**Home page ------** [**www.stertell.com/**](http://www.stertell.com/)

**SterTell is a global telecommunication company**

**Facts & Figures**

Communication habits are evolving, driving A2P SMS to the fore as the leading tool for customer engagement.

**How can SterTell add value to your business?**

The time people spend using their mobile phone is increasing with each passing year.

**Let us assist your company to**

* Povide SMS Spam detection
* Pevent traffic leakage
* Povide SIM box detection
* Provide Grey route detection
* Transform losses into revenues

**We Are Experts & Enablers of A2P Messaging**

Technology is developing exponentially, delivering new possibilities and posing new challenges.

**We Are Providing For Traffic Enabling & Self-Commitment to New Technologies**

SterTell provides its partners with the latest A2P SMS (Application-to-Person SMS) technology, which enables them to send A2P SMS messages around the world via our direct and indirect connections with aggregators.

**We Are Providing for Traffic delivery & Protection A2P Monetization and Protection**

Stertell shares its established provider relationships with partners in order to guarantee success in enterprise messaging.

**Messaging Section ---- [www.stertell.com/messaging](http://www.stertell.com/messaging)**

**Messaging / A2P Monetization**

[**A2P**](https://www.stertell.com/a2p.html) [**P2P**](https://www.stertell.com/P2P.html) [**P2A**](https://www.stertell.com/P2A.html) [**A2P Monetization**](https://www.stertell.com/A2P_Monetization.html)

**Benefit from instantaneous distribution.**

Deliver your messages directly into the eager hands of users! Subscribers keep tabs on their SMS inboxes more often than any other message center, often in a matter of seconds after their handsets vibrate!

**Enjoy expansive reach.**

Almost everyone in the world has a mobile phone, making SMS the most potent communication channel by far! Stertell gives you truly global reach.

**Level up with assurance.**

SMS is the most powerful, straightforward and rapidly scalable tool for your business, regardless of whether you’re a multinational brand or a local start-up.

**New Projects — RCS Section ---- www.stertell.com/new\_project**

**Expansive and Adaptable**

The SterTell RCS features all the necessary tools to deliver this new service to your customers, for which a modular approach is vital for an extensive range of deployment possibilities

**Operator Friendly**

SterTell focuses its full attention on ensuring that operators can achieve the optimal benefits and gains from this new revenue opportunity, with minimal time-to-market

**Enterprises ---** [**www.stertell.com/enterprises**](http://www.stertell.com/enterprises)

**Messaging Services**

SterTell is a robust, high-performance and easy-to-use multi-channel messaging platform for management of global, multi-channel communication flow, backed up by a comprehensive mobile delivery network, able to manage any volume of messages

**SMS Traffic Management**

The SterTell SMS platform is the perfect solution for protecting an operator’s network from unnecessary load, while monetizing A2P SMS traffic inflow and preventing fraud

**Targeted SMS**

This feature enables you to send the RIGHT MESSAGE to the RIGHT PEOPLE at the RIGHT TIME and at the RIGHT PRICE! This enables enterprises to leverage their own customer database to distribute trigger-based, personalized SMS messages that are both relevant and timely, achieve efficient customer engagement and retention

**Stertell SMS Campaign Portal**

Stertell SMS Campaign Portal is a fully-featured campaign manager for sending personalized and timely messages via multiple channels like SMS, Telegram, Viber and WhatsApp, etc. With its simple interface, powerful options, and the flexibility to choose your messaging provider, it is ideal for businesses of all types and sizes that look to reach their clients anywhere, anytime.

**Stertell SMS Platform**

**Multi-rank solutions for messaging business**

* Register an account at [https://retail.stertell.com](https://www.stertell.com/enterprises.html) by clicking on «Not registered?». You will get a confirmation email.
* Sign into your account an account at [https://retail.stertell.com](https://www.stertell.com/enterprises.html) by clicking on «Not registered?»
* Choose a tariff plan in the «Purchase» section
* Top up your balance (link «Top up balance»)
* Import of a list of contacts or create contacts manually for mailing (section «Contacts»)
* Start of the campaign (section «Campaigns»)
* See full statistics for your campaign (section “Statistics»)
* Manage your campaign (section “Dashboard»)

**Protection and Testing --- stertell.com/protection&test**

**Secure your network**

Address any weakness in your network and shield your subscribers from interruptions to service provision, hijacking and fraud

**Monetize messaging**

By filtering traffic from unpaid routes, the SterTell SMS Firewall will ensure you receive your fair share of the ever-increasing revenues in the enterprise messaging business

**Trust the experts**

Our experienced team has a proven track record in supporting our clients with their network security. We understand implicitly how to establish trust with operator partners

**Corporate solution --- www.stertell.com/corparate\_solution**

**Software development division**

Our software development division is ready to offer you outsourcing services for software development and mobile applications. We are ready to offer you full-stack developers in a wide range of technologies. Our staff includes people with 20+ years of experience in the IT field, with experience in implementing complex technology projects in the field of Smart City, e-commerce, real estate, professional services, blockchain, artificial intelligence systems, big data analysis, etc.

We make development teams from experienced developers, analysts, designers, project managers and other specialists required for a specific project. We are ready to offer you turnkey software development services or provide a development team that will work under your control. We also provide services for the implementation and customization of ready-made solutions in the field of video analytics (face recognition, silhouettes of people, objects, cars, license plates and others), as well as voice recognition systems (chatbots, speech analysis, client voice authentication, etc.).

We provide these services under the Far Rainbow brand.

**SMS HTTP API ---** [**www.stertell.com/api**](http://www.stertell.com/api)

**Request format:**

**GET request to HTTP port:** http://1.1.1.1:8001/api?username=<username>&password=<password>&ani=<ani>&dnis=<dnis>&message=<message>&command=submit&serviceType=<serviceType>&longMessageMode=<longMessageMode>

**GET request to HTTPs** port: <https://domainname:8002/api?username=> <username>&password=<password>&ani=<ani>&dnis=<dnis>&message=<message>&command=submit&serviceType=<serviceType>&longMessageMode=<longMessageMode>

POST request (credentials are part of the link) to HTTP port: curl -H 'Content-Type: application/json' -X POST -d '{"ani":"ani","dnis":"dnis","message":"test"}'

[**'http://1.1.1.1:8001/api?command=submit&username=username&password=password'**](http://1.1.1.1:8001/api?command=submit&username=username&password=password)

**POST request (credentials are a part of the JSON body) to HTTP port: curl -H 'Content-**Type: application/json' -X POST -d '{"username":"username","password":"password","command":"submit","ani":"ani","dnis":"dnis","message":"test"}' ['http://1.1.1.1:8001/api?'](http://1.1.1.1:8001/api?)

**NOTE: To send multiple SMS messages, add several comma-separated DNIS to the <dnis> field.**

| **Parameter** | **Value** | **Required** |
| --- | --- | --- |
| **command:** | **Request type. Possible values: “submit”, "query", "mo". To send a message over HTTP, specify command=submit** | **Yes** |
| **dnis:** | **Destination number. Must be sent in international E.164 format (up to 15 digits allowed). If the field length exceeds 2048 symbols or 100 numbers, the incoming message will be rejected with the following code: 400 Bad Request (Destination number is too long). Multiple DNIS's cannot be used for longMessageMode=split\_or\_payload** | **Yes** |
| **message:** | **Message text** | **Yes** |
| **password:** | **Password** | **Yes** |
| **serviceType:** | **Service type, provided by the System owner for the registered interconnection. Can be blank. The maximum length is 9 bytes.** | **Yes** |
| **username:** | **login** | **Yes** |
| **ani:** | **Caller ID. Technical limitation - alpha-numeric up to 32 symbols. Additional limitations can be caused by destination route peculiarities** | **No** |
| **dataCoding** | **data coding scheme for sending the SMPP to the vendor. Format: integer. Optional. Allowed values are: 0, 1, 3, 6, 7, 8, 10, 14, where:**  **0: SMSC Default Alphabet (SMPP 3.4)/MC Specific (SMPP 5.0)**  **1: IA5 (CCITT T.50)/ASCII (ANSI X3.4)**  **3: Latin 1 (ISO-8859-1)**  **7: Latin/Hebrew (ISO-8859-8)**  **6: Cyrillic (ISO-8859-5)<**  **8: UCS2 (ISO/IEC-10646)<**  **10: ISO-2022-JP (Music Codes)**  **14: KS C 5601** | **No** |
| **esmClass** | **corresponds to the same name parameter in SMPP. Format: integer. Optional. Allowed values are: 0-255** | **No** |
| **flash** | **Flag that indicates a flash message. Possible values are: 0 (regular message) and 1 (flash message that is shown on the screen and is not stored in the device memory). Please note that the flag is merely written to the EDR (Technical details field) and does not change the message data coding. The flag value can be transmitted for MT message sending. The flag can also be changed with the help of translation rules.** | **No** |
| **longMessageMode:** | **Type of long message processing. The following values allowed:**  **cut (trim message text to 140 bytes) - shortens the message leaving only first 140 bytes to be sent.**  **split and split\_sar - split the message according to the logics described below. The difference between them is in the header to be used, for split it is UDH header, for split\_sar it is sar accordingly.**  **single\_id\_split - split the message but return the message ID common for all segments**  **payload - message\_payload field is used for sending the message text**  **The splitting (options 2/3) depends on the coding:**  **"- dataCoding = 0, 1 or 3: one message can contain up to 160 bytes. If more: segment count = 'message length in symbols / 153 symbols' (or: 'message length in bytes / 153 bytes')**  **- dataCoding 2, 4 - 7: one message can contain up to 140 bytes, if more – segment count = 'message length in symbols / 134 symbols' (or: 'message length in bytes / 134 bytes')**  **dataCoding 8: one message can contain up to 140 bytes, if more – segment count = 'message length in symbols / 67 symbols' (as 1 symbol occupies 2 bytes, that is: 'message length in bytes / 134 bytes')**  **plit\_or\_payload: serves for sending long messages received over HTTP to SMPP vendors. The mode is not supported if several numbers have been received in the dnis parameter within a single request from the client. When the Send text in payload option is enabled in the vendor channel, the message will be sent in the payload field as a single submit\_sm packet. Also, a single delivery report is expected for it, whereas the client will be sent as many reports as the number of received parts. Besides, a single EDR will be written, therefore, the bill by segments option must be set in the client product for correct billing of the client.**  **The default value is "cut".** | **No** |
| **incMsgId (inc\_msg\_id)** | **The client message ID (64 symbols maximum) that can be used for incoming HTTP requests with longMessageMode=cut, longMessageMode=split, longMessageMode=split\_sar or no longMessageMode (which equals to longMessageMode=cut). When the SMS switch receives this parameter it will use its value as a client ID. This will allow clients to use their ID to request information on the message if, for example, no routes are available.**  **In case of long messages (when longMessageMode=split or longMessageMode=split\_sar), the incoming parameter inc\_msg\_id will be one and the same for the entire message, whereas the SMS switch will split the message into several parts and use the same ID for each part, adding the part number to each of them. For example, if a message contains two parts and has the incoming message ID is inc\_msg\_id=1gfc4dd56cbndcj741xs, the SMS switch will process the messages with IDs 1gfc4dd56cbndcj741xs-1 and 1gfc4dd56cbndcj741xs-2.** | **No** |
| **srcTon, srcNpi, dstTon, dstNpi** | **the respective parameters for Sender ID and Destination number. Format: integer. Optional** | **No** |
| **priorityFlag** | **corresponds to the same name parameter in SMPP. Format: integer. Optional. Allowed values are: 0 and 1** | **No** |
| **registeredDelivery** | **corresponds to the same name parameter in SMPP. Format: integer. Optional. Allowed values are: 0 and 1** | **No** |
| **replaceIfPresentFlag** | **corresponds to the same name parameter in SMPP. Format: integer. Optional. Allowed values are: 0 and 1** | **No** |
| **silent** | **Allowed values are: 0 and 1, where 0 means NOT silent. Any value other than 0 which has been set explicitly is treated as true, for example, silent=false is interpreted as silent=1.  Flag that allows sending silent SMS (message that arrives with no sound and is not displayed on the screen)  Whether the silent SMS arrives as a silent one to the end user depends on the vendor and the other carriers that handle it.** |  |

**Response format**

In case of successful processing, the status in the header of the HTTP response is 200 OK. Response body contains the message\_id.

Sample of a response in JSON format:

***HTTP/1.1 200 OK***

***Content-Type: application/json***

***{"message\_id":"alss-a1b2c3d4-e5f67890"}***

In case

1) the request contains more than one DNIS (comma-separated)

2) the longMessageMode=split/split\_sar and the message is longer than 160/70 symbols (GSM/Unicode respectively),

the response will look as follows:

***HTTP/1.1 200 OK***

***Content-Type: application/json***

***[{"dnis":"34511121","message\_id":"5b4c46a8-8dc9-44b4-f55f-3bef56819305",***

***"segment\_num":"1"},{"dnis":"34511121",***

***"message\_id":"5b4c46a8-46bc-7ee6-4a16-7d4e5a0d14af","segment\_num":"2"}]***In case of rejected SMS (for example, no compatible routes found), the HTTP response status is - reason for rejection, for exampleNO ROUTES

***HTTP/1.1 400 Bad Request***

***Content-Type: text/html; charset=UTF-8***

***NO ROUTES***

In case an incorrect username or password is provided, the HTTP status is 401 nauthorizedThe response body contains the string describing the reason for rejection.

***HTTP/1.1 401 Unauthorized***

***Content-Type: text/html; charset=UTF-8***

***not authorized (check login and password)***

If the service\_type field exceeds 6 bytes, the response will look as follows:

***HTTP/1.1 400 Bad request\n***

***Content-Type: text/html; charset=UTF-8\n***

***Service type is invalid\n***

If a message is considered a loop in accordance with the Loop Detection functionality, the response will be as follows:

***HTTP/1.1 508 Loop Detected***

***Content-Type: text/html; charset=UTF-8***

***loop detected***

**SMS status request**

The links below are intended for request of delivery reports over HTTP from the client side.

**Request format:**

[username=<username>&password=<password>&messageId=<messageId>&command=query](http://1.1.1.1:8001/api?username=%3Cusername%3E&password=%3Cpassword%3E&messageId=%3CmessageId%3E&command=query)

**Parameters:**

| **username:** | **Login** |
| --- | --- |
| **password:** | Password |
| **messageId:** | Message identifier received with the submission response |
| **command:** | Request type. Must be set to “query” value |

All parameters are obligatory.

**Response format:**

In case of successful processing, the status in the header of the HTTP response is 200 OK. The response body contains the one of the following possible values:

|  |  |
| --- | --- |
| **ENROUTE:** | Message is in routing stage. The status can be returned to the client if the message is in the SENT status |
| **DELIVRD:** | Message is delivered to the Subscriber |
| **EXPIRED:** | Message storage period expired |
| **DELETED:** | Message was deleted |
| **UNDELIV:** | Message cannot be delivered |
| **ACCEPTD:** | Message is accepted by SMSC |
| **UNKNOWN:** | Unknown message status. Information on statuses is stored in the in-memory database for 24 hours (by default). Therefore, this status may be returned if the client has requested a status quite late and it was already removed from the memory. |
| **REJECTD:** | Message was rejected by SMSc. The status can also be returned for internal failed statuses, for example, for the NO ROUTES status. |
| **IM\_EXPD:** | Delivery report was not received from the IM provider within the im\_ttl timeout |

Response sample:

***HTTP/1.1 200 OK***

***Content-Type: application/json***

***{"status": "DELIVRD", "delivery\_time": "20210922093309", "mccmnc": "214099", "error\_code": "000", "system\_delivery\_time": "210922093309"}***

where delivery\_time The response body contains the string describing the reason for rejection. mccmnc is the E212 code; error\_code is the delivery error code; is the delivery report receipt time by the System (in the format YYMMDDHH24MISS, for example, 210325153842). system\_delivery\_time

***HTTP/1.1 200 OK***

***Content-Type: application/json***

***{"status": "UNKNOWN", "delivery\_time": "", "mccmnc": ""}***

IIn case an incorrect user name or password is provided, the HTTP status is 401 Unauthorized The response body contains the string describing the reason for rejection.

***HTTP/1.1 401 Unauthorized***

***Content-Type: text/html; charset=UTF-8***

***not authorized (check login and password)***

If the service\_type field exceeds 6 bytes, the response will look as follows:

***HTTP/1.1 401 Unauthorized***

***Content-Type: text/html; charset=UTF-8***

***not authorized (check login and password)***