

Alibaba Cloud

Short message Service Product Brief

Document Version: 20211110

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Document conventions









Style	Description	Example
 Danger	A danger notice indicates a situation that will cause major system changes, faults, physical injuries, and other adverse results.	 Danger: Resetting will result in the loss of user configuration data.
 Warning	A warning notice indicates a situation that may cause major system changes, faults, physical injuries, and other adverse results.	 Warning: Restarting will cause business interruption. About 10 minutes are required to restart an instance.
 Notice	A caution notice indicates warning information, supplementary instructions, and other content that the user must understand.	 Notice: If the weight is set to 0, the server no longer receives new requests.
 Note	A note indicates supplemental instructions, best practices, tips, and other content.	 Note: You can use Ctrl + A to select all files.
>	Closing angle brackets are used to indicate a multi-level menu cascade.	Click Settings > Network > Set network type .
Bold	Bold formatting is used for buttons, menus, page names, and other UI elements.	Click OK .
<code>Courier font</code>	Courier font is used for commands	Run the <code>cd /d C:/window</code> command to enter the Windows system folder.
<i>Italic</i>	Italic formatting is used for parameters and variables.	<code>bae log list --instanceid</code> <i>Instance_ID</i>
[] or [a b]	This format is used for an optional value, where only one item can be selected.	<code>ipconfig [-all -t]</code>
{ } or {a b}	This format is used for a required value, where only one item can be selected.	<code>switch {active stand}</code>

Table of Contents

1.What is Alibaba Cloud SMS?	05
2.Benefits	06
3.Features	07
4.Usecase	08
5.Unpublished documentation	09

1. What is Alibaba Cloud SMS?

Alibaba Cloud SMS is a messaging service that allows enterprise users to better engage their customers through short messages. You can now send promotion, notification and verification messages to mobile phones in over 200 countries.

Service capabilities

SMS provides the following capabilities:

- **Stability:** Monitor sending performance in real time and supports carrier-grade system stability.
- **Availability:** SMS supports the artificial intelligence (AI) algorithm for intelligent scheduling and assures High Availability.
- **Concurrency:** SMS allows you to handle massive and highly concurrent workloads. During Double 11 singles day, Tmall sent 0.6 billion messages to 0.2 billion mobile numbers.

Topic	Description
Terms	Describes the terms of Alibaba Cloud SMS.
Use the Quick Start feature in the console	Describes how to get started with Alibaba Cloud SMS.
Review guidelines	Describes the review guidelines of Alibaba Cloud SMS.
Send SMS messages to regions outside mainland China	Describes how to send SMS messages to regions outside mainland China.
Send SMS messages to mainland China	Describes how to send SMS messages to mainland China.

2. Benefits

With extensive reach and engagement to your customers, discover the benefits of Alibaba Cloud SMS.

Global coverage

Reach any mobile phones on any mobile networks in more than 200 countries including China with Alibaba Cloud SMS.

High Performance

Our multi-channel smart routing strives for the best delivery rate to the end customer.

Intelligent monitoring and scheduling

SMS has the following two benefits in terms of intelligent monitoring and scheduling:

- Guarantees carrier-grade O&M, real-time monitoring, and automatic failover.
- Supports efficient scheduling algorithms to handle massive and highly concurrent workloads during peak hours.

High concurrency

SMS has the following two benefits in terms of high concurrency:

- SMS allows multiple parties to access the SMS platform without any special settings.
- It ensures that the SMS can only be received by one party and cannot be retrieved by anyone else.

Accumulative message processing

We handle huge loads on different high profile campaigns through our intelligent load shifting feature.

Easy development and management

SMS has the following two benefits in terms of development and management:

- Ease of access: You can use API operations to easily access SMS. You can also log on to the SMS console and activate the service.
- Ease of use: SMS provides SDKs in multiple languages, including Java, Python, .NET, and Node.js. This eliminates your need of service deployment.

3.Features

Alibaba Cloud SMS allows you to display sender information, customize content formats, enable intelligent transmission, manage delivery, and query data.

Customize content formats

Downstream text messages and URLs.

Enable intelligent transmission

SMS supports the following intelligent transmission features:

- Segments a message that is more than 140 bytes in length into multiple messages during delivery, and concatenates back the messages into one at the receiver end.
- Selects the best data channel in real time based on the performance of each channel to ensure the highest SMS delivery rate.
- Supports a maximum of 1,000 mobile numbers per second when you call an API operation to send a message.

Manage delivery

SMS supports the following delivery management features:

- Set a message sending frequency for specified phone numbers to provide optimal customer experience.
- Set a volume threshold on the number of messages you can send and generate an alert. This allows you to ensure account security and control the budget.

Query data

SMS supports the following data query features:

- Query records of sent messages and causes of delivery failures in real time.
- Query the usage of SMS resource plans.
- Query reports on message sending details.

Support the SenderId parameter

You can specify the SenderId parameter when you use the new API version. For more information about how to specify the SenderId parameter, see [SenderId](#).

4. Usecase

Alibaba Cloud SMS can be applied in the following scenarios: SMS verification, SMS Notification and Promotional message.

SMS verification

SMS can be applied in the following verification code-specific scenarios:

- Application and website registration
- Secure account logon (including remote logon)
- Password retrieval
- Payment authentication, identity authentication, and mobile phone binding

SMS Notification

SMS can be applied in the following scenarios where system notifications are pushed to registered users: update or maintenance, service activation, price adjustment, order confirmation, logistics, consumption confirmation, and payments.

Promotional Message

SMS can be applied in the following scenarios where notifications and promotional messages are pushed to registered and potential users: product promotions, business marketing, new product launches, and membership management. SMS allows enterprise users to enhance product exposure and enterprise awareness.

5.Unpublished documentation