

REDCENTRIC

MOBILE MESSAGING SERVICE SERVICE DEFINITION

SD070 V1.2

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redcentric
business technology. managed.

1. SERVICE OVERVIEW

Redcentric provides a messaging platform which enables Customers to harness the power of SMS (Short Messaging Service) to engage their End Users for operational and marketing communications.

Redcentric's Intelligent Cloud 'brain' captures End User behaviour and facts from communications which are then analysed, allowing Customers to target more accurately with their messages and campaigns, filtering out End Users who are known to be unresponsive or likely to opt out.

The service can be consumed via secure online portal, or can be integrated into core applications (e.g. CRM systems) through a clearly defined set of APIs (Application Programming Interface).

1.1 PRODUCT DESCRIPTIONS

1.1.1 Message Manager

Message Manager is the core messaging broadcast and communication tool, allowing Customers to send and receive messaging from one simple to use interface.

1.1.2 Campaign Cloud Services

Campaign Manager is the enterprise level SMS campaign tool allowing Customers to create complex SMS campaigns. The solution is accessed via a secure online portal and can be used to send SMS anywhere around the globe.

1.1.3 Intelligent Cloud Services

Intelligent cloud services is made up of three elements; Filtering, Tracking and Query.

Intelligent filtering uses the data from the intelligent 'Brain' to filter out messages from the Customer's campaign at the point of deployment based on user defined criteria. Simply set the criteria in the Cloud portal and activate to use on outbound campaigns. The messages will then be scrutinised by intelligent filtering when they reach the Cloud platform and any that do not meet the set criteria will be removed from the campaign.

Intelligent tracking allows Customers to track SMS interactions beyond delivery which improves the accuracy of ROI and analytics for messaging campaigns. URLs can be included in the SMS which have a unique ID appended to the end. The URL is then tracked individually, so when a consumer clicks through their reaction is recorded, along with details of the device used and the location. URLs can be customised with a brand name or use an existing domain for a completely branded experience.

Intelligent query collects and analyses every mobile interaction that occurs on the cloud messaging platform. The database can be 'queried' so factual, behavioural and live information can be extracted based on mobile numbers and their devices. The intelligent services are charged per 'item' used.

1.1.4 Outlook Plug-in

Microsoft has built all the necessary functionality for SMS messaging into Outlook 2007/2010, but a messaging service is required to enable mobile features. Our Outlook 2007/2010 plug-in allows users to send and receive SMS messages to colleagues and End Users from within Microsoft Outlook.

1.2 KEY FEATURES & BENEFITS

1.2.1 Message Manager

- Direct access to platform functionality
- Message rules functionality to handle inbound
- Simple and easy to use interface
- Personalised and targeted messaging
- Deploy large scale or individual broadcasts
- Instant web access through the cloud portal
- Complex message management functionality to enable communication tracking

1.2.2 Campaign Cloud Services

- Unique cloud based online interface, access any time any place
- Unlimited segmentation and message version possibilities
- Automation for import, deployment and reporting to save time and money
- Set hours for delivery to occur between to avoid causing complaints and brand damage
- Inbound rules enable you to manage and respond to your inbound messages, allowing for automated communications and actions

1.2.3 Intelligent Cloud Services

Filtering

- Reduce messaging costs by around 20% by switching on a basic filter
- Maintain brand image by filtering out numbers who respond negatively or opt out
- Increase ROI as a result of sending the right message to the right number

Tracking

- Unique tracking allows for a grasp of your most engaged audience
- No manual involvement, tracked URLs are automatically embedded in every SMS
- Access the service and all levels of reporting instantly on activation

Query

- Understanding – the propensity and behaviours of your mobile audience will allow you to create specific target groups within your data, significantly increasing ROI and results on your campaigns.
- Maintain your data – keeping an up to date mobile database can increase End User engagement and touch points. Remove your dead and inactive numbers and collect new data.

1.2.4 Outlook Plug-in

- Send SMS straight from Outlook 2007/2010
- Includes the same capabilities as message manager – merged fields, rules, templates, sender IDs
- Detailed reporting available through the cloud portal
- Web based access, no licence fees

2. SERVICE DESCRIPTION

2.1 FUNCTIONAL OVERVIEW

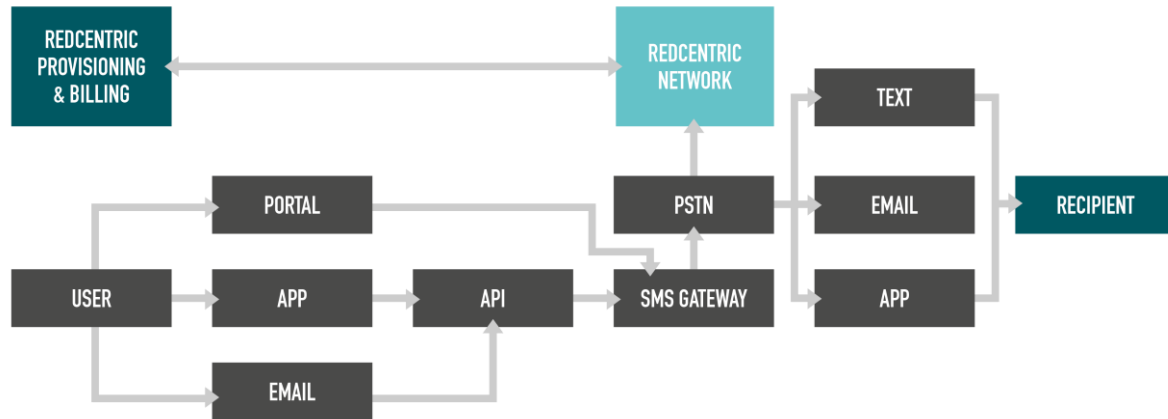


Figure 1: Messaging Architecture

2.2 REPORTING

Customers can run reports from all three elements of the SMS service including:

2.2.1 Message manager

- Message statistics – this shows total messages sent/delivered/failed/filtered/received.
- Message analysis – this shows by date submissions/deliveries/awaiting delivery/outside validity period/rejected/failed/filtered/received
- Automated messaging statistics - will allow you to setup reports to be processed over a set time range. The report will then be sent via email to the specified email address(s).

2.2.2. Intelligent cloud services

- Intelligent tracking – this shows tracking URLs created/total clicks/unique clicks/% click through rate /average time to click
- Unsubscribe report – unsubscribed contacts can be found using this report. The report returns the business unit/mobile number/name/gender/email address.
- Inbound message report – this report returns information based on messages received in response
- Outbound message report – this report returns information based on messages sent out
- Campaign activity report – this report returns the following information campaign name/date/messages sent/delivered/failed/pending/queued/filtered/rejected/unreachable/out of validity period/other failed
- Business unit activity report – the activity of an entire business unit can be viewed
- Scheduled reports – schedule reports to be sent to an email address or FTP site.

2.3 NUMBERING

The following types of number are available to use with the SMS Messaging service:

Dedicated Long Number – A normal looking mobile phone number that can be used for receiving inbound messages.

Short code – A dedicated 5-digit number (e.g. 60006) which gives businesses a memorable contact number.

Short code Freetext – Freetext short code allows inbound texts to be free for the sender.

Keyword on UK short code – Rental of an available word on the shared short code (e.g. 60006)

2.4 MINIMUM USER MACHINE REQUIREMENTS

Redcentric's cloud applications are built using the latest technologies to allow us to provide feature-rich applications. Certain browsers do not support these features and therefore it's recommended that Customers are running one of the browsers listed below.

- Microsoft Internet Explorer 8 or above
- Firefox 5.x
- Google Chrome
- Safari 5.x

The following browsers are **not supported**:

- Microsoft Internet Explorer versions > 7
- Firefox version 1.x to 2.x

Compatibility View

Internet Explorer 8 and 9 offer compatibility view modes for websites. Unfortunately this mode also prevents some elements of the service performing as expected.

Note: Please ensure you have compatibility view **turned off** when viewing the service for our website.

2.5 SERVICE ORDERING

SMS Messaging Services are ordered by way of Redcentric's standard contract process. Subsequently, orders can be placed by authorised person completing the online information via Redcentric's "Inform" portal.

Orders can be placed using the following part code(s):

2.6 CORE PRODUCTS

Part Code	Description	Pricing Notes
V-MobileText-001	Dedicated long number rental	Per number, billed in advance
V-MobileText-002	Dedicated Short Code Set Up	Per number, billed in advance
V-MobileText-003	Dedicated Short Code Rental	Per number, billed in advance
V-MobileText-004	Dedicated Short Code Freetext Set Up	Per number, billed in advance
V-MobileText-005	Dedicated Short Code Freetext Rental	Per number, billed in advance
V-MobileText-006	Keyword on Short Code Rental	Per word, billed in advance
V-MobileText-007	Text Chat 1 st Seat	Per Seat, billed in advance
V-MobileText-008	Text Chat Extra Seats	Per Seat, billed in advance
V-MobileText-009	Messages < 1 Million PCM	Per text billed monthly in arrears
V-MobileText-010	Messages > 1 Million PCM	Per text billed monthly in arrears
V-MobileText-011	Inbound Message UK Freetext	Per text billed monthly in arrears
V-MobileText-012	Intelligent Cloud Services	Per text billed monthly in arrears

3. IMPLEMENTATION AND ACCEPTANCE

3.1 ON-BOARDING PROCESS

Redcentric's on-boarding comprises of a project managed, four phase technical and business consultative process.

Phase 1 – Redcentric sales team will raise the contract

Phase 2 – The assigned project manager will pass relevant details to the provisioning team

Phase 3 – The Service will be provisioned

Phase 4 - The Customer admin user is created and provided with access to create and maintain messages and campaigns.

3.2 CUSTOMER DEPENDENCIES

It's the Customer's responsibility to:

- Provide internet connectivity
- Use the Service as intended and in accordance with the applicable contract terms, including acceptable use requirements.
- Accurately report any service related faults

3.3 ACCEPTANCE CRITERIA

The following are the Acceptance Criteria for the Service, to be demonstrated during the service delivery process:

- Email notification to confirm the Service has been set up and provide login details
- Login and management made available to End Users via secure web portal
- Test message(s) sent into a mobile number chosen by the Customer

3.4 DECOMMISSIONING PROCESS

Upon expiration of the SMS Service contract where the Customer chooses not to renew with Redcentric, the following steps are followed as part of the decommissioning process:

Phase 1 – Contractual

Expiration of the Service contract or the Customer decides not to renew. This may also include early termination by the Customer, subject to payment of early termination fees.

Phase 2 - Service Decommission

Removal of user accounts, user access and administrative access from the platform.

4. SERVICE LEVELS AND SERVICE CREDITS

4.1 SERVICE LEVELS

The Service Levels applicable to the Messaging Service are as follows:

Service Level: Availability	
Measurement Period: Month	
Service Level	Not less than 99.95%

4.2 FLOOR SERVICE LEVEL

The Floor Service Level applicable to the Messaging Service in respect of Availability shall be 85% in any given Month.

4.3 SERVICE CREDITS

The Service Credits applicable to the Messaging Service shall be calculated as follows:

$$\text{Service Credit} = \frac{C \times S}{MS}$$

Where:

S = the number of seconds by which Redcentric fails to meet the Service Level for Availability in the relevant Month

C = total Charges payable in respect of the Messaging Service for the same Month

MS = total number of seconds in the same month

In the following table:

"≥" means "greater than or equal to"

< means "less than"

"MS" means the total Charges payable in respect of the Messaging Service for the same Month

Service Availability	Service Credit
≥99.5%	none
<99.4%	5% of MS

5. DATA PROCESSING

5.1 DATA PROCESSING SCOPE

- Redcentric does not access, alter or use any application data that is running on the Mobile Messaging Service except as specifically stated below.
- In terms of operating the Mobile Messaging Service, API commands are passed into the Mobile Messaging associated supporting servers to orchestrate the build/management of identified users that have subscribed to the Call Mobile Messaging Service.
- Users that have the appropriate role/privileges assigned to them access the Service via a secure web portal to send messages, schedule campaigns, report on usage. The agreed roles and responsibilities are provisioned based on documented Customer requirements.

5.2 DATA STORAGE AND UNENCRYPTED DATA

- All Customer data will be encrypted and stored within geographically resilient UK based datacentres
- COMAPI (see 5.6 below) stores the encrypted media and meta data within an encrypted Database(s).
- All access to data within COMAPI is restricted via a secure online portal or via the COMAPI API. Any access to either the portal or API are controlled by HTTPS protocol.

5.3 DATA PROCESSING DECISIONS

- In the normal course of business Redcentric does not make any data processing decisions in relation to the Service. Processing is automated and instigated by the Customer.
- Redcentric Support can be asked by the Customer to intervene in the event of an issue with the Service. In such a case Redcentric may make decisions that affect data processing, but such actions will only be undertaken at the request of and in conjunction with the Customer.

5.4 SERVICE CONFIGURATION WITH RESPECT TO DATA

- The service configuration will be done by Redcentric as requested by the Customer.
- The initial service configuration is built using a combination of Customer provided information.
- Redcentric and COMAPI each hold the following information on Users:
 - **Company Information:** Company Name, Address, Account Type
 - **Account Admin User Data:** First name, Last Name, Email Address, Optional: Phone Number, Company Address
 - **User Data:** First Name, Last Name Optional: Email Address
 - **Text Metadata:** Party A, Party B, AccountID, UserID, Date and Time message is sent and delivered., Number of Segments

5.5 DATA BACKUP

- All Customer data is backed up every 30 minutes and stored within the COMAPI Datacentres.

5.6 SUB-PROCESSORS

- The following parties are involved in delivering the Mobile Messaging service:

- COMAPI – Dynmark International Ltd. trading as Comapi, company number 04343332, registered office NO 1 LONDON BRIDGE, LONDON, SE1 9BG.
- The COMAPI messaging gateway is utilised to transit the media files.

5.7 CUSTOMER ACCESS TO DATA

- The Customer has login rights to the Mobile Messaging service via secure web portal.
- Access to the SMS data is based on roles and responsibilities defined by the Customer as part of the service setup.

5.8 SECURITY ARRANGEMENTS AND OPTIONS

- The platforms associated with delivering the Service are hosted within two separate UK based data centres with physical data centre security and cyber security measures in place to protect the back-end systems and platforms.
- Customers have access via a secure portal to manage their own configuration and access their own data, but they are unable to interact directly with the back-end systems to modify any Service wide configurations.
- Customer access to the portal uses role-based access controls (RBAC).

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