

# Alibaba Cloud Short message Service

System settings

Issue: 20200702

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## Document conventions

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

<b>Style</b>	<b>Description</b>	<b>Example</b>
{ } or {a b}	This format is used for a required value, where only one item can be selected.	switch {active stand}



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# 1 Configure warning settings

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Short Message Service (SMS) allows you to set the daily and monthly warning thresholds and suspend thresholds. If the warning thresholds are reached, the specified contacts receive text messages from SMS. If the suspend thresholds are reached, SMS stops sending text messages. These settings help limit the financial losses that may happen as a result of cyberattacks. These attacks hijack the service to send large numbers of text messages, resulting in high costs.

## Background information

By default, the maximum number of text messages that you can send per day or month is unlimited. We recommend that you evaluate your business needs before you set a threshold for the number of text messages sent per day or month. If the number of sent text messages reaches the suspend thresholds, SMS stops sending text messages. If the threshold is set too low, your business may be affected. If the number of sent text messages reaches the warning thresholds, SMS sends you a notification message. We recommend that you check the details immediately after you receive the message.

## Limits

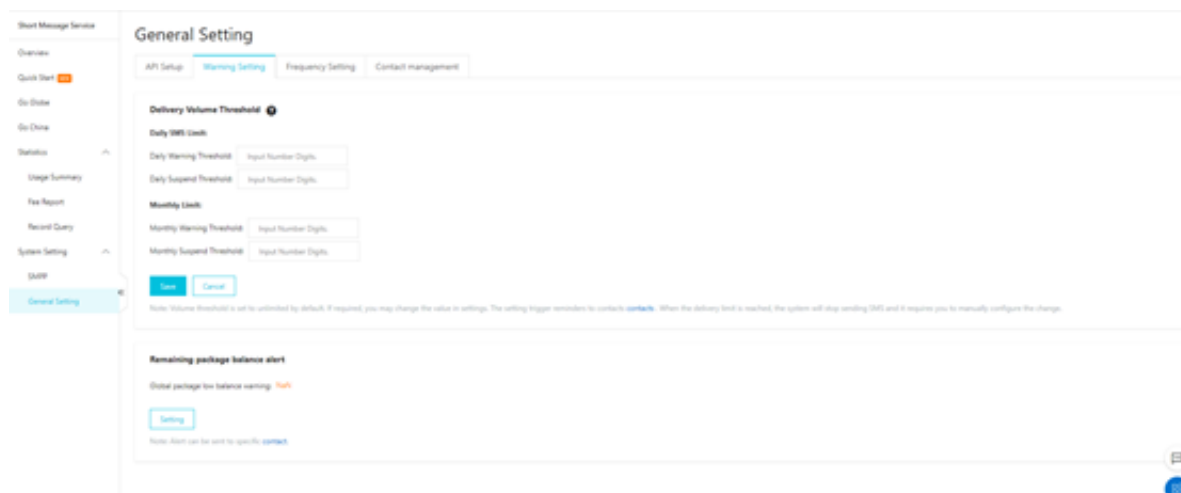
Take note of the following limits when you configure the warning settings:

- SMS sends up to 20 threshold warning messages per day.
- If you want to send more text messages, you must modify the threshold settings.

## Procedure

1. Log on to the SMS console.
2. In the left-side navigation pane, choose **System Setting** > **General Setting**.
3. On the **Warning Setting** tab, click **Setting** in the **Delivery Volume Threshold** section.

#### 4. Set the delivery volume threshold.



The screenshot shows the 'General Setting' page for the Short Message Service. The 'Warning Setting' tab is active. Under the 'Delivery Volume Threshold' section, there are four input fields: 'Daily SMS Limit', 'Daily Warning Threshold', 'Daily Suspend Threshold', 'Monthly Warning Threshold', and 'Monthly Suspend Threshold'. Below these fields are 'Save' and 'Cancel' buttons. A note states: 'Note: Volume threshold is set to unlimited by default. If required, you may change the value in settings. The setting trigger reminder to contacts [contacts](#). When the delivery limit is reached, the system will stop sending SMS and it requires you to manually configure the change.'

Below the delivery volume threshold section is the 'Remaining package balance alert' section. It includes a 'Global package low balance warning' toggle set to 'Off' and a 'Setting' button. A note below states: 'Note: Alert can be sent to specific [contacts](#)'.

- a. Enter the daily and monthly warning thresholds and suspend thresholds. If the warning thresholds are reached, SMS sends notification messages to the specified contacts. If the suspend thresholds are reached, SMS stops sending text messages.

If you do not need to limit the delivery volume, leave the fields blank.

- b. Click **Save**.

#### 5. Optional. Set the package balance alert.

If the package balance is lower than the threshold, SMS sends a notification message to the specified contacts. The value range of the package balance threshold is 0 to 2,000,000,000.

- a. Click **Setting** and enter the threshold.
- b. Click **Save** to save your settings.

## 2 Manage contacts

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Short Message Service (SMS) allows you to send the data plan balance and message-sending threshold to specified contacts by using text messages. This topic describes how to add contacts in the Short Message Service console and configure the text messages that are sent to the contacts.

### Limits

Take note of the following limits when you manage contacts:

- By default, only the contact of the current Alibaba Cloud account is included in the contact list. The contact automatically receives package balance warnings and threshold warnings. You can change the contact of the Alibaba Cloud account in the **Account Management** console.
- You can specify up to 10 contacts for each Alibaba Cloud account, including the default contact of the account.

### Procedure

1. Log on to the Short Message Service console.
2. In the left-side navigation pane, choose **System Setting**> **General Setting**.
3. On the **Contact Management** tab, click **Add Contact**.

4. Set the information of the contact, and specify whether to send package balance warnings and threshold warnings to the contact.

Please add contact ✕

Name:

Phone Number:

The parameter To format: country code + phone number

Phone verification code:

Email Address:

Email verification code:

Remark:

Package balance warning:

Threshold Setting:

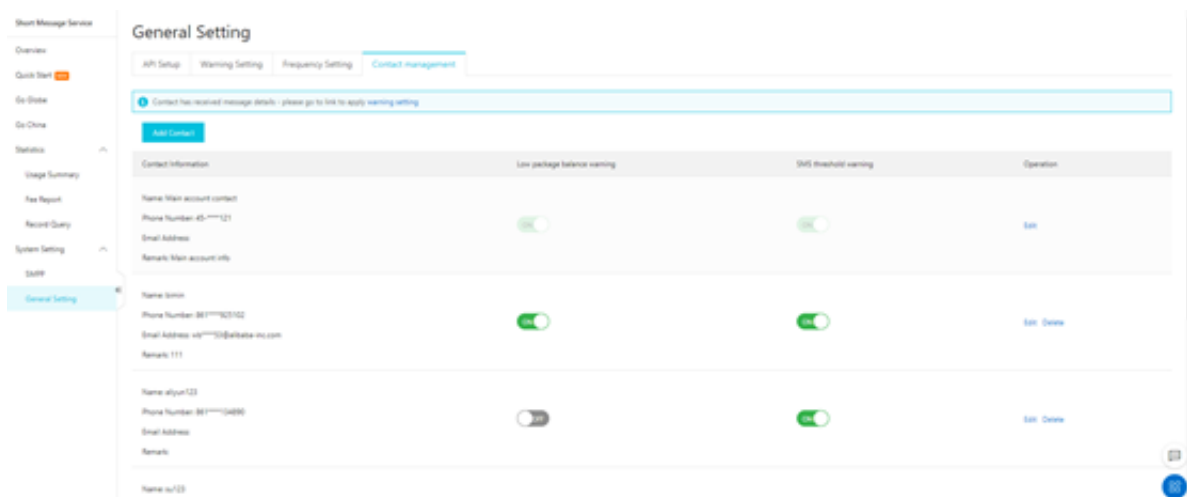
Parameter	Description
Name	The name of the contact.
Mobile phone number	The 11-digit mobile phone number of the contact.
Phone verification code	Click <b>Send Verification Code</b> . A verification code is sent to the mobile phone number that you specified. Enter the code in the field.
Email address	The email address of the contact.
Email verification code	Click <b>Send Verification Code</b> . A verification code is sent to the mobile phone number that you specified. Enter the code in the field.

Parameter	Description
Package balance warning	Specify whether the contact receives package balance warnings on their mobile phone.
Threshold setting	Specify whether to receive the SMS threshold warning.

5. Click **OK**.

The information of the added contacts is displayed.

- Turn on or off the Low package balance warning switch or SMS threshold warning switch to specify the text messages that the contact receives.
- Click **Edit** to edit the basic information of a contact.
- Click **Delete** to delete a contact.



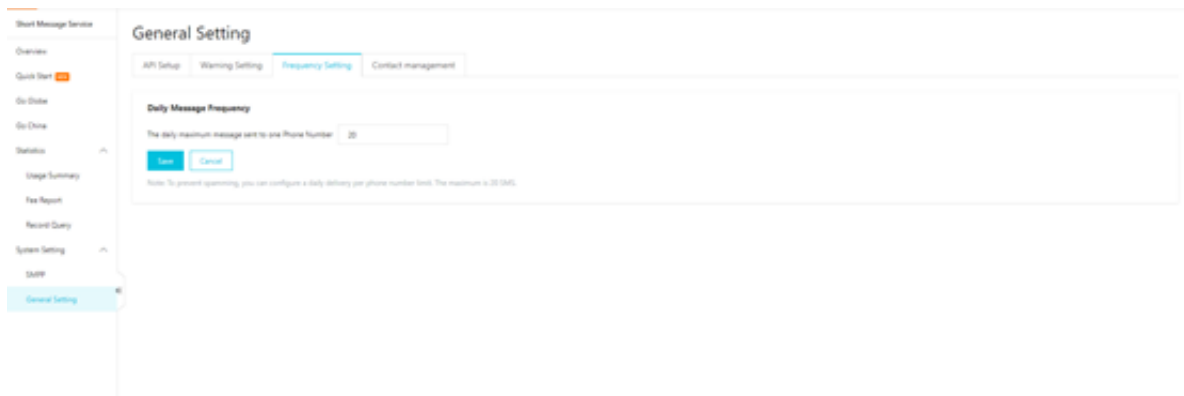
## 3 Set the sending frequency of text messages

Short Message Service (SMS) allows you to limit the total number of text messages that are sent to a single number per day. This topic describes how to set the frequency at which text messages are sent to a single number.

### Procedure

1. Log on to the Short Message Service console.
2. In the left-side navigation pane, choose **System Setting**>**General Setting**.
3. On the Frequency Setting tab, click **Setting** in the **Daily Message Frequency** section.
4. Enter the maximum number of text messages that can be sent to a single number per day.

The maximum value is 20.



5. Click **Save**.

## 4 India A2P SMS Regulation

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### Sender ID

As per new India TRAI regulation, SenderID registration to be done via DLT portal [www.vilpower.in](http://www.vilpower.in).

To comply with the new regulation, all enterprises need to be registered on the DLT system along with other details like Headers, Templates and Consents. Your organization will get a Unique Entity ID post registration (a fee of INR 5,900, must be paid to the operator to complete the registration process).

- 6 digit Alpha for OTP/Transactional sms.
- 6 digit numeric for promotional sms.

SenderID will be prefixed with 2 letters depending on which carrier was used to deliver the SMS to the final operator.

Alpha Sender ID is not supported for International customers, and will be changed to a random short code.

### DLT process introduction

#### 1.DLT Regulations

As you might also be aware that, Telecom Regulatory Authority of India (TRAI) has released a new regulation in July 2018 to curb Unsolicited Commercial Communication (UCC) and enhance mobile subscriber privacy. TCCCPR 18 Telecom Commercial Communications Customer Preference Regulation 2018, Regulation can be downloaded [here](#).

The Regulation is intended to eliminate spam and fraud which has been a concern for many years. The regulation has mandated the use of Blockchain technology also known as Distributed Ledger Technology (DLT) to implement the solution.

The new regulation will affect all local traffic. Enterprises/Accounts sending domestic traffic need to register in DLT to ensure the compliance.

#### 2.What should my customer do?

All enterprise customers registered in India for domestic termination must have their brand names/sender IDs registered with DLT. Enterprise clients can use the URL <https://www.vilpower.in/>.

- at this preliminary stage only sender ID is required registering.

Required documents for upload:

- Scanned copy of the company PAN Share duly Scanned copy of PAN card with material details (Name of the Entity and PAN CARD number)
- Scanned copy of Company CIN/GST/TAN Share duly Scanned copy of CIN/GST/TAN card with material details (Name of the Entity and CIN/GST/TAN number)
- Scanned Proof of identity share duly Scanned copy of GSTIN/Aadhar or Unique Identity number/Election commission id/ Passport with material details (Name of the Entity and Identity number)
- Proof of address share duly Scanned copy of Aadhaar/Unique Identity Number, Election Commission ID, Passport, Electricity Bill (Not Older than 3 month) with material details ( Name of the Entity and Identity number)

### SMS Types

India is a very complex market and there are a number of different regulations and restrictions you must comply with in order to send SMS here.

Traffic Type	Sender ID	Content Allowed	Restrictions/ Regulation
Domestic Transactional	6 digit alpha (not alphanumeric) with preregistration	Transactional traffic, OTP	No restrictions. 24/7 delivery without NDNC restrictions.  The registered Alpha Sender ID will be added with 2 letters as a prefix, depending on which carrier was used to deliver the SMS to the final operator or 2 random numbers ; e.g. MD-XXXXXX ( where XXXXXX is the registered Sender ID)

<b>Traffic Type</b>	<b>Sender ID</b>	<b>Content Allowed</b>	<b>Restrictions/ Regulation</b>
Domestic Promotional (none opted in)	Sender ID not supported and will be change to a random short code	Promo/Marketing content	<p>Promo sms will be blocked to numbers registered in NDNC as per TRAI regulation.</p> <p>Promo sms are only delivered between 10am -9pm IST time.</p> <p>SMS outside the time range will be queued and delivered next day.</p>

Traffic Type	Sender ID	Content Allowed	Restrictions/ Regulation
Domestic Promotional (opted in)	6 digit alpha (not alphanumeric) with pre-registration	This traffic can only be routed via transactional bind with opted in confirmations from each subscriber MSISDN	<p>24/7 delivery and without NDNC restriction.</p> <p>However, handling party (customer) of the promo content must have subscriber opted in consent per each MSISDN and should provide the information to the providers handling the traffic either upfront or on demand in an event if the termination party gets a complaint from a mobile operator (mobile subscriber complaining to operator for receiving a promo content) as proof the subscriber has given consent to receive promo content. Failing to do so (not defined the actual time period) provider will be liable for penalty charges depend</p>
10			<p>on the number of violations. Need to have contractual</p>

Traffic Type	Sender ID	Content Allowed	Restrictions/ Regulation
International ( transactional/Opted-in Promo)	Sender ID not supported and will be change to a random short/long virtual number	International originated transactional content & Opt-in Promo content. (If client registered in India, but sms originated outside India, will be identified as International traffic).	SMS Delivered 24/7 via International route.  No restrictions for NDNC listed numbers .  For opted in promo sms, same Regulation apply as in for Domestic Promotional(Opted in) listed below.

### SMS headers\_senderID and definations

Please find enclosed the explanation on type of Headers along with some examples. This will help you understand the difference between various type of messages.

#### 1.Promotional Message

Promotional message means commercial communication that can be sent to a mobile subscriber whose preferences are not set (not on DND). Or, any commercial communication that an enterprise can send to an intended Recipient after taking consent to send such messages.

Header(6-digits):565690,787878,987123,555555,etc.

Sample SMS template1: Happiness Sale on 21 & 22 Dec. Get up to 71% OFF on over 100 brands.

Register & get EXTRA Rs. 100/- OFF. Give missed call to 808XXXX234. TnC

Sample SMS template2: 24 Hr Kitchen Furniture SALE up to 35% OFF, till 22 Dec, T&C.

Sample SMS template3: Get MY DIET by <NAME OF CONSULTANT> & lose up-to 10Kg. No exercise. No machine. First free consultation Click <URL>. To revoke consent, send SMS as REVOKE HEADER to 1909.

#### 2.Transaction Message

Transactional message means a message which contains One Time Password (OTP) and requires to complete a banking transaction initiated by the bank customer. This is applicable to all banks including national/ scheduled/ private/ Govt. and MNC banks. These Headers are Case Sensitive.

Header (6-alpha): TRUBLQ, TRUblq, TRubLQ, trublq, KLMNOP, DLTDLT, etc.

Sample SMS template1: 763892 is the OTP for txn of INR 9876.90 at ABCD App with your card XX0000. OTP is valid for 10 mins. Pls do not share it with anyone.

Sample SMS template2: 763892 is OTP for txn of INR 373.32 at ABCD on XYZ Bank Credit Card XX0000. OTPs are SECRET. DO NOT disclose it to anyone. Bank NEVER asks for OTP.

### 3. Service Implicit Message

Service Implicit: Any messages, arising out of customer's actions or his relationship with the Sender, that is not promotional, and is not in the interest of the customer to block such communications. These messages may or may not be triggered by a subscriber-initiated transaction and will not be blocked for subscribers who have otherwise blocked service messages also. These Headers are Case Sensitive.

- Confirmation messages of a net banking or a credit/debit transaction;
- Product purchase confirmation; delivery status of a parcel;
- OTP required for e-commerce website, app login, social media apps, KYC, etc.;
- Messages from home operator; Messages from schools regarding attendance/transport;
- Messages from hospitals/clinics regarding appointment/discharge reports;
- Govt./TRAI/DoT mandated messages, advisories, messages from state Govt., LEAs, local authorities, traffic advisories, election commission, disaster management advisories;
- Service messages from car workshops, gadget service centers;
- Day-end/ month-end settlement alerts to securities/demat account holders.

Header (6-alpha): ABCDEF, ABCdef, ABceDF, abcdef, AFIOMA, UNFOCO, etc.

Sample SMS template1: Hello! Your A/C no. <XXXXX> has been debited by Rs. <XXXX> The A/C balance is Rs. <XXXX> on <DD/MM/YY> The A/C balance is Rs. <XXXX> Info: <TYPE>/<PURPOSE>/< Rs. of template OR REFERENCE NUMBERS.

Sample SMS template2: Dear Customer, as per your request, contact details have been updated against your fixed deposit account.

Sample SMS template3: Dear Customer, your order has been picked up by the delivery boy and is on his way. Your delicious pizza is reaching early!

#### 4. Service Explicit Message

Any service message which doesn't fall under the category of service message (Implicit) will be sent only against service explicit, digitally verified/verifiable consent that has been taken from the subscriber by the respective enterprise. These Headers are Case Sensitive.

Header (6-alpha): NUTUKI, NUtuKI, NUTuki, nutuki, PRIZEM, ZSERTA, etc.

Sample SMS template1: Dear Customer, Congratulations on your Home Anniversary!  
Now avail a Top-up up to Rs 50 lacs\* with ROI @9.20%\* on your Home Loan. Call Toll Free 1800XXXXX00 \*T&C.

Sample SMS template2: Dear Customer, based on your relationship, we are approving a per- approved Home Loan up to Rs. 1 crore. Click here <https://www.domain.com/> .  
Regards, QT Housing. T&C.

Please note that while creating **Promotional Headers** on the portal, the Header should start with the number that matches with the category (as per DND Preferences).

1. Banking/Insurance/Financial products/ credit cards
2. Real Estate
3. Education
4. Health
5. Consumer goods and automobiles
6. Communication/Broadcasting / Entertainment/IT
7. Tourism and Leisure
8. Food and Beverages

If an enterprise registers itself under the category 'Tourism', they can register their headers as 712390, 790234, 791919. A health based company should register its headers as 412300 , 490909, etc.

PS: Govt. Headers fall under Service Implicit.