grapevine™

OUTLOOK MOBILE 2010

USER GUIDELINE

THIS DOCUMENT IS AIMED AT:

Grapevine Affiliate administrators and users who have been provisioned to use Outlook Mobile 2010.

FEEDBACK:

Was this document useful? What can we do to make this user guide more useful and informative? Please email info@vine.co.za with your comments and feedback.

CONTACT US:

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SUPPORT:

Call us on +27 21 702 3333, or email support@vine.co.za.

Note, you must be registered with Grapevine to log a support query.

Version: 1.1

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Abbreviations

SMS   Short Message Service

URL   Universal Resource Locator

Definitions

Affiliate   A Company that is registered with Grapevine and has been provisioned to use one or more of its products or services.

Campaign   In Outlook SMS, a campaign is a collection of messages sent out by an Affiliate to a number of mobile phones.

Portal   A website or web page that the owner positions as an entrance to other sites or pages on the internet.

SMSC   An SMS Centre (SMSC) is responsible for handling the SMS operations of a wireless network. When an SMS message is sent from a mobile phone, it will reach an SMS centre first. The SMS centre then forwards the SMS message towards the destination. An SMS message may need to pass through more than one network entity (e.g. SMSC and SMS gateway) before reaching the destination. The main duty of an SMSC is to route SMS messages and regulate the process. If the recipient is unavailable (for example, when the mobile phone is switched off), the SMSC will store the SMS message. It will forward the SMS message when the recipient is available.

Web application   Any program which runs in a web browser and relies on that web browser to render the application.

1 Introduction

The purpose of this document is to assist Grapevine Affiliate users and administrators who have been provisioned to use Outlook Mobile. This document covers how to send SMS Messages using Outlook, receive SMS replies and view online reports and statistics about the messages you have sent.

2 General Information

2.1 What is Outlook Mobile?

Outlook Mobile allows you to compose an SMS and send it to multiple mobile phone users. Youwill need to configure the product via Outlook and this document details how to set up a new Outlook Mobile Service Account.

2.2 How does it work?

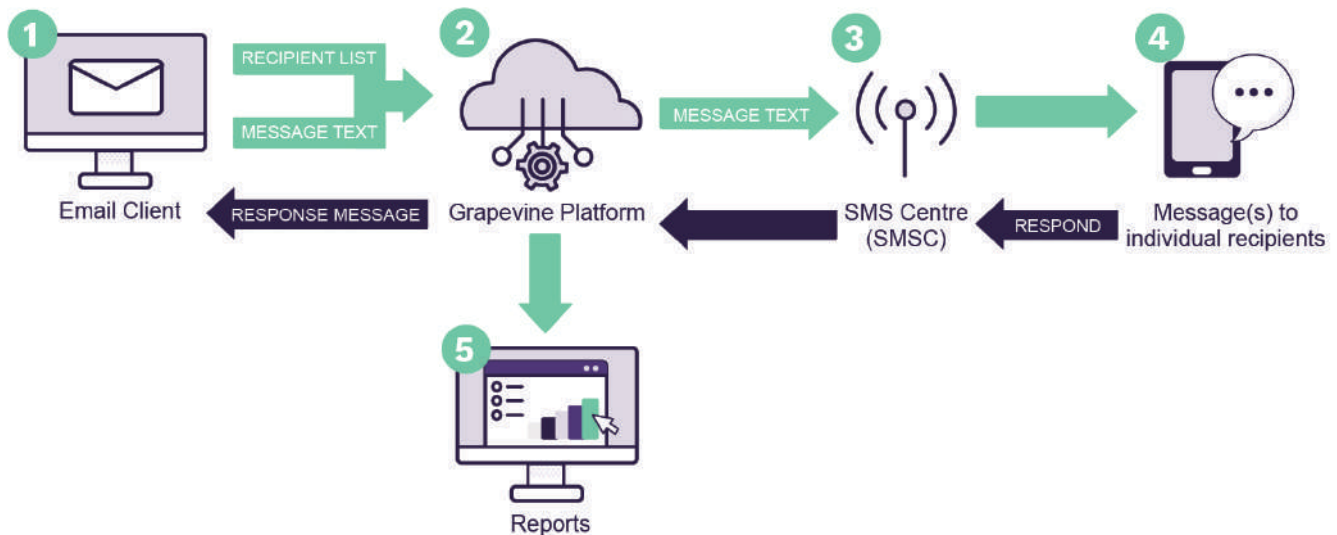### 2.2.1 Sending an Email to SMS Message

Figure 1 – Sending an Email to SMS Message

1. An Affiliate opens their email client and opens the Outlook SMS dialogue box.
2. The message(s) is sent to the Grapevine Interactive platform.
3. The message(s) is submitted to a mobile network server.
4. The message(s) is routed to individual recipients.
5. Affiliate users can view detailed reports and statistics via the web application.
4. Recipients can respond to the SMS which they received.
3. The message(s) is then submitted back to the mobile network server.
2. The message(s) is sent to the Grapevine Interactive platform.
1. The message(s) is routed back to the email client.

2.3 Features

- ✓ Sent messages are stored in Outlook's sent folder and replies are sent to your inbox.
- ✓ Supported by all South African Networks
- ✓ Easy to use
- ✓ Replies to the SMSs are routed to your email inbox.
- ✓ Generate reports and view your messages via a web-based user interface.

2.4 What do you need in order to get started?

Once you have been provisioned by Grapevine Interactive to use Outlook Mobile, you will receivean email which contains the following information:

- ✓ **The** Outlook Configuration URL
- ✓ Your **Username(User ID)** and **Password**
- ✓ The **Reporting URL**
- ✓ Your **Reporting Password**

Note: Please email support@vine.co.za if you have forgotten your username or password.

2.5 User profiles and permissions

SMS Broadcast has the following functions and permissions for specific user profiles:

PERMISSION	OWN REPORTS	ALL USER REPORTS	MESSAGE QUERIES
Affiliate Administrator	Yes	Yes	Yes
Affiliate User	Yes	No	No

Table 1 – User profiles and permissions

2.6 Adding Users

In order to add a new user, please contact your company's technical contact so that they can provision a new affiliate user on the provisioning system. Alternatively, your company's technical contact may contact Grapevine to add the new user, by sending an email to: support@vine.co.za.

2.7 Replies and Concatenation

All affiliates will receive replies to the email address used when sending the SMS.

If you are sending a campaign to a large number of recipients, it is recommended that you use analternative email address specifically for this purpose as your Inbox may get full very quickly. Youcan contact Grapevine to disable the email delivery receipts and/or email reply option.

Affiliate messages are automatically truncated but should 160 characters not be sufficient, contact Grapevine to activate concatenation, where the maximum number of characters will be increased to700.

3 How to configure Outlook Mobile 2010

Before you can begin to send messages, you will need to configure Outlook to use the Mobile Service Account registered by Grapevine.
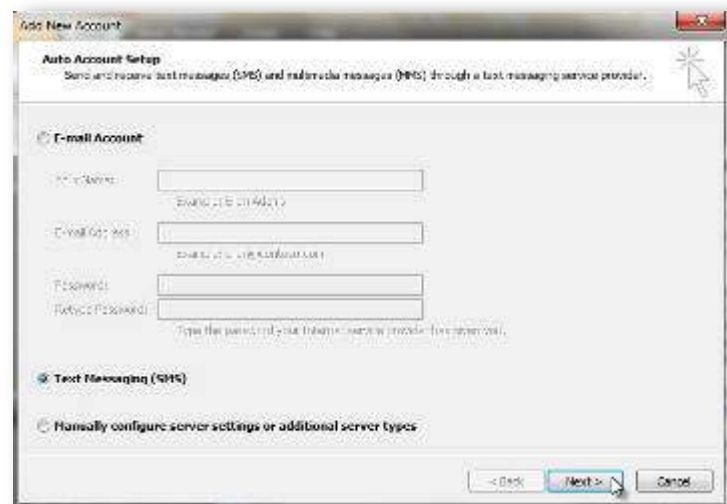
Step 1: Open MS Outlook 2010

Step 2: On the menu toolbar, click **File.**
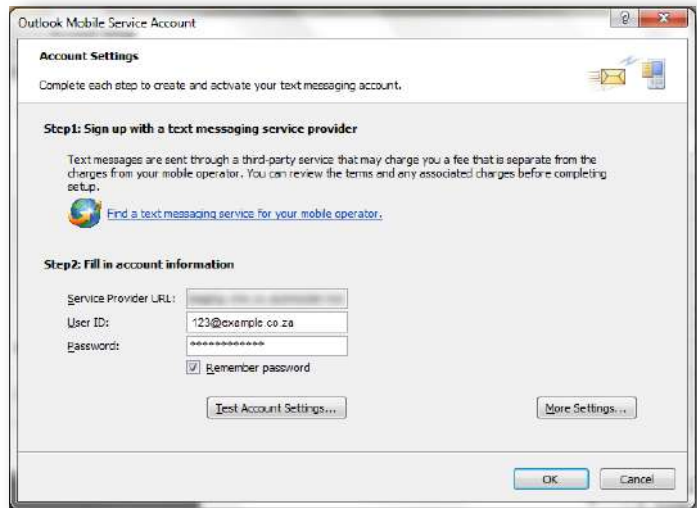
Step 3: Select **Info**.

Step 4: Click **Add Account**.

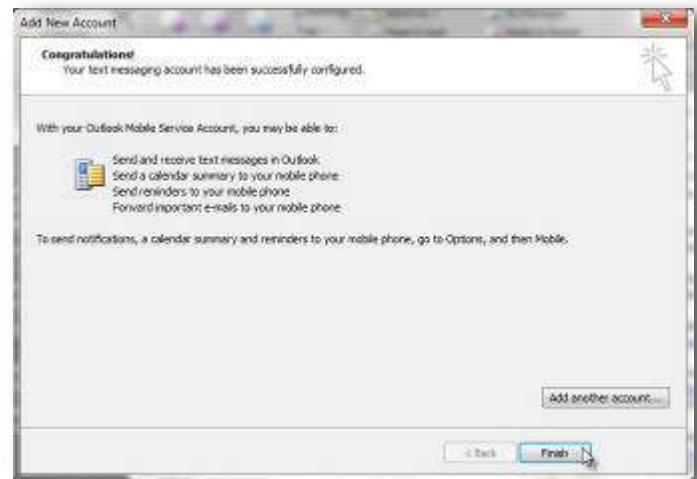**Step 5:** On the Auto Account Setup page, select **Text Messaging (SMS)** radio button and click **Next.**

Step 6: Fill in the Account informationwhich you received from Grapevine Interactive in your provisioning email**.**

IMPORTANT: Select **Remember password** so that the system does notask you for a password every time youwant to send a message.

Step 7: Click **OK.**

Step 8: Click **Finish.**

4 How to edit an existing Outlook Mobile Account

Step 1: Open MS Outlook 2010

Step 2: On the menu toolbar, click **File.**

Step 3: Select **Info**.

Step 4: Click **Account Settings**.

Step 5: Double-click the **Outlook MobileService account** (Outlook SMS).
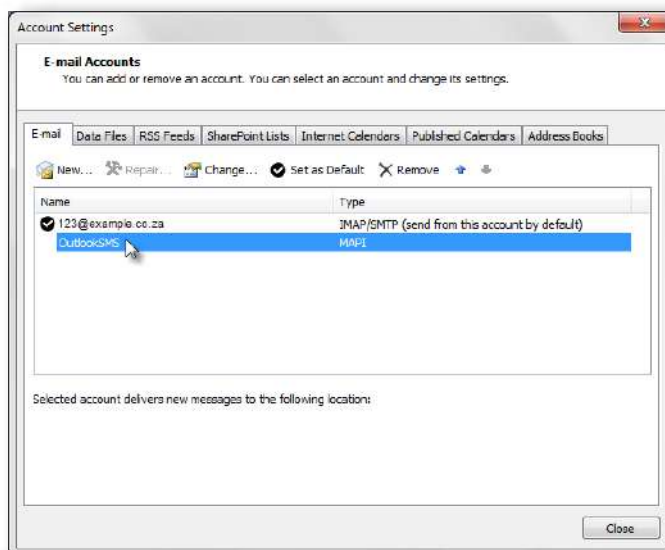
Step 6: Make your changes.

Step 7: Click **OK.**
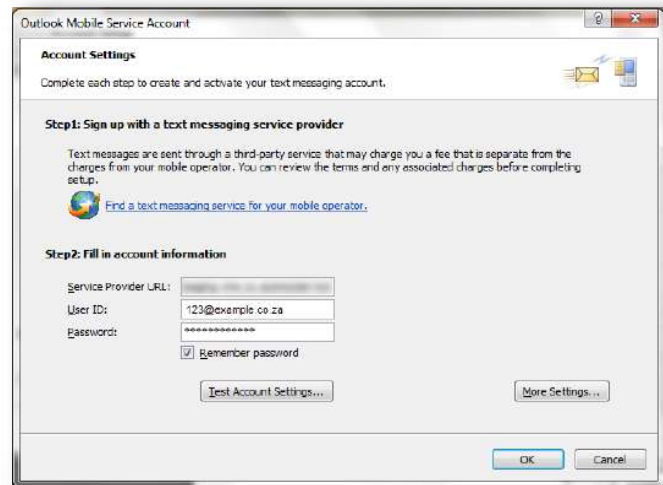
5 Sending an Outlook Mobile message

Step 1: Open MS Outlook 2010

Step 2: On the menu toolbar, click **File**, **New Items** and then select **Text Message(SMS)**.

IMPORTANT: The maximum number of recipients you can add is 30.

NOTE: You can enter multiple cell numbers,separated by commas.

Step 3: In the To... field, enter the mobilephone number to which you want to sendthe message.

Step 4: Type the message you would like to send in the text field provided.

Step 5: Click **Send,** alternatively click **Save** to save your message to **Drafts.**

IMPORTANT: Your message will be in your Sent Items once you have sent it.
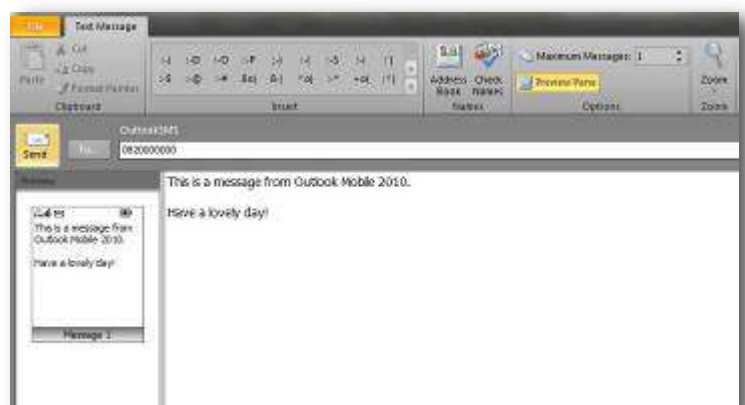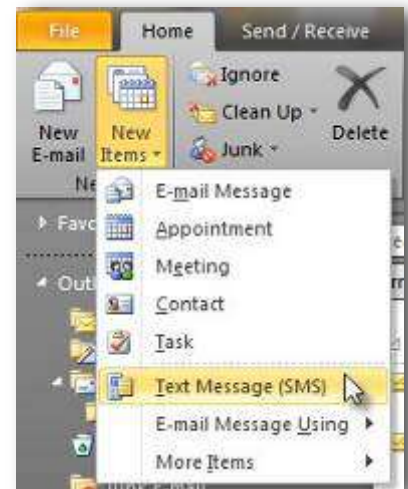
6 Accessing the Web Portal

Step 1: Open the **Reporting URL** provided in the provisioning email which you would have received from Grapevine.

Step 2: Enter your **Username** and **Password** and click **Login**

Once you have successfully logged in you will be taken to the Outlook Mobile **Home** page where you have two options available:

1. Change your Details
2. Access **Outlook Mobile**

6.1 Changing your details

Step 1: On the Home page, click "Change your details".

Step 2: Under **My Profile**, enter your personal details and click **Update** to save your changes.

NOTE: Should you wish to exit the page without saving, simply click the **Back** button on your browser.

7 Reports

7.1 Report types

Once you have accessed Outlook SMS there are two report options for an Affiliate User:

- ✓ Statistics Report
- ✓ Messages Report

An additional report is available for an Affiliate Administrator:

- ✓ Affiliate Message Query

REPORT CATEGORY	DESCRIPTION	COLUMNS
1. Statistics Report	Statistical details of the delivery status of messages sent in specific broadcasts.	**Search range** (Date and time period for which the report has been generated) - Channel Type **Total created** (Total messages created) **Total successful** (We received a delivery receipt form the network) **Total Failed** (We received a failed receipt form the network, or the recipient has chosen to opt out) **Total expired** (After the 24h validity period, the message has not been able to be delivered) **Total unconfirmed** (No delivery receipt has been received yet) **Total batches** (Total number of broadcasts created)
2. Messages Report	Details of the content of the broadcast messages you have sent to each recipient.	**Date** (Date and time that the campaign was created) **Campaign Name** (This field will display your unique campaign number) **Message ID** (This field will display a unique message number) **Originator** (The person who sent the email or the username of the person who logged in) **Recipient** (Mobile number that the message was sent to) **Channel** (The channel which the message was sent to) **Status** (The most recent status of the message) **Message** (Content of the message sent)
3. Affiliate Message Query	Details of the content of broadcasts sent to or from a specified email address or cell number. Use this report to monitor broadcasts sent to or from a specific affiliate or cell number.	**Date** (Date and time that the campaign was created) **Campaign Name** (This field will display your unique campaign number) **Message ID** (This field will display a unique message number) **Originator** (The person who sent the email or the username of the person who logged in) **Recipient** (Mobile number that the message was sent to)

		• **Channel** (The channel which the message was sent to)
		• **Status** (The most recent status of the message)
		• **Message** (content of the message sent)
		• **Replies** (Number of replies received from the recipient)

Table 2 – Comparative reports table

7.1.1 Statistics Report

Use this report to identify how many customers you've reached successfully in a specific time period, using a specific channel type.

Step 1: Click **Outlook Mobile** on the Outlook Mobile **Home Page**.

Step 2: Click **Outlook Mobile Statistics**

Step 3: Select the applicable **service type**

Step 4: Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

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Step 5: Click **Run Report** and the search results will display at the bottom of the page.

Step 6: To export your results click the **Excel Icon** which will be displayed once you have run the report.

7.1.2 Messages Report

Use this report to view the content of messages as well as any replies which might have been received.

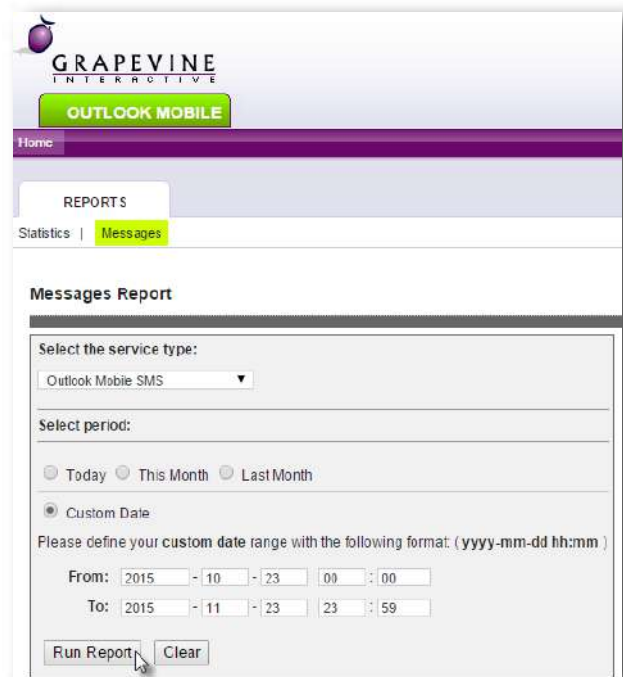**Step 1:** Click **Outlook Mobile** on the Outlook Mobile **Home Page**.

Step 2: Click **Outlook Mobile Messages.**

Step 3: Select the applicable **service type.**

Step 4: Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

Step 5: Click **Run Report** and the search results will display at the bottom of the page.

Step 6: To export your results click the **Excel Icon** which will be displayed once you have run the report.

7.1.3 Affiliate Message Query (available to Affiliate Administrators only)

Use this report to view messages sent to or from a specific cell number or email address.

Step 1: When in the reporting section, make sure that you click **Affiliate Message Query**.

Step 2: Enter your **search criteria**

Select if you would like messages **FROM** or **TO** the specified address.

Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

Step 3: Click **Run Report** and the search results will display at the bottom of the page.

Step 4: To export your results click the **Excel Icon** which will be displayed once you have run the report.