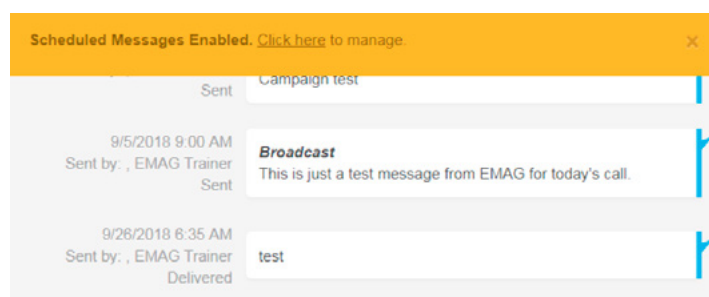
3.4 How to edit and delete scheduled messages

The Schedule Messages functionality can be accessed as a submenu item under the Web Messages tab.
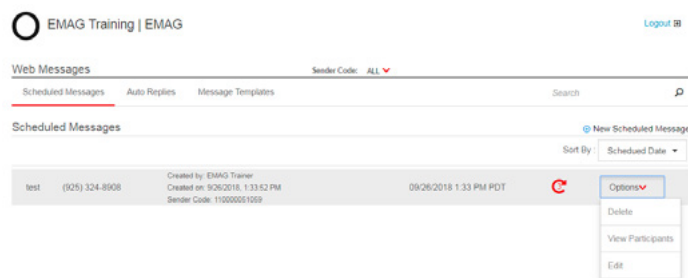
Under the Options menu, the user can choose to edit or delete the message or select **View Participants** to see who this message is targeted for.

The user is able to see how many times this message will be sent to the end user by checking the curved red arrow:
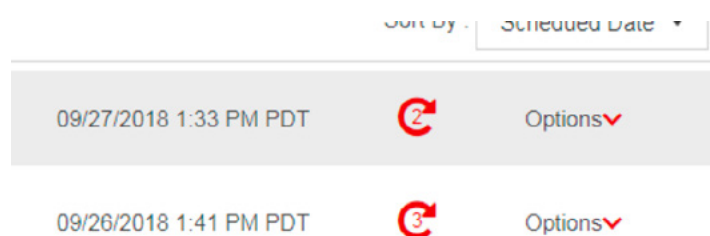
Scheduled messages can be sorted through the Sort By option, at the upper-right corner of the Scheduled Messages screen.
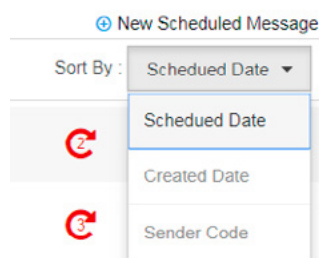
3.4.1 Scheduled messages notification on conversation threads

On the Web Messenger's conversation threads, if there is a scheduled message for a specific sender code, the Schedule Message notification is displayed as well.
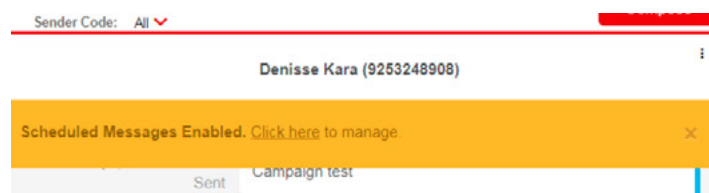

4 Set an auto-reply for your sender code

4.1 How auto-reply works

When an auto-reply is activated, any messages sent to the selected sender code will receive the configured auto-reply. This will typically occur when the end recipient replies to a previously sent message.

Unless the auto-reply has been edited or changed, auto-replies from the same sender code are sent to same replier only once in a day.

The auto-reply functionality can be accessed as a submenu item under the Web Messages tab (below).
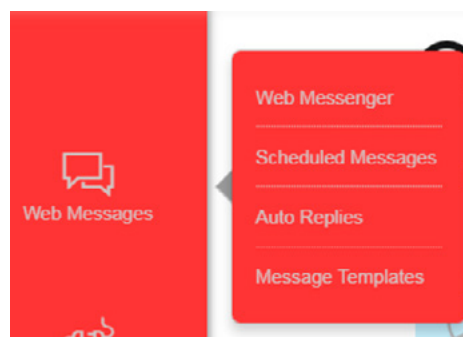
4.2 Auto-reply options

There are three options on when an auto-reply can be sent. The options are:

• During business hours—Auto-replies will be sent during the established business hours

• During non-business hours—Auto-replies will be sent outside of the established business hours

• Always—Auto-replies will always be sent, regardless of the set business hours

4.3 Select sender code

The first step to creating an auto-reply is to select which sender code the user would like to create an auto-reply for. Users can access this from the Sender Code dropdown menu.
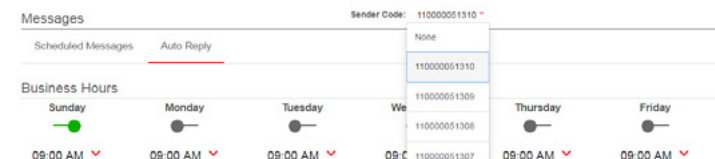
Once a sender code is selected, any auto-reply settings will be saved to only that sender code. If the user wishes to create the same auto-reply on other codes, they will need to set each one individually. It is important to note that the end user will ONLY receive an auto-reply when they reply to the code in which the auto-reply is set. Auto-replies are not set at an account level.

4.4 Set business hours

Once the desired sender code is selected, the business hours need to be set. This is an important step because these hours will help trigger when the auto-reply is to be sent.
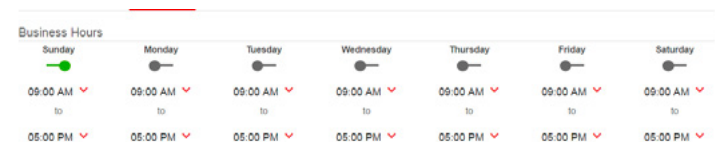
1. Use the toggles to establish which days are office days:
   a. The green toggle is in-office
   b. The black toggle is out-of-office
2. Use the dropdown times to determine the office-hours' time for that particular day

Any changes made to the business hours will take effect immediately for all new and previously saved auto-replies.

4.5 Create an auto-reply

1. To create a new auto-reply, select **New Auto Reply**
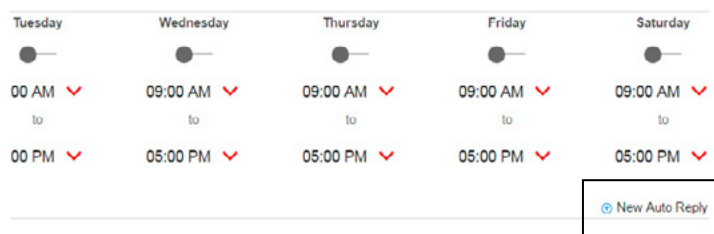
2. Enter the auto-reply text message to be sent
3. Select when to send the auto-reply:
   a. Always
   b. During Business Hours
   c. During Non-business Hours
4. Select **Save**. Once saved, the auto-reply will take effect immediately
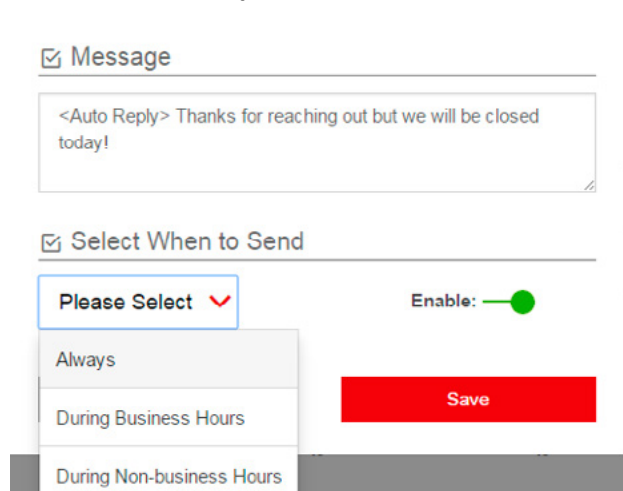
Note: There cannot be overlapping/conflicting auto-replies. For example, if an auto-reply is already saved to send During Business Hours, and you are trying to save a new auto-reply to Always, you must first go back and deactivate the initial auto-reply.

4.5.1 Saved auto-replies
Up to five auto-replies are allowed to be saved.

Any auto-reply can be edited or deleted. If an auto-reply has been edited, the respondents get the new auto-reply once a day.

4.5.2 Auto-reply notification on conversation threads

On Web Messenger's conversation threads, if the auto-reply is on for a specific sender code, the auto-reply notification is displayed as well.

## 5 How to use message templates on EMAG

5.1 How message templates work

Users can use message templates to send messages that include information that infrequently changes from message to message. Compose and save a message as a template, and then reuse it when you want it. New information can be added before the template is sent as a text message. Templates remain available to use until the user deletes them.

5.2 Create a message template

1. Go to the Compose screen. Click on **Compose**
2. Choose the sender code that you want your message to be sent from
3. Select your contacts the message is targeted for
4. Type your message and click on the **Save as Template** button for your message to be saved as a template

5.3 Use a message template

1. Go to the Compose screen. Click on **Compose**
2. Choose the sender code that you want your message to be sent from
3. Select your contacts the message is targeted for
4. From the dropdown menu, select a message that was previously saved as a message template. The selected message template will be automatically populated as the message text of your message

5.4 How to view and edit a message template

The Message Templates functionality can be accessed as a submenu item under the Web Messages tab (below).
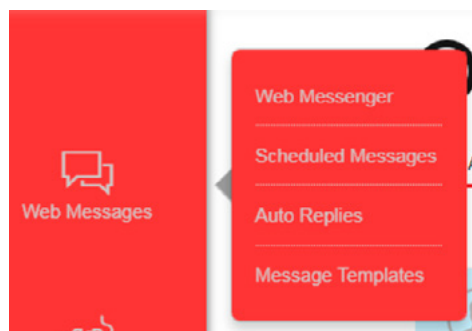
Click on Messages Templates, and existing message templates can be viewed as below:

By clicking on the Options menu, the user can select to delete, edit a message template or compose a message from the template.
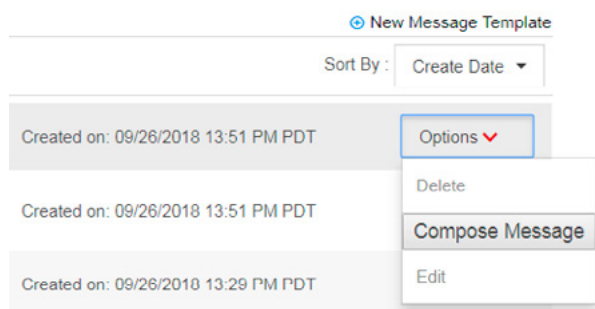
6 Set up your connections—messaging APIs

Note: The APIs menu is only available to admins and operators. The menu will not be present for users with subaccount status.

EMAG supports the following protocols:

• SMPP—secured messages with acknowledgements
• SMTP—messages from an email application
• SNPP—paging messages sent from the internet
• WCTP—messages to paging devices
• XML—SOAP-based XML messages

The APIs tab allows admins and operators to set up connections by protocol and establish credentials for the connections. The connections enable customers to use in-house applications from their end to connect to EMAG and send and receive messages.

On the All Connections window, it is possible to choose protocol by clicking on the related protocol.
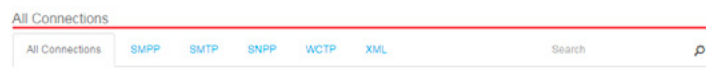
6.1 SMPP connections

Use the SMPP tab bar to view, create and edit SMPP connections.

The SMPP protocol is unique in that it is a persistent connection between EMAG and customer applications. EMAG will automatically send delivery receipts and MO-replies from a mobile device back to the client enterprise using the persistent connection. SMPP protocol also supports sending binary messages for M2M communications.

6.1.1 Create an SMPP connection

To create an SMPP connection, follow the steps below:

1. Click on the **Add New** link at the top of the SMPP Connections page. The Add SMPP Connection page will appear in a separate window

2. Use the dropdown menu to select a fixed code for use with the connection. The codes available for selection will be 12-digit Verizon codes and/or 10-digit intercarrier codes or Enhanced Messaging codes that have been provisioned for your account and are not currently assigned to another connection. If no code is selected, system-generated dynamic codes will be used as the sender address for messages

3. Enter a user ID for the connection in the Userid tab. The user ID must meet the following criteria:

    *   Be between 6 and 32 characters (alphanumeric only) in length

    *   Be unique within EMAG; if the user ID entered is already being used for another connection in EMAG, an error message will occur

4. Create a password for the connection by typing it in the Password field. The password must be in the following format:

    *   Between 8 and 16 characters in length

    *   Contain a number, uppercase character, lowercase character and special character

    *   Not use backward slash, space character and forward

5. Confirm the password by typing it a second time in the Confirm Password field

6. Select either **Yes** or **No** in the Telematics field. Selecting "yes" for telematics allows messages to be sent and received using binary format. Telematics messages are pass-through messages in EMAG; an opt-out string is not appended to the message content, nor is the enterprise identifier prepended to the message content

7. Use the dropdown menu to select **Connection Type**: **Transceiver TRX** (default) or **Transmitter TX**

8. Optional: Enter a description for the SMPP connection

9. Select a status for the connection: **Active** or **Suspended**. The status may be changed later as needed

10. Click the **Add** button. The new connection will be added to the table on the SMPP Connections page

Note: Authentication for SMPP connections in EMAG is done based on the incoming IP, user ID and password

6.1.2 Modify an SMPP connection

An SMPP connection may be modified to change a password, a connection type, or a Verizon code or intercarrier code and may also be switched between active and suspended status. To modify a connection, click on the ID link in the SMPP Connections table or click on the pen icon.

The Update SMPP Connection window will appear.

Change the connection details as needed and click the **Update** button. The changes made will be updated in the SMPP Connections table. All fields within the Update SMPP Connection page may be modified.
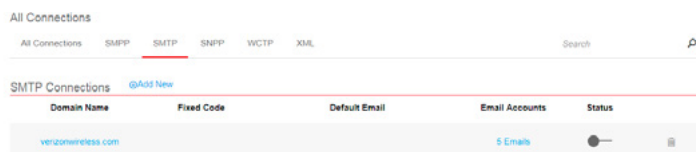
6.2 SMTP connections

The SMTP tab bar allows admins and operators to view, create and edit SMTP connections.

An SMTP connection is connected to an email account. Email domains to be used are given to Verizon Wireless by the customer during initial EMAG account setup. The email domains are loaded into EMAG for the customer during setup, and these whitelisted domains are available for use through the SMTP Connections tab. For each SMTP connection, a Verizon code or intercarrier code may be defined. Shared domains (for example, Gmail®) may be used by more than one enterprise customer, as the sender email address specified in the connection makes the SMTP connection unique. With every connection, up to 20 valid senders may be assigned per domain.

Click on the SMTP Connections tab bar to open the SMTP Connections window.

6.2.1 Create an SMTP connection
To create an SMTP connection, follow the steps below:

1. Click **Add New** at the top of the SMTP Connections page. The Add SMTP Connection page will appear in a new window

2. Enter a domain from the Domain dropdown menu. This is the email domain from which the customer will be sending messages to EMAG. All the domains that were whitelisted for the customer during account setup will be available to select in the dropdown

3. Use the dropdown menu to select the connection type. For those customers whose email servers are hosted on cloud (those using email services from Microsoft® Office 365® or Gmail for business, etc.) are supposed to use Cloud connection type. If not using cloud, please continue selecting **Traditional**. Cloud enables support for cloud email providers that have SPF+DKIM enabled. Traditional continues support for IP-based validation

4. Use the dropdown menu to select a Fixed Code for use with the connection. The codes available for selection will be 12-digit Verizon codes and/or 10-digit intercarrier codes or Enhanced Messaging codes (if subscribed to the Enhanced Messaging pricing plans) that have been provisioned for your account and are not currently assigned to another connection. If no code is selected, system-generated dynamic codes will be used as the sender address for messages

Note: The SMTP connection may be set up to accept all incoming emails from the email domain selected in the Domain field, by checking the **All Domain Email Accounts** check box. The check box is selectable only if the domain is exclusively held by the customer; with shared domains, this check box is not clickable. If All Domain Email Accounts is not checked, EMAG will verify authentication for the individual email addresses entered via the Add & Proceed to Enter Email Accounts button. In this case, EMAG will only allow messages to be sent or received through the individual email accounts entered.

5. Enter the Default Email Address for the connection. The default email address will receive all incoming messages for the connection

6. Provide a brief description for the connection in the Description field

7. Clicking the **All Domain Email Accounts** check box allows EMAG to accept messages from any sender whose email domain matches the domain of the SMTP connection. If the check box is unavailable, this feature has not been enabled

8. Select a Status for the connection: Active or Suspended. The status may be changed later as needed

9. Click the **Add & Proceed to Enter Email Accounts** button

10. The Add SMTP Connection Email page will come up. The domain is already provided. Enter email addresses that will be used for the account and click **Add**. To provide more fields to enter email addresses, click the **Add (and enter more)** button

Note: Authentication for SMTP connections in EMAG is done based on the incoming IP, email domain and/or sender email address.

6.2.2 Modify an SMTP connection
The following information may be modified for an SMTP connection: Verizon or intercarrier code, default email address, description and status (active or suspended). Individual accounts may also be deleted or added.

To modify connection details:
To modify an SMTP connection, click on **Domain Name** in the SMTP Connections table. The Fixed Code, Default Email Address or Description may be changed. The Status may also be changed between Active and Suspended. Click **Update** to save changes.

To delete or add individual accounts:
To delete or add individual accounts, click on the corresponding link in the Email Accounts column of the SMTP Connections table and the Email Accounts page will be viewed. Click on the **Trash** icon button to remove an email account. Click on **Add New** to add a new email account.

To remove a connection:
To remove an SMTP connection, click on the **Trash** icon in the SMTP Connections table.

6.3 SNPP connections

Use the SNPP connections tab to view, create and edit SNPP connections.

All Connections

| All Connections | SMPP | SMTP | SNPP | WCTP | XML |

Click on the SNPP connections tab to open the SNPP Connections window.

6.3.1 Create an SNPP Connection
To create an SNPP connection, follow the steps below:

1. Click the **Add New** link at the top of the SNPP Connections page. The Add SNPP Connection page will appear in a new window

Add SNPP Connection

* Indicates required fields.

Fixed Code:	No Fixed Code selected, using Dynamic Code ▾
Userid: *	
Password: *	
Confirm Password: *	
Description:	
Status: *	Active ▾

Note: Leave password fields empty to retain current password.

Cancel Add

2. Use the dropdown menu to select a Fixed Code for use with the connection. The codes available for selection will be 12-digit Verizon codes and/or 10-digit intercarrier codes that have been provisioned for your account and are not currently assigned to another connection. If no code is selected, system-generated dynamic codes will be used as the sender address for messages

3. Enter a user ID for the connection in the Userid tab. The user ID must meet the following criteria:
   - Between 6 and 32 characters (alphanumeric only) in length
   - Unique within EMAG; if the user ID entered is already being used for another connection in EMAG, an error message will occur

4. Create a password for the connection by typing it in the Password field. The password must be in the following format:
   - Between 8 and 16 characters in length
   - Contain a number, uppercase character, lowercase character and special character
   - Not use a backward slash, space character or forward slash

5. Confirm the password by typing it a second time in the Confirm Password field

6. Provide a brief description for the connection in the **Description** field

7. Select a Status for the connection: Active or Suspended. The status may be changed later as needed

8. Click the **Add** button. The new connection will be added to the table on the SMPP Connections page

Note: Authentication for SNPP connections in EMAG is done based on the incoming IP, user ID and password

6.3.2 Modify an SNPP connection
An SNPP connection may be modified to change a password, a connection type, a Verizon code or intercarrier code and may also be switched between active and suspended status. To modify a connection, click on the ID link in the SNPP Connections table.

All Connections

| All Connections | SMPP | SMTP | SNPP | WCTP | XML | Search 🔍 |

SNPP Connections ⊕ Add New

| Userid | Fixed Code | Status |
| Inrlk123 | | ●— 🔒 |

The Update SNPP Connection page will be viewed.

Update SNPP Connection   Id: 946

* Indicates required fields.

Fixed Code:	110000083705 ✕ ▾
Userid: *	verizontest
Password:	
Confirm Password:	
Description:	test only
Status: *	Active ▾

Note: Leave password fields empty to retain current password.

Cancel Update

Change the connection details as needed and click the **Update** button. The changes made will be updated in the SNPP Connections table. All fields within the Update SNPP Connection page may be modified.

6.4 WCTP connections

The WCTP connections tab allows admins and operators to view, create and edit WCTP connections.

Click on the **WCTP** connections tab bar and open the WCTP Connections window.

6.4.1 Create a WCTP connection
To create a WCTP connection, click the **Add New** button at the top of the WCTP Connections page. The Add WCTP Connection page will appear in a new window.

1. Use the dropdown menu to select a Fixed Code for use with the connection. The codes available for selection will be 12-digit Verizon codes and/or 10-digit intercarrier codes or Enhanced Messaging codes (if Enhanced Messaging pricing plans have been subscribed) that have been provisioned for your account and are not currently assigned to another connection. If no code is selected, system-generated dynamic codes will be used as the sender address for messages

2. Enter a user ID for the connection in the Userid field. The user ID must meet the following criteria:
   - Between 6 and 32 characters (alphanumeric only) in length
   - Unique within EMAG; if the user ID entered is already being used for another connection in EMAG, an error message will occur

3. Create a password for the connection by typing it in the Password field. The password must be in the following format:
   - Between 8 and 16 characters in length
   - Contain a number, uppercase character, lowercase character and special character
   - Not use a backward slash, space character or forward slash

4. Confirm the password by typing it a second time in the Confirm Password field

5. Enter a return URL. The return URL is used for message delivery receipts and recipient reply backs

6. Provide a brief description for the connection in the Description field

7. Select a Status for the connection: Active or Suspended. The status may be changed later as needed

8. Click the **Add** button. The new connection will be added to the table on the WCTP Connections page

Note: Authentication for WCTP connections in EMAG is done based on the incoming IP, user ID and password.

6.4.2 Modify a WCTP connection
WCTP connections may be modified to change a password, the return URL, or a Verizon code or intercarrier code and may also be switched between Active and Suspended status. To modify the WCTP connection, click on the ID link in the connections table.

The Update WCTP Connection page will appear.

Modify the connection details and click the **Update** button. The changes made will be updated in the WCTP Connections table. All fields within the Update WCTP Connection page may be modified.

6.5 XML connections

The XML connections tab bar allows admins and operators to view, create and edit XML connections.

Using telematics with an XML connection allows for binary messaging through EMAG. Binary messages are typically used for M2M communications.

Click on the **XML** tab bar to open the XML Connections window.

6.5.1 Create an XML connection

To create an XML connection, follow the steps below:

1. Click on the **Add New** link at the top of the XML Connections page. The Add XML Connection page will appear in a separate window

2. Use the dropdown menu to select a Fixed Code for use with the connection. The codes available for selection will be 12-digit Verizon codes and/or 10-digit intercarrier codes or Enhanced Messaging codes (if a subscription to the Enhanced Messaging pricing plan is in place) that have been provisioned for your account and are not currently assigned to another connection. If no code is selected, system-generated dynamic codes will be used as the sender address for messages

Note: The VASPID (user ID) and VASID (password) for an XML connection are entered and used in same way that user ID and password are used for any other type of connection.

3. Enter the VASPID (Userid) for the connection

4. Enter the VASID (Password) for the connection

5. Confirm the password by typing it a second time in the Confirm Password field

6. Select either **Yes** or **No** in the Telematics field. Selecting Yes for Telematics allows messages to be sent and received using a binary format

7. Optional: Enter a return URL. The return URL is used for message delivery receipts and recipient reply backs

8. Optional: Enter a description for the XML connection

9. Select a Status for the connection: Active or Suspended. The status may be changed later as needed

10. Click the **Add** button. The new connection will be added to the table on the XML Connections page

Note: Authentication for XML connections in EMAG is done based on the incoming IP, VASPID and VASID.

6.5.2 Modify an XML connection

XML connections may be modified to change VASPID (user ID), VASID (password), the return URL, telematics usage, or a Verizon code or intercarrier code, and may also be switched between Active and Suspended status. To modify the XML connection, click on the **ID** link or the pen icon in the XML Connections table.

The Update XML Connection page will appear.

Modify the connection details and click the **Update** button. The changes made will be updated in the XML Connections table. All fields within the Update XML Connection page may be modified.

7 Create and send surveys

The Survey feature allows the user to create customized survey questionnaires to send out to a list of participants as SMS messages. The total length of each survey question and its answers will be limited to fit within a single SMS message. A counter is available to show the remaining number of characters left.

> Max Characters: 39 of 950

The user has the option of creating new surveys, editing saved surveys and exporting the results to a CSV file after the survey has been completed.

7.1 Create survey

Choosing **Create** on either the left slide-out menu or the top tab menu will take the user to an empty survey where they will be able to create the survey questions from a list of predefined question types.

1. Enter a title for the new survey. The survey title resides within the Portal and is not sent to the end user

2. Create a welcome message for the participants that will precede the first survey question

- Welcome Message—Helps the survey owner to identify himself and the purpose of the survey to the end user
- Text Message Preview—Shows the user how the welcome message is going to look on the mobile end. This preview will automatically start showing whenever the user starts typing in the required feels

3. Choose the question type from the dropdown menu. Enter your question in the question box. The user will have the ability to create the answers to the question depending on the question type chosen
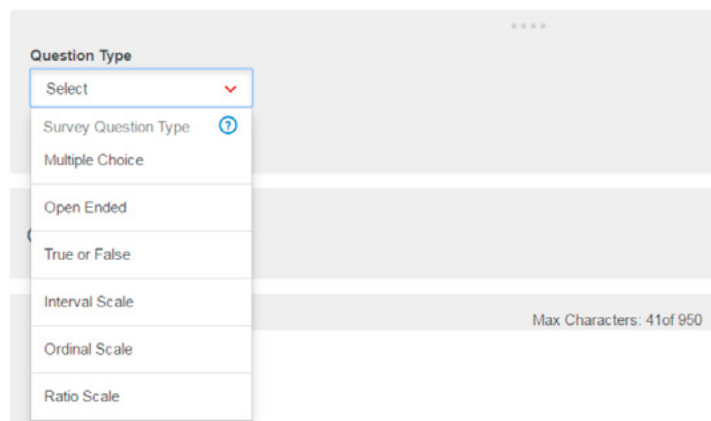
4. If you would like to add more questions, click on **Add Another Question**
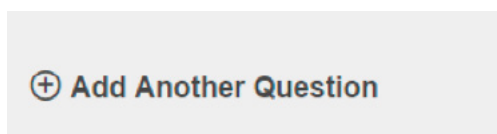
5. Create a final ending message that will be sent upon the user responding to the last survey question

6. Click **Save for Later** to save the survey for future use or click **Save and Continue** to choose the survey participants and to send out the survey

7. Saved surveys will be viewable under the Manage screen. If you choose to save and continue, you will need to:

   a. Choose a sender code

   b. Add your contacts to whom the survey will be sent to

   c. Either send immediately or plan ahead and schedule your survey

7.2 Sending a survey

By clicking **Save and Continue**, the user will be able to choose the recipients either by using the address book or by typing phone numbers in the To field.
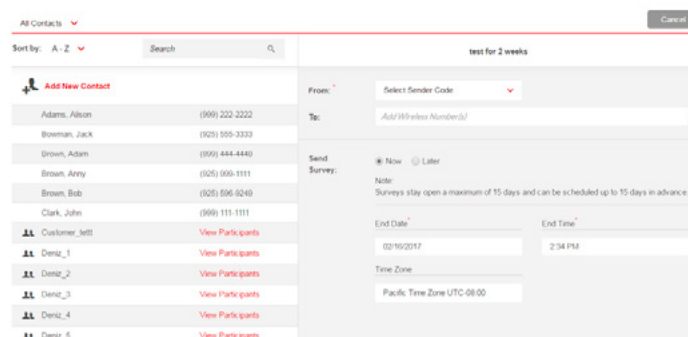
7.2.1 Send your survey in four easy steps

1. Choose your sender code. The sender code is the number the survey will be sent from

2. Put your contacts into the related field; those will be ones to whom the survey will be sent

3. Decide to send your survey immediately or plan ahead and schedule it to be sent later

4. Select an end date for your survey

Surveys stay open a maximum of 15 days and can be scheduled up to 15 days in advance.

7.3 Survey question types

7.3.1 Multiple choice questions

The recipient will be able to choose one answer from a predefined list of answer items the user creates. Each answer may be toggled as **Correct** or **Incorrect** to make reporting more readable. By clicking on the radio buttons, the survey creator can choose to force the end user to select one single answer or select many answers as response to the multiple choice question.

Click **Add Item** to create additional answers to the multiple choice question.
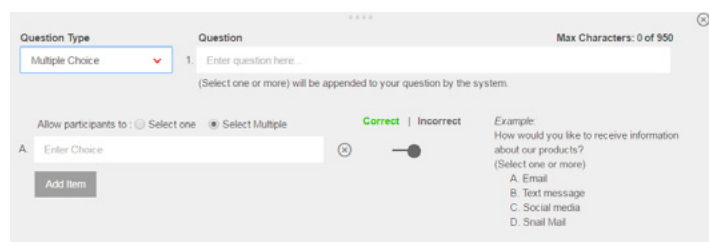
7.3.2 Open-ended questions

The recipient will be able to reply to the question with whatever answer they choose.
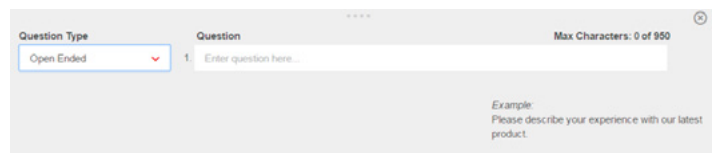
7.3.3 True or false questions

The recipient will be able to choose one answer from a true or false selection. The user can change the answer from true/false to other binary answers such as yes/no, good/bad, etc.
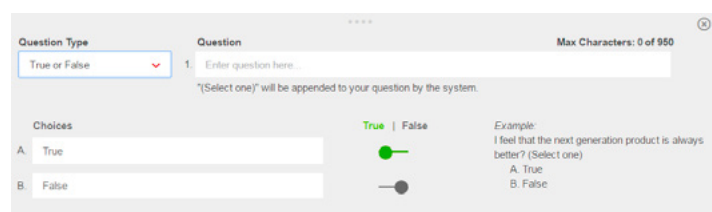
7.3.4 Interval scale questions

The recipient will be able to reply back on a scale from 1 to X, depending on the size of the scale the user creates. An example question might be, "After learning about our product, how likely are you to purchase it?"

• Very unlikely

• Unlikely

• Neutral

• Likely

• Very likely

7.3.5 Ordinal scale questions

This question type asks recipients to rank a range of items or choose from an ordered set. An example question may be, "When selecting a hotel for your business trips, please rank the importance of the following. (Please fill in your rank order using numbers 1 through 5 with 1 being the most important.)"

• Speed of service

• Cleanness

• Friendliness of staff

• Convenience of the location

• Free parking

7.3.6 Ratio scale questions

Responses to this question type will be viewed as a ratio based on the total responses received. An example question and answer set may be, "How often do you go on business trips?"

• Never

• Monthly or less

• 2–4 times a month

• 2–3 times a week

• 4 or more times a week

7.4 Manage your surveys

The Manage screen will allow the user to view saved surveys, surveys in progress and completed surveys. The Manage screen can be found by clicking **Manage** in the left slide-out panel from Surveys or by the top Manage tab link. The user may choose to filter surveys by their types by clicking one of the filter options or show all surveys by selecting **All Surveys**.
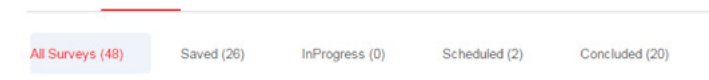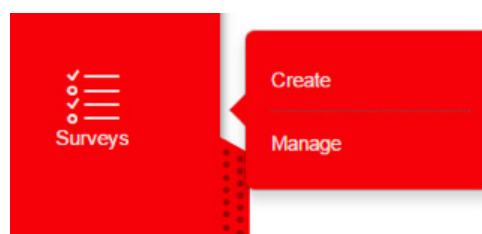
7.4.1 Saved surveys

These are surveys that have been created and saved, but not sent out to recipients. The user may choose from the following options:

• Send Survey—Opens up the recipient screen to the survey recipients and to send the survey out once completed

• Edit—Allows the user to edit the survey prior to sending it out

• Delete—Will delete the survey

• Use as Template—Allows user to create a brand-new survey using the same questions
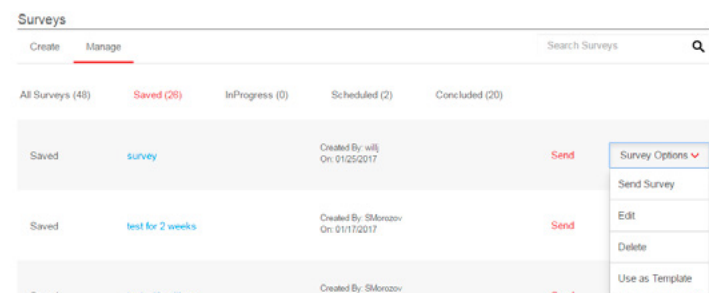
7.4.2 In-progress surveys

These are completed surveys. The user may resend the survey, export the results to a CSV formatted file or delete the survey and the results. The user may choose from the following options:

• Add Participants—User can add more participants to the already-sent surveys

• View Participants—User can view the participants who have already received the survey

• Conclude Survey—User can force the survey to expire

• Use as Template—User can use the survey to create a brand-new survey using the same questions

• Send Survey Reminder—User can use the survey reminder to resend the survey to the participants who have not responded to any of the questions
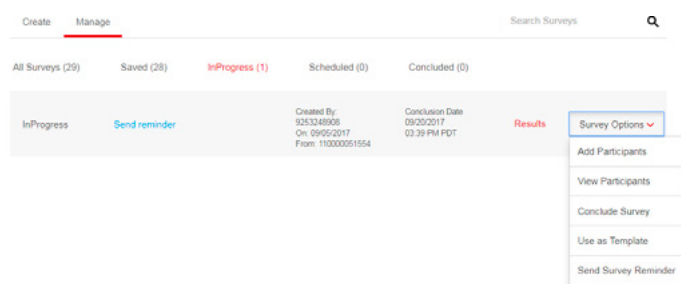
7.5 Concluded surveys

These are completed surveys. The user may resend the survey, export the results to a CSV formatted file or delete the survey and the results. The user may choose from the following options:

• Use as Template—User can use the survey to create a brand-new survey with using the same questions

• Export Results—Export and download the survey results to a CSV formatted file

• Delete—Delete the completed survey and the results
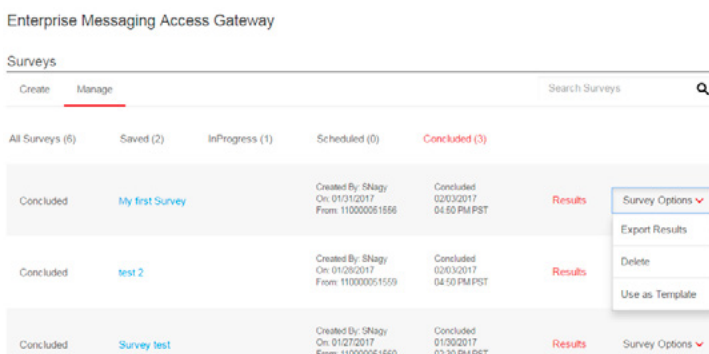
8 Address book

Contacts and groups are added and managed through the Address Book menu on the EMAG Portal.
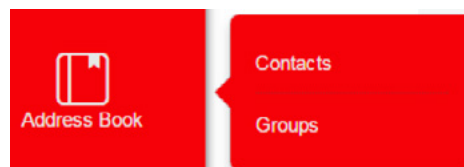
8.1 Contacts

Using the Contacts menu, users can manage their EMAG contacts in four ways:

• View and Modify all Existing Contacts

• Add Contacts

• Upload Contacts

• Export Contacts
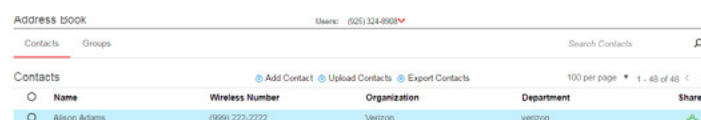
8.1.1 View your contacts

Contacts are displayed in the Address Book—Contacts table. It is automatically loaded with the latest data when you access the page.
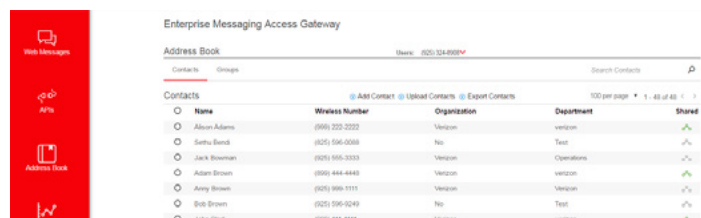
Contacts may be sorted within the table by clicking on any one of the column headings. By default, the contacts in the table are filtered alphabetically by name.

By selecting a contact and hitting the **Delete** button, the user can delete a contact. If the contact is shared, then the contact may only be removed by a user with admin or operator status.
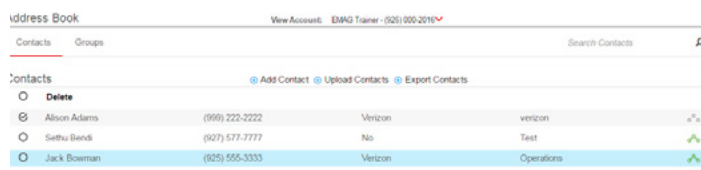
The Manage Contacts table contains the following headings:

• ID — A unique identifier generated by the system and presented as a link in the contacts table. Clicking on the ID link allows the user to modify contact information

• Wireless Number—The wireless number of the contact

• Last Name — Last name of the contact

• First Name — First name of the contact

• Organization—The name of the organization that the contact belongs to

• Department—The name of the department that the contact belongs to

• Shared — Indicates if the contact is a shared contact

8.1.2 View account
The View Account dropdown menu at the top of the Contacts page allows you to select the account for which shared contacts will be viewed. This dropdown menu is also found in the Group Contacts page.

Note: Users who are assigned admin or operator status will view all contacts for all users under the account selected. Subaccount users will only view their own contacts and shared contacts.

8.1.3 What is a shared contact?
Shared contacts are the contacts that are marked as shared when the contact is being created or uploaded. Shared contacts are in everyone's contact list, and everyone can select them as recipients of their messages. They are created and maintained by the admin and operators. Subaccount users cannot create, modify or delete shared contacts.

8.1.4 Upload contacts
Upload Contacts allows you to upload a file (TXT, CSV or Excel® format) to replace or update the entire contact list. Once a contact list is uploaded, it will be available for sending messages and adding to groups within the Portal.

Upload Contacts is the standard method for entering a large list of contacts in EMAG. Once a contact list has been uploaded, the individual contacts in the list can be viewed under the Contacts menu. If the wireless number of one or more of the entries in the list being uploaded matches a contact within your groups, then the information for that contact will be updated according to what is contained in the uploaded list.

The Upload Contacts menu allows users to do the following:

• Replace the contact list by uploading a new list

• Update the contact list for an existing group contact by exporting the current list in EMAG, editing the list and then uploading the revised list

If you are using the Upload Contacts option to replace or update a list, the previous list will be deleted.

Note: The uploading process only affects the contacts that you have created; therefore shared contacts will not be modified or deleted unless you are the creator. Shared contacts may only be modified by an admin or operator under the Contacts menu.

Click on the **Upload** option to open the Upload Contacts page.

To replace your contact list:

1. Download a template, which is already formatted for EMAG, by clicking on one of the document links in the Upload Contacts page. The available template formats are XLS, XLSX, CSV and TXT

10 digit phone number   first name   last name   department   organization   shared

Download a blank Template:
XLS   XLSX   CSV   TXT

Export your existing contacts:

2. Save the template file to your computer and open it

3. Read the instructions contained in the template and then delete the instructions along with the example values
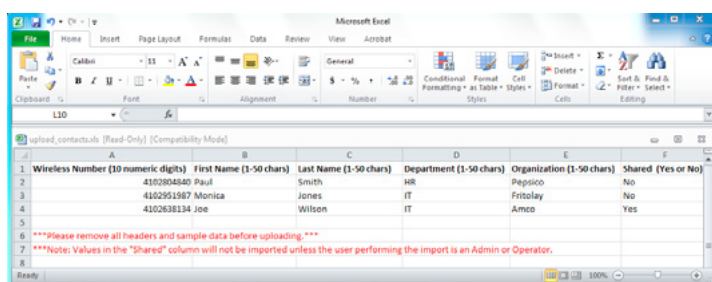
4. Populate one row for each contact. All the fields are required, except the Shared column. Once you have made your changes, save the file. You can rename the file but do not change the extension

5. On the EMAG Portal, Upload Contacts page, click the **Browse** button and locate and select the file you just saved. The file name will be populated in the text box

6. Select the **Replace all existing contacts** radio button

Choose File   EMAG_test_contacts.xlsx

○ Add/Update existing contacts
◉ Replace all existing contacts

7. Click the **Import** button

   • If there are errors in the uploaded file, an error message will state the problem and indicate the line number where the error occurred

Upload Contacts

Errors encountered:
   • Contact record #1 contains a bad Wireless Number. It must be a 10-digit number.
   • Contact record #2 contains a bad Wireless Number. It must be a 10-digit number.

   • If there are no list errors, a message will appear to let you know that the import was successful

8. Go to the Contacts menu to see your new contacts

To update your contact list:

1. Download a template that is already formatted for EMAG by clicking on one of the document links in the Upload Contacts page. The available template formats are XLS, XLSX, CSV and TXT

10 digit phone number   first name   last name   department   organization   shared

Download a blank Template:
XLS   XLSX   CSV   TXT

Export your existing contacts:

2. Save the template file to your computer and open it

3. Edit and/or add entries in the list as needed and save your changes

4. On the EMAG Portal, Upload Contacts page, click the **Browse** button and locate and select the file you just saved. The file name will be populated in the text box

5. Select the **Add/Update existing contacts** radio button

Choose File   No file chosen

◉ Add/Update existing contacts
○ Replace all existing contacts

6. Click the **Import** button

   • If there are errors in the uploaded file, an error message will state the problem and indicate the line number where the error occurred

Upload Contacts

Errors encountered:
   • Contact record #1 contains a bad Wireless Number. It must be a 10-digit number.
   • Contact record #2 contains a bad Wireless Number. It must be a 10-digit number.
   • Contact record #3 contains a bad Shared value. If supplied, it must be a 'Y' or a 'N'.

   • If there are no list errors, a message will appear to let you know the import was successful

7. Go to the View/Add Contacts tab to see your new and modified contacts

8.1.5 Add contacts

The Add Contact option allows you to create and modify individual contacts.

1. Click on the **Add new** link at the top of the Address Book page
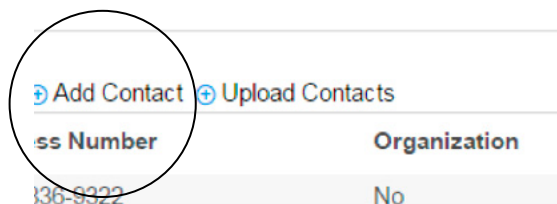
2. A form will appear allowing the user to input contact information

3. Populate each of the following fields with the new contact's information:

   • Wireless Number—10-digit mobile phone number
   • First Name—up to 50 characters allowed
   • Last Name—up to 50 characters allowed
   • Organization—up to 50 characters allowed
   • Department—up to 50 characters allowed

4. If you are an admin or operator, you may check the **Shareable** box to allow all users in your group access to the new contact. EMAG will not allow subaccount users to check the Shareable box

Note: Shared contacts are in everyone's contact list, and everyone can select them as recipients of their messages. They are created and maintained by the admin and operators. Subaccount users cannot create, modify or delete shared contacts.

5. Once all of the fields are populated, the Add and Add & Enter More buttons will become available. Click **Add & Enter More** to add more contacts if necessary. If you are finished adding contacts, click the **Add** button. The new contact information will be updated in the table of the Address Book page

8.1.6 Delete existing contacts

Deleted contacts are not recoverable.

To delete an existing contact, click on the radio button next to the selected contact.

To delete all contacts, click on **Select All** and the Delete option will appear. By clicking on **Delete**, the user can delete all contacts.

8.1.7 Update an existing contact

1. To update an existing contact in the Contacts table, select the contact, and the update form will appear to start updating

2. Edit the fields in the Update Contact form as needed

3. Click the **Update** button. The table contact information will be updated

8.1.8 Export your contacts

A contacts list may be exported to the following formats:

• Microsoft Excel Open XML spreadsheet (*.xlsx)

• Microsoft Excel workbook (*.xls)

• Text tab delimited (*.txt)

• CSV comma delimited (*.csv)

If the file to be exported is large, refer to the file limits below:

• Maximum of 65,000 rows for Microsoft Excel workbook (*.xls) files

• Maximum of 120,000 lines for text (tab delimited) (*.txt) files

• Maximum of 120,000 lines for CSV (comma delimited) (*.csv) files

To export a list, follow the steps below:

1. Click on the **Export Contacts** link

2. Click on the appropriate **Export file** link on the page

3. Click the check box for **Include other accounts' shared contacts** to include shared accounts in the exported list

4. The list will be converted to the selected file type

8.2 Groups

The Groups menu allows you to create, modify and delete groups, which includes adding and removing contacts from your groups.
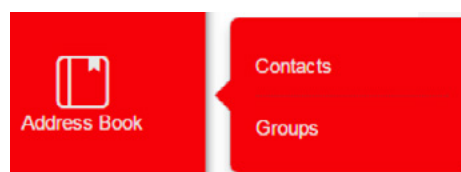
8.2.1 View your groups

Groups are displayed in the Groups page. It is automatically loaded with the latest data when you access the page.

Content may be filtered within the page by clicking on any one of the groups listed. By default, the contents listed in the page are filtered alphabetically by name.

8.2.2 About group details

A unique identifier for the group is generated by the system and presented after clicking on a specific group. The group ID can be used to send messages to group contacts from the customer's applications. For example, an SMTP message to a group will be sent as GroupID@vzmg.biz, where vzvmg is the EMAG domain for SMTP.
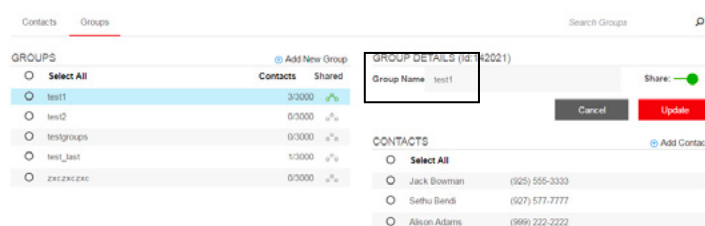
About shared groups

Shared groups are only created and modified by admins and operators; subaccount users cannot create or change shared groups. An operator may share groups with all other operators and subaccount users. Admins and operators are permitted to modify shared groups. When a group is shared, it is displayed with the shared icon on.

- Shared: User's own contact/group

- Not Shared

- Shared: Not created by this user but shared with him/her

8.2.3 Create a group

To create a new group, follow these steps:

1. Click on the Contacts menu on Address Book, then click on the **Add New Group** button
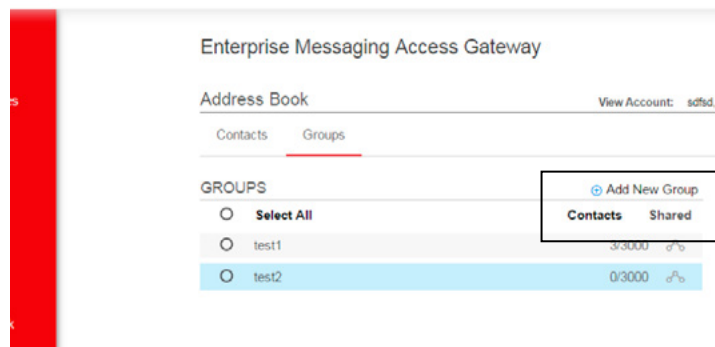
2. The Add Group form appears on the right-hand side of the screen
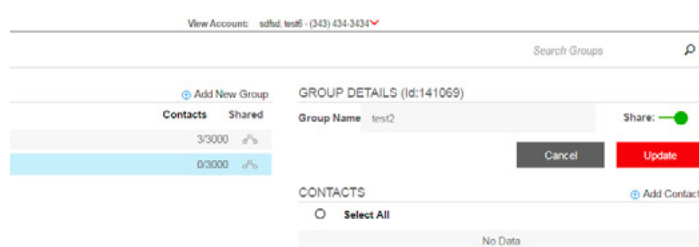
3. Enter a name in the Group Name tab. The group name must be unique within your account. Different EMAG user accounts can have a group with the same name. This also applies to shared groups

4. If you are an admin or operator, you may click on the **Share** toggle button to share the group with other users. EMAG will not allow subaccount users to click the Share toggle button
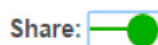
5. After typing your group's name, click **Add** to save your group

6. To add contacts to your group, click on **Add Contact**
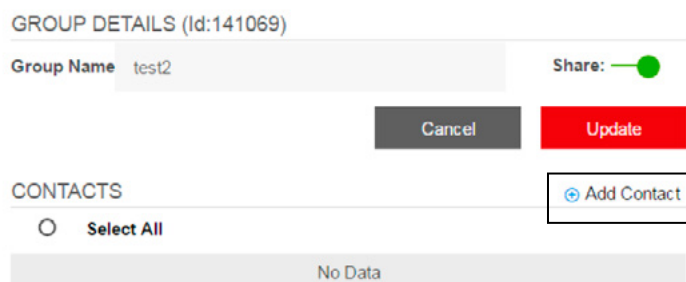
7. Look for the contact in the displayed contacts

8. Once you have found a contact that you wish to add to your group in the pop-up list, click the check box next to the contact in the page. To select all contacts displayed, click the check box at the top of the table

9. After you selected the contacts, to add them to your group, click on the **Add** button at the top of the page. Selected and added contacts will be saved for that group automatically

10. The contacts will be displayed under the contacts of the group

9 Reports

EMAG provides five customizable reports that allow the user to track messages, monitor message traffic and view customer opt-out status. The report subtabs include:

• Message Details—chronological, detailed report

• Opt Out History—displays opt-out information on message traffic generated by you

• Current Opt Out—displays the list of MDNs who were opted out from one specific sender code

• Traffic—report designed to pull statistics on message traffic generated user

• Change History—displays the EMAG user's change history on the account

Reports are accessible under the Reports menu.

9.1 Message details report

9.1.1 Set report parameters — message details report
To run a message details report, follow the steps below:

1. Click on **Message Details**. The Message Details page will appear. This page allows the user to produce a report based on search criteria entered

2. Select a Start Date and an End Date filter for your report. Select dates by clicking on the button with the calendar icon. The date picker will open
    *   Click on the desired date within the date picker
    *   Select hour (one-hour increments between 0 and 23)
    *   Select minutes (five-minute increments between 0 and 55)

Click anywhere on the page to exit the date picker. The dates and times that you have selected will appear in the Start Date and the End Date fields. By default, the start date and the end date will be the current date, unless they are changed.

Click to select dates

3. Select a Protocol Type to filter messages for your report. Click on the dropdown menu button to select from the following protocols:
    *   Portal — messages sent directly from the EMAG Portal
    *   SMPP — secured messages with acknowledgements
    *   SMTP — messages from an email application
    *   SNPP — paging messages sent from the internet
    *   WCTP — paging messages for pager devices
    *   XML — SOAP-based XML messages

Note: The protocol type selected will affect how the next search filter, Msg Creator, is populated. For example, if SMPP is selected as the protocol type, only users who have created messages using the SMPP will be available for selection in the Msg Creator dropdown menu.

4. Optional: Select a Msg Creator ID using the dropdown menu to filter by messages created by a certain user

5. Optional: Filter by Message ID. The Message ID is the unique message number generated by EMAG at the time of message creation

6. Optional: Filter by Sender IP. This provides the Internet Protocol address of the sender

7. Optional: Filter by Sender Address. Use the dropdown menu to select code

8. Optional: Filter by Destination. Enter the phone number of a recipient to view messages sent to that recipient

9. Optional: Filter by Status Type. The status type options are All, Failed, Pending, Sent and Delivered

10. Click the **Run Report** button. The Report Results will appear in a separate window. By default, data will be sorted in descending order by the Sent On date. If there is no data matching your filter values, the report will be empty

9.1.2 Read the results – message details report

Filter the table by clicking on column headings. The output table for the results will contain the following information:

Report	Description
Sent On	Day of the week, date and time the message was sent
Msg Creator	The user ID of the message creator
Address Book	A color-coded indicator that shows message status: • Green – Green messages are messages delivered successfully; this will only appear for messages sent to Verizon Wireless subscribers • Blue – Blue messages are messages that have been sent. This includes intercarrier messages and messages that have not received a delivery confirmation • Yellow – These are messages pending delivery • Red – Red messages are messages that have failed to be delivered for any number of reasons, including but not exclusive to the destination being opted-out, the destination being a non-Verizon device while the sender code is, or the destination not existing The indicator color may display a combination of colors depending on the status of messages. For example, if a message is sent to four recipients and it was successfully received by two of the recipients but was still pending delivery for the other two recipients, the color indicator would be half green and half blue
Failed	Total number of recipients the message failed to be delivered to
Pending	Total number of individual messages that was accepted by the SMPP gateway (GW) and are in Accepted or Pending status in the GW
Sent	Total number of messages that was accepted by the SMPP gateway and sent to the device pending acknowledgement from the device of the delivery
Delivered	Total number of recipients the message was successfully delivered to
Total	Total number of recipients the message was sent to
Description	The message description given when the message was created
Protocol	The protocol used to send the message

Report	Description
Sender IP	The Internet Protocol address of the sender
Sender Address	The fixed or intercarrier code used to send the message
Destinations	The individual mobile phone numbers the message was sent to
Content	The text content of the message
MO Response	Recipient replies to the message. If there is more than one response to the message, a link will be displayed indicating more than one response. Clicking on the link will open a window that details each mobile originated (MO) response.
Msg ID	The unique message ID assigned to the message by EMAG during message creation

9.1.3 Save report

To save a report, follow the steps below:

1. Click the **Open Save Menu** button at the bottom of the Report Results page

2. Several options will appear, which allow you to enter a description for the saved report and set the report format. Choose the report format, give the description and click **Save**
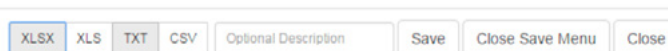
3. The report will appear in the Saved Reports table at the bottom of the page. Click on the **Report ID** link to retrieve a saved report

9.2 Traffic report

The traffic report summarizes traffic statistics for the volume and type of message traffic that you will have generated.

9.2.1 Set report parameters — message traffic report

To run the message traffic report, follow the steps below:

1. Click on the **Traffic Report** subtab. The Traffic Report page will appear. The Traffic Report page allows the user to create a report based on search criteria entered

2. Select a Start Date and an End Date filter for your report. Select dates by clicking on the button with the calendar icon. The date picker will open

   • Click on the desired date within the date picker

   • Select hour (one-hour increments between 0 and 23)

   • Select minutes (five-minute increments between 0 and 55)

Click anywhere on the page to exit the date picker. The dates and times that you have selected will appear in the Start Date and the End Date fields. By default, the start date and the end date will be the current date, unless they are changed

3. Select a Protocol Type to filter messages for your report. Click on the dropdown menu button to select from the following protocols:

   • All — Search for messaging traffic within all protocol types

   • Portal — Messages sent directly from the EMAG Portal

   • SMPP — Secured messages with acknowledgements

   • SMTP — Messages from an email application

   • SNPP — Paging messages sent from the internet

   • WCTP — Messages sent to paging devices

   • XML — SOAP-based XML messages

4. Optional: Filter by Message ID. The message ID is the unique message number generated by EMAG at the time of message creation

5. Optional: Filter by Message Type. Enter the message type; options include SMS, EMS and MMS messages

6. Optional: Filter by Sender Address. Use the dropdown menu to select code

7. Optional: Filter by Destination Code. Enter the phone number of a recipient to view messages sent to that recipient

9.2.2 Read the results — traffic report

The output table for the results will contain the following information:

Report	Description
Date	Date the message was sent
Msg Creator	The user ID of the message creator
Field	The possible values are below: • Not Sent to the Network: Messages that were rejected in EMAG, for example due to opted-out recipient or invalid destination • Sent to the Network–Not Accepted: Message was sent by EMAG to the network elements, but the message was not accepted, for example due to message format error • Sent to Mobile–In Process: Message was sent to the mobile by the network elements, and EMAG received delivery status from the network elements that the message is in process and awaiting acknowledgment by the device • Sent to Mobile–Sent: Message was sent to mobile by the network elements, and EMAG received delivery status from the network elements that the message was sent and awaiting acknowledgment by the device • Sent to the Network–Delivered: Message was delivered to the end device • Replies: Count of responses back from mobile device • MO to Fixed Codes: Count of responses back from mobile devices to fixed code messages
Hours	The count of messages for the criteria shown in the Fields column, aggregated by the hour

9.3 Opt-out history report

The opt-out history report is designed to show opt-out by recipient. The report returns all opt-out messages from recipients over a selected time period, or may be filtered by an individual recipient, message type (opt-out, cancel, opt-in) or sender.

9.3.1 Set report parameters—opt-out history report

To run the opt-out history report, follow the steps below:

1. Click on the **Opt Out History** subtab to bring up the Report page.

2. Select a Start Date and an End Date filter for your report. Select dates by clicking on the button with the calendar icon. The date picker will open

   • Click on the desired date within the date picker

   • Select hour (one-hour increments between 0 and 23)

   • Select minutes (five-minute increments between 0 and 55)

Click anywhere on the page to exit the date picker. The dates and times that you have selected will appear in the Start Date and the End Date fields

3. Optional: Filter by Sender Address. Use the dropdown menu to select address

4. Optional: To filter by an individual recipient, enter the recipient's wireless number in the Destination field

5. Click the **Run Report** button. The report results will appear in a separate window. By default, data will be sorted in descending order by Sent On date. If there is no data matching your filter values, the report will be empty

9.3.2 Read the results—opt-out report

Filter the table by clicking on column headings. The output table for the results will contain the following information:

Report	Description
Action Date	Day of the week, date and time the opt-out message was received
Sender Code	The long code the original message was sent from, that is, the message the recipient opted out of
Destination Code	The wireless number of the recipient that opted out
Transaction Type	Type of opt-out response: opt out, cancel or opt in
MT Content	The content of the original message being responded to
MO Content	Content of the opt-out response
Msg ID	The unique message ID assigned to the message by EMAG during message creation

9.4 Current opt-outs report

The current opt-outs report is designed to list currently opted-out MDNs from a specific sender code.

Please note that if a user opt outs from one specific sender code (intercarrier/Verizon fixed code), the user can still get messages from other intercarrier or Verizon fixed codes. But if the user opts outs from a dynamic code, the user is removed from the enterprise.

9.4.1 Read the results—opt-outs report

Report	Description
MDN	The wireless number of the recipient that opted out
Sender Code	The long code the original message was sent from, that is, the message the recipient opted out of
Create Time	The date and the time of the opt out

9.5 Change history

A change history report may be viewed by admins and operators by using the Change History menu of Reports.

1. Select a Start Date and an End Date filter for your report. Select dates by clicking on the button with the calendar icon. The date picker will open

    • Click on the desired date within the date picker

    • Select hour (one-hour increments between 0 and 23)

    • Select minutes (five-minute increments between 0 and 55)

Click anywhere on the page to exit the date picker. The dates and times that you have selected will appear in the Start Date and the End Date fields. By default, the start date and the end date will be the current date, unless they are changed.

Click to select dates

2. Click the **Run Report** button. The change history report will be displayed

The change history report will contain the following information:

Report	Description
Date	Day of the week and date and time when the change was saved
User	The admin or operator name. If the change was made by an admin, then "ADMIN" will be displayed; if an operator has made the change, the operator's mobile device number will be shown.
Identifier	The type of domain or connection that has been affected
Description	A for Add M for Modify D for Delete
Old Values	The original value before the change
New Values	The values that have replaced the original value

10 Manage

Note: The Manage menu is only available to admins and operators. The Manage menu will not be present for users with subaccount status.

The Manage menu contains two submenus: Sender Code and User Profiles.

10.1 Sender codes

To label a sender code, go to **Manage > Sender Codes**.

In this page, you can label your sender code and after you label it, your sender code within EMAG menus and pages will appear with the text you labeled. To remove a label, find your sender code in the list and select **Clear**. Once you clear your sender code, the label will be removed and the number will go back to the number pool.

Some of the example menus and pages that will use the labeled sender codes are below:

• Web Messenger conversation threads

• Compose screen

• Surveys

• User profiles
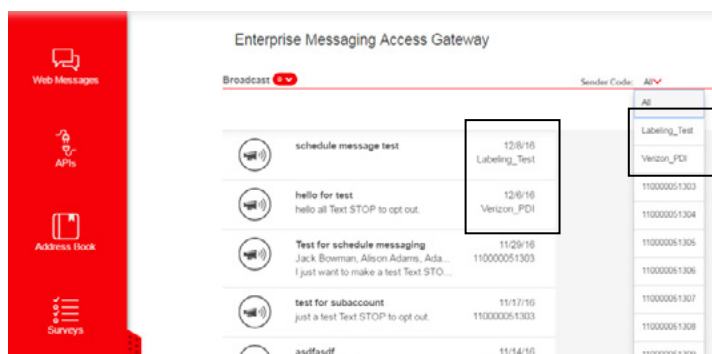
10.2 User profiles
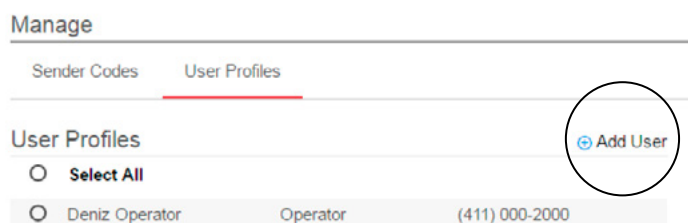
The User Profiles screen allows admins and operators to add Portal users to an account, assign roles to users (see EMAG Account Roles) and edit user information.

Click on **User Profiles** to open the User Profiles window.

10.2.1 Create a new user account

Click on the **Add User** link at the top of the Manage Accounts window. The Add Account menu will appear at the right-hand side of the page.

1. Enter a 10-digit Verizon mobile device number for the user in the Wireless Number field. Each individual user must have an individual number assigned. The number must be unique among the account's other users and must be different from the Pilot Mobile number (default admin account number)

Note: The user Verizon number will have to be registered on vzw.com prior to accessing the Portal, as Portal access validation is done via Verizon web single sign-on.

2. Enter the user's first name in the field provided

3. Enter the user's last name in the field provided

4. Enter an email address for the user

5. In the Department field, provide the department that the user is part of

6. Select the user's Role: Operator or Sub Account. Operators may create and edit accounts for other operators or subaccounts. Subaccounts do not have the privilege of creating or editing accounts. For further discussion of account roles and privileges refer to EMAG Account Roles

7. Select the user Status: Active or Suspended. This determines if the user is active or disabled

8. Once all of the fields are populated, click on the **Save** button. The new contact information will be updated in the table of the User Profiles page

10.2.2 Edit/delete user profiles

To modify user profile information, click on the account and after finishing your updates, click the **Save** button.

To delete an account, click on the radio button of the user profile and click **Delete**.
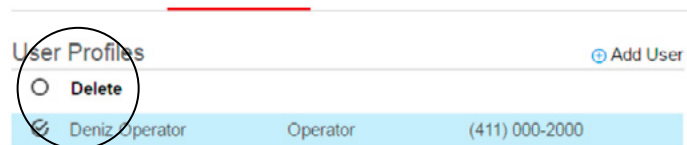
10.2.3 Assign sender codes to the subaccounts

Subaccounts can be assigned specific sender codes. If a subaccount is assigned a specific sender code, that subaccount will only be able to view that specific sender code's messages through Web Messenger. If no sender code is assigned to the subaccount, the subaccount will be able to see all messages sent by other users.

11 Help

The Help menu contains five subtabs: FAQs, Product Support, Feedback, Carrier Lookup and Whitelisted IPs.

11.1 FAQs

The FAQs submenu provides answers to frequently asked questions about EMAG.

11.2 Product support

This submenu provides contact information for the EMAG Wireless Help Desk and an avenue to send feedback to the support group in Verizon. The tab also provides links to the Portal user guide and the XML integration guide.

11.3 Feedback

EMAG customers can send feedback from this menu.

11.4 Carrier lookup

Enter a mobile device number (cell phone number) in the Carrier Lookup field to find out the carrier associated with the number. This allows you to verify if a mobile device number is a Verizon Wireless number or if it is an intercarrier number.

11.5 Whitelisted IPs

By clicking on **Whitelisted IPs**, the user will be able to list the whitelisted IP ranges for their enterprise.

Appendix 1: Portal user accounts

EMAG account roles

The EMAG Portal has three designations for user roles: subaccounts (business users), operators and administrators (admins). User role controls what information each user may access and which actions can be performed. Admins and operators can view data for all users within an account. Subaccounts may only view and modify data that they create themselves, which includes messages, individual contacts and group contacts. Account roles are assigned by the admin or operator. A user's role may be changed at any time, with the exception of the admin. For detailed information on account role privileges, refer to Appendix 2: Role Privileges Details.

Subaccount

The majority of the users for an enterprise customer will be subaccounts. A subaccount may do the following:

- Create their own account settings

- Add, modify and delete their own contacts and groups

- Compose and send text messages from the sender codes they are assigned

- Track message status

- Create and download reports

- Access all tabs except Connections and Profile

Admin

The admin (also referred to as the EMAG administrator) has all of the abilities of a subaccount, with several more privileges. An admin can do the following:

- Create, modify and remove subaccount and operator accounts

- Assign and remove account roles

- Create and modify program descriptions for fixed codes and intercarrier codes

- Access more information under the Reports tab, such as Fixed Code Report

- Access all tabs in the EMAC Portal, including Connections and Profile

Operator

An operator has all of the privileges of an admin, except the ability to modify roles for the admin or other operators.

Appendix 2: Role privileges details

The table below shows the privileges associated with each
user role: admin, operator and subaccount.

Tab	Feature	Subaccount	Operator	Admin
My Services>Web Message Activity	View your message activity.	×	×	×
My Services>Web Message Activity	View all users' message activity.		×	×
Messages>Create Message	Create message.	×	×	×
Messages>Create Message	Send message to shared groups.	×	×	×
Messages>Create Message	Send message to shared contacts.	×	×	×
Contacts>View/Add Contacts	View all users' contacts.		×	×
Contacts>View/Add Contacts	View your contacts.	×	×	×
Contacts>View/Add Contacts	Export shared contacts.	×	×	×
Contacts>View/Add Contacts	Create, modify and delete your contacts.	×	×	×
Contacts>View/Add Contacts	Create, modify and delete shared contacts.		×	×
Contacts>View/Add Contacts	Create, modify and delete all users' contacts.		×	×
Contacts>Upload Contacts	Upload contacts list.	×	×	×
Contacts>Group Contacts	View your groups.	×	×	×
Contacts>Group Contacts	View shared groups.	×	×	×
Contacts>Group Contacts	Create, modify and delete your groups.	×	×	×
Contacts>Group Contacts	Create, modify and delete shared groups.		×	×
Contacts>Group Contacts	Create, modify and delete all users' groups.		×	×
Reports>Message Details	Run message details report for your messages.	×	×	×
Reports>Message Details	Run message details report for all users' messages.		×	×
Reports>Traffic	Run traffic report for your messages.	×	×	×
Reports>Traffic	Run traffic report for all users' messages.		×	×
Reports>Opt Out	Run opt-out report for your messages.	×	×	×
Reports>Opt Out	Run opt-out report for all messages.	×	×	×
My Services>Messaging APIs>SMPP Connections	Create, view, modify and delete connections.		×	×
My Services>Messaging APIs>SMTP Connections	Create, view, modify and delete connections.		×	×
My Services>Messaging APIs>SNPP Connections	Create, view, modify and delete connections.		×	×
My Services>Messaging APIs>WCTP Connections	Create, view, modify and delete connections.		×	×
My Services>Messaging APIs>XML Connections	Create, view, modify and delete connections.		×	×
Profile>Manage Accounts	Create, modify and delete subaccounts.		×	×
Profile>Manage Accounts	Activate/deactivate subaccounts.		×	×
Profile>Manage Accounts	Create operators.			×
Profile>Manage Accounts	Modify and delete operators.		×	×

Tab	Feature	Subaccount	Operator	Admin
Profile>Manage Accounts	Activate/deactivate operators.		×	×
Profile>Change History	Run change history reports.		×	×
Help>FAQs	Access FAQs.	×	×	×
Help>Product Support	Access product support.	×	×	×
Help>Carrier Lookup	Retrieve carrier domain for a wireless number.	×	×	×