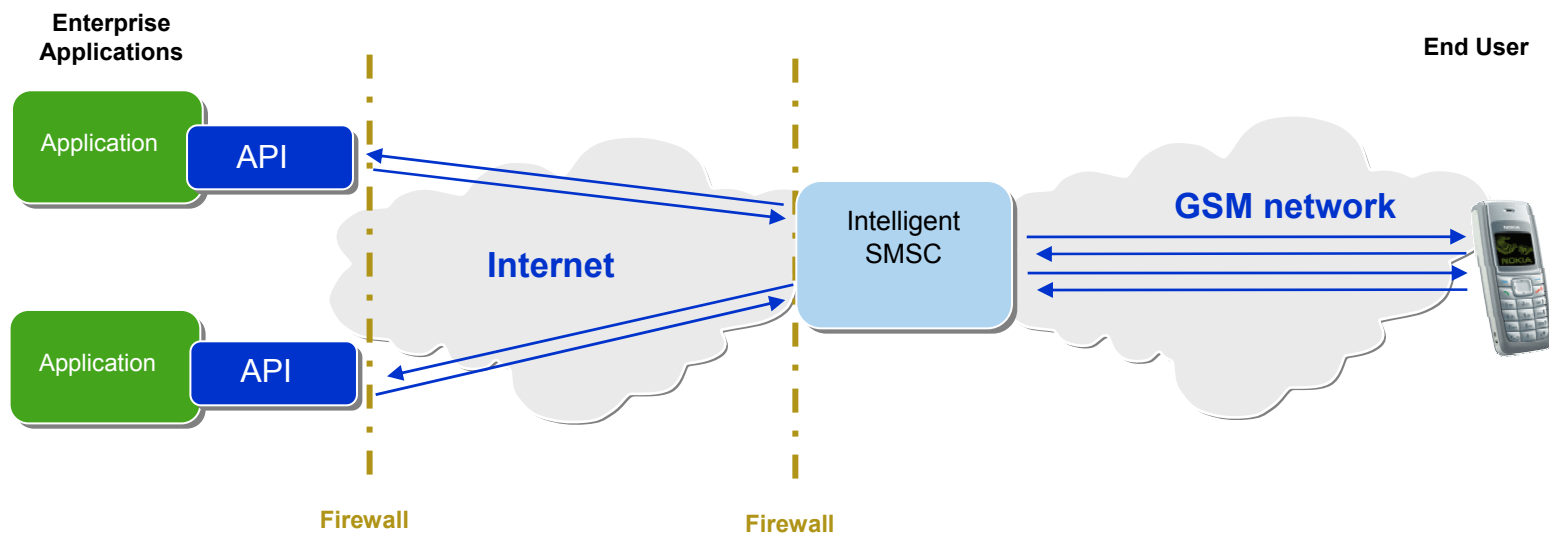


Integrating Business Applications to iSMSC

Jouni Takala
January 2007

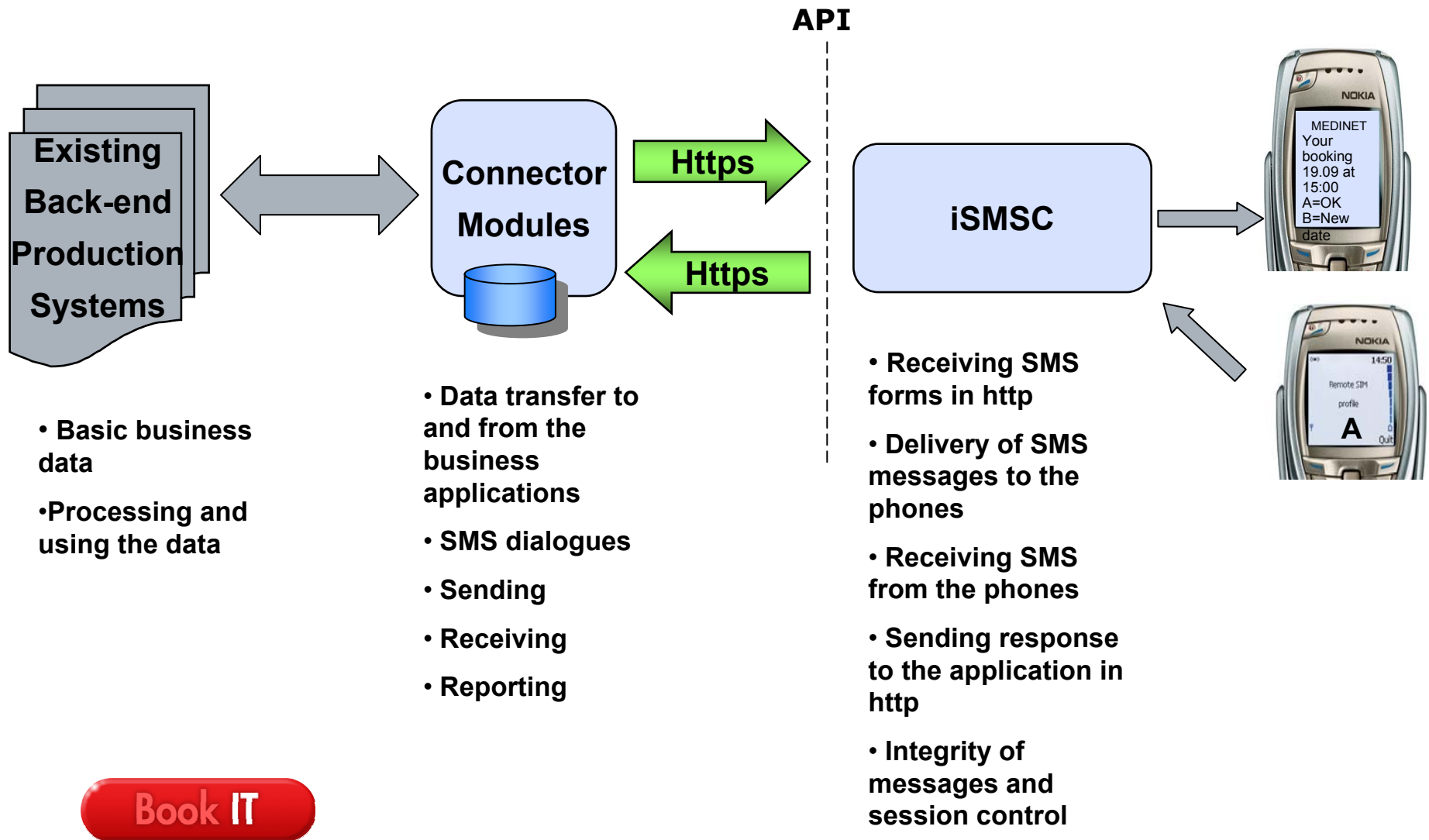
Book IT

iSMS Principle



Book IT

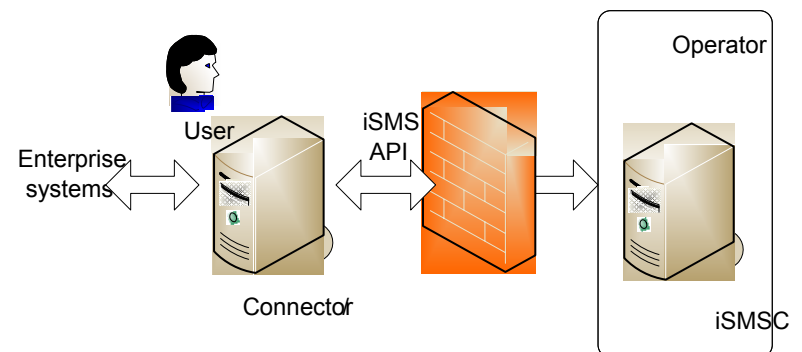
The Components of iSMS Solution



Book IT

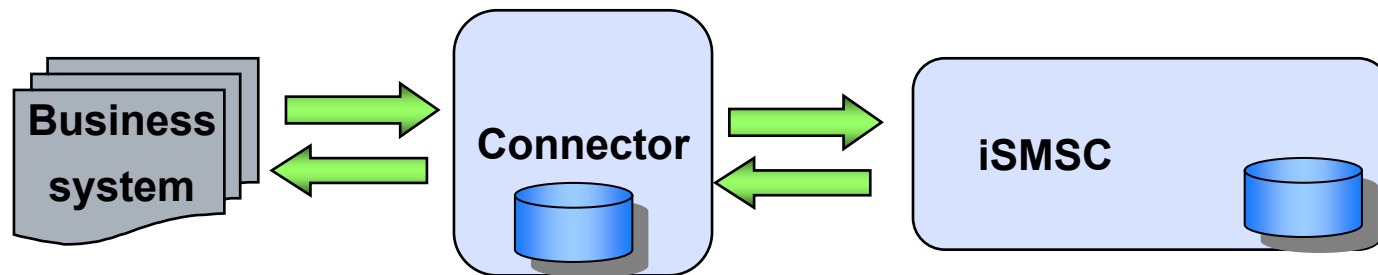
How Do Enterprises Connect to iSMS?

- Always via the same standard interface, iSMS API
 - API specification: iSMS ES Interface Specification
 - XML over https protocol (SSL secured)
- Connector or application is typically required
 - To implement the iSMS API
 - To provide with UI or back-end connection to enterprise IT
 - Can reside anywhere or can be embedded to enterprise IT
- Integration:
 - Developing the connector or application and connecting it to back-end
 - Installing ready-made stand-alone application with UI



Book IT

Basic Integration Models



1. Manual data input – web browser connection
2. Data transfer between applications (Excel, XML,...)
3. Full integration between back-end and iSMSC

1. A simple stand-alone general purpose application

- Administrator opens a ready made web application provided by the operator or 3rd party, enters the message and options and sends out (immediately or timed) to selected customers (mobile numbers copy/pasted from another application)
- After a while he/she monitors the results with a browser and/or downloads the results as an Excel file to PC
- => No integration ("human integration"), just start and use the service

Example

http://ddmes.nokiamio.com - MAR Innovation Poll Service - Multiple-choice Poll - Microsoft Intern...

MAR Innovation Wireless Poll Service
Multiple-choice Poll

demo

Poll Id: Demo Send Date: 22 7 2005
Send List: Bookit Staff Start Time: 08 : 26
Active: Validity: 0 days, 0 h
Linked Poll:
Description: Lunch today
Intro text: Let's have lunch at 12.00. What is you preference?
Choice Text Linked Poll
A Chinese No Linked Poll
B Italian No Linked Poll
C Finnish No Linked Poll
Closing Text:
Total Message: Let's have lunch at 12.00. What is you preference? A) Chinese B) Italian C) Finnish.
Message Length: 85 characters
Thanks Message: Thanks for using the Lunch Poll!

Save Close

Done Internet

Book IT

2. A loosely coupled customized application

- Administrator opens a customer satisfaction survey web application customized for a car service company. The query text and chain logic is pre-determined and hard coded.
 - Administrator gets the send list from another application (eg. cars serviced within last week), imports to the application and presses send button
 - After a few days nominated person gets an email with a list of unhappy customers who want to be contacted by phone
- => Integration = customizing application + "human integration"

3. Application directly integrated to backend

- Case: Inviting available fire-fighters to duty
- Administrator recognizes the immediate need for 2 additional fire-fighters with special skills. He opens an application that lists all the available skills of the workforce, ticks appropriate skill boxes, and gets a list of employees with selected skills (eg. 4 persons). He then sends the message to these 4. If 3 people accept the task, the application sends automatically confirmation message to first 2 and the 3rd will get "position filled" message
- The application has a rich UI, can connect to employee database to select people with right skills
- => Integration = developing rich application + interfacing with databases + "human integration"