



Business booster Optimize OTA Campaigns

Managing CMM Campaign



Campaign overview

Types

OTA manager offers 2 different types of campaigns

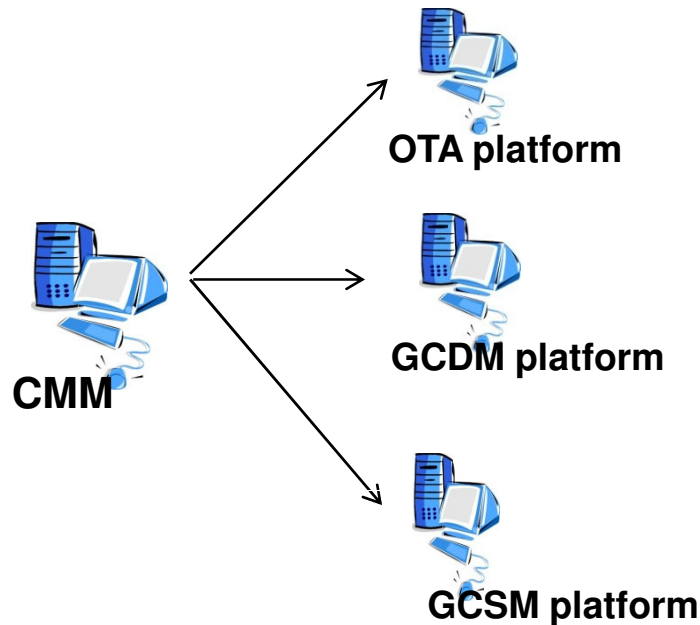
Criteria	CMM campaign	XCT campaign
Campaign must run very fast	Not optimal	Strongly recommended
Campaign targets huge number of cards	Not optimal	Strongly recommended
Multiple-services campaign	Possible	Possible
Run several campaigns simultaneously	Mandatory	Not possible
SIM card content check required before sending	Mandatory	Possible with restrict. ⁽¹⁾
Card detailed record required for billing	Mandatory	Not possible
Use SMSC or TRANS mode	Mandatory	Not possible ⁽²⁾
Use a channel driver other than SMPP/CMG/Nokia	Mandatory	Not possible ⁽³⁾

(1) It is not possible to perform a card content check for individual card (➔ Check is performed at the card profile level)

(2) Only MT mode is supported

(3) Only SMPP, CMG and Nokia drivers are supported

Campaign Engines and Registered Products



- Send SMS
- Update/Activate XXX
- Create/Delete/Download/Lock/Unlock Applets/Packages/Instances
- Audit XXX
- Generic Card Update

- SMS Provisioning

- Activate/Deactivate/Install/Remove/Update Page/Service
- AutoSychro
- Check XXX
- Audit
- Passthru
- Refresh/Unlock Service Content
- Switch Portal

- Send SMS
- Update/Activate XXX
- Create/Delete/Download/Lock/Unlock Applets/Packages/Instances
- Audit XXX
- Generic Card Update

Campaign Engines and Registered Products Rules

- ✦ A CMM scenario is able to use ONLY services from ONE registered products, either:
 - RCA
 - GCDM
 - GCSM
- ✦ A XCT scenario can use services from it's own list, meaning:
 - ALL RCA services
- ✦ No GCDM/GCSM Services available with XCT

Campaign Main steps



① Scenario

Consist on defining the list of the different Services to submit over the Air

Example :

- ✓ **Service 1** : Submit a SMS Text to inform the subscr. that his Card is going to be updated
- ✓ **Service 2** : Submit the Update of the file
- ✓ **Service 3** : Submit a SMS Text to inform the subscriber that his Card is now updated



② Target

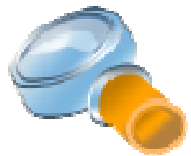
Consist on defining the list of the (U)SIM cards to target



③ Campaign definition

Consist on defining

- ✓ The scenario to be used
- ✓ The transport protocol
- ✓ The target
- ✓ the campaign schedule

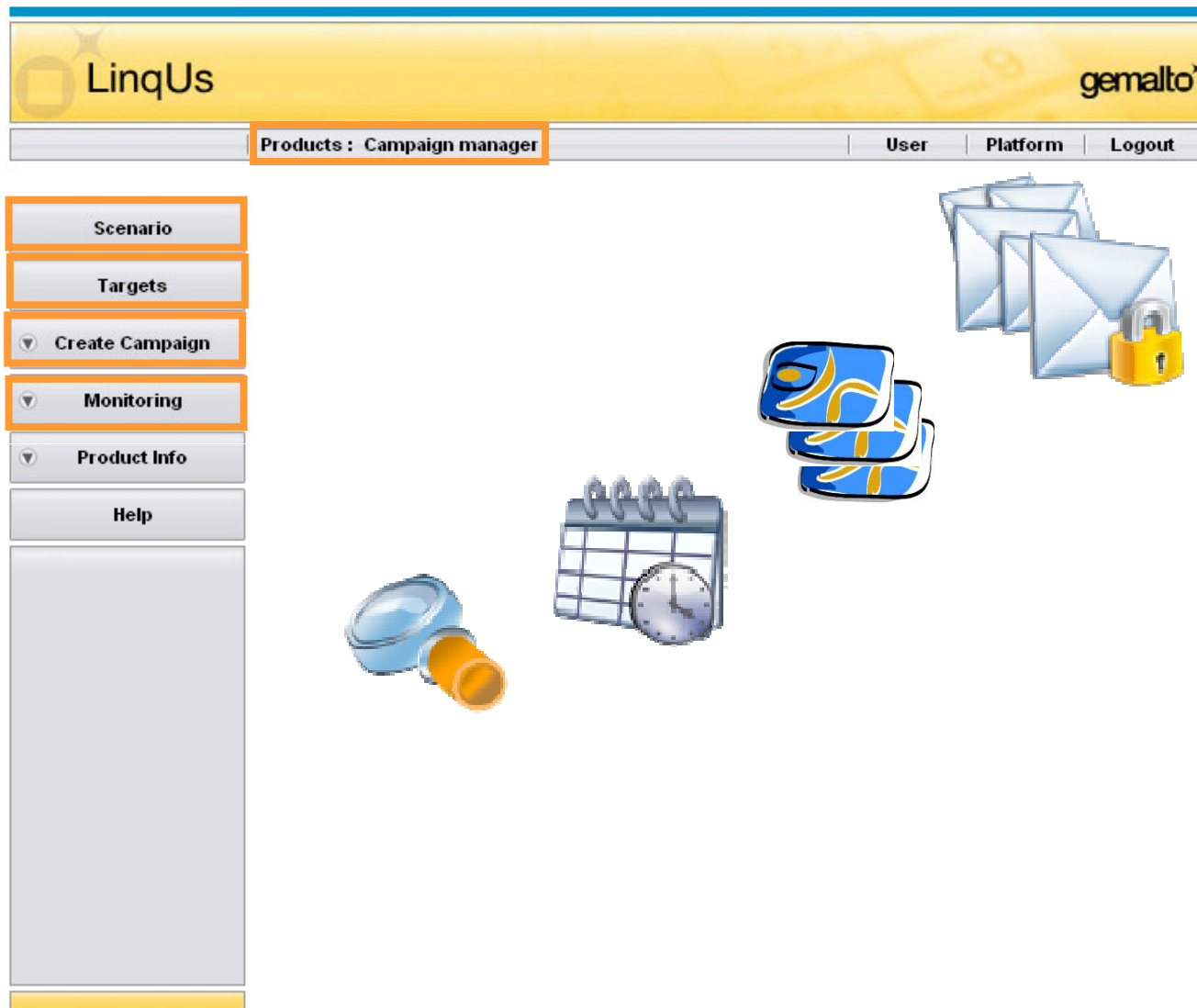


④ Monitoring

Consist on

- ✓ **To verify** the right execution of the sending
- ✓ **To analyze** the status of the campaign
- ✓ **To schedule** a new campaign based on a existing one
- ✓ **To export** the result of a campaign

Campaign Main steps



Campaign

Step 1 – Scenario 1/3



LinqUs

Products : Campaign manager

User

Platform

Logout

gemalto^x

Scenario

Targets

Create Campaign

Monitoring

Product Info

Help

Scenario list

Name	Engine	Product(s)	State
Update_SPN_Gemalto	CMM	RCA1	UNUSED
Update_1_ADN_record_XCT	XCT	OTAXCT	UNUSED
Update_ADN_record_XCT_2SMS	XCT	OTAXCT	UNUSED

View ...

Update ...

Copy ...

Create ...

Delete

} Existing scenario

By a campaign

*You can only update or delete a scenario that has a **UNUSED** status.*

Campaign

Step 1 – Scenario 2/3



The screenshot shows the LinqUs Campaign Manager interface. The top header includes the LinqUs logo and the Gemalto logo. Below the header is a navigation bar with 'Products : Campaign manager', 'User', 'Platform', and 'Logout'. On the left is a sidebar with 'Scenario', 'Targets', 'Create Campaign', 'Monitoring', 'Product Info', and 'Help'. The main content area is titled 'Create a new scenario'. It contains a 'Name' field with the value 'Update_SPN_Gemalto'. Below this is a 'Service list' section with a table and buttons for 'View service ...', 'Add service ...', 'Update service ...', and 'Delete service'. The 'Add service ...' button is highlighted. Below the service list is a detailed configuration section for the selected service, titled 'Update Service Provider Name (SPN)'. This section includes fields for 'Product' (set to 'CMM/RCA1'), 'Service name' (set to 'Update SPN 2G'), 'Display PLMN required' (checked), 'Display SPN required' (checked), 'Registered provider name' (set to 'Gemalto'), and 'Billing information'.

- ✓ No space
- ✓ No “-”
- ✓ No special characters

Select CMM/RCA

See main services description in the “Submitting and Monitoring a Request” memo

Campaign

Step 1 – Scenario 3/3



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Products : Campaign manager | User | Platform | Logout

Scenario

Targets

▼ Create Campaign

▼ Monitoring

▼ Product Info

Help

Create a new scenario ?

Name

Service list

1	Update SPN 2G	CMM/RCA1
2	Send SMS Text	CMM/RCA1

Move Up

Move Down

View service ...

Add service ...

Update service ...

Delete service

Back

Validate

Campaign

Step 2 – Target 1/4



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Products : Campaign manager

UserPlatformLogout

Scenario

Targets

Create Campaign

Monitoring

Product Info

Help

Targets

Upload a target file to server

Browse...Upload

Generate a target file for product

RCA1Generate ...

Target file list

10000_GXX_v3.2_128K.target

100_GX98_16K.target

10_GXX_v3.2_128K.target

1_GXX_v3.2_0602000098.target

1_GXX_v3.2_128K.target

DownloadDelete

Campaign

Step 2 – Target 2/4



by general criteria by applet criteria

Generate target file from Card Manager ?

Expression formulation

MSISDN number =

Add Expression

Expression searched

MSISDN number = 0602*

AND Modify

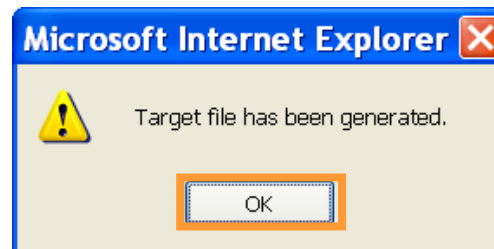
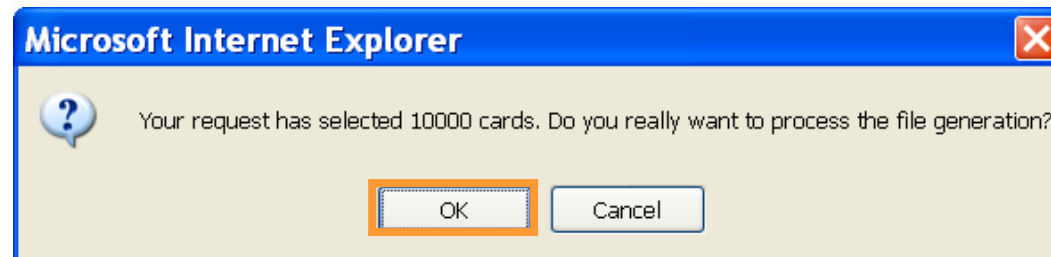
Remove

File Name MSISDN_0602.target Create target file

Close

Create a query in order to select your target(s) by using the following criteria

- ✓ MSISDN
- ✓ Serial number (ICCID)
- ✓ IMSI
- ✓ Card state (Active/Not active)
- ✓ Card profile (2G, 3G, ...)
- ✓ Card Group Id (See "Group management" memo)
- ✓ Creation date
- ✓ Last modification date



Campaign

Step 2 – Target 3/4



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Products : Campaign manager

UserPlatformLogout

Scenario

Targets

Create Campaign

Monitoring

Product info

Help

Targets

Upload a target file to server

Generate a target file for product

OTAXCT

Target file list

10000_GXX_v3.2_128K.target

100_GX98_16K.target

10_GXX_v3.2_128K.target

1_GXX_v3.2_0602000098.target

1_GXX_v3.2_128K.target

MSISDN_0602.target

Download

Delete

Campaign

Step 2 – Target 4/4



Target files can be also manually created and saved into a text file

MSISDN_20_Cards.target

```
TARGET_TYPE=SIMCARD
TARGET_ID_TYPE=MSISDN
0602000000
0602000001
0602000002
0602000003
0602000004
0602000005
0602000006
0602000007
0602000008
0602000009
0602000010
0602000011
0602000012
0602000013
0602000014
0602000015
0602000016
0602000017
0602000018
0602000019
```

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Products : Campaign manager

User Platform Logout

Scenario

Targets

Create Campaign

Monitoring

Product Info

Help

Targets

Upload a target file to server

Browse... Upload

Generate a target file for product

OTAXCT Generate ...

Target file list

- 10000_GXX_v3.2_128K.target
- 100_GX98_16K.target
- 10_GXX_v3.2_128K.target
- 1_GXX_v3.2_0602000098.target
- 1_GXX_v3.2_128K.target
- MSISDN_0602.target
- MSISDN_20_Cards.target**

Download Delete

Campaign

Step 3 – Create campaign



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Products : Campaign manager User Platform Logout

Scenario

Targets

Create Campaign

 New

 Duplicate

Monitoring

Product Info

Help

Create a new campaign - Scenario selection ?

Name ^

Scenario ^

Name	Engine	Product(s)	State
Update_SPN_RCA_Gemalto	CMM	RCA1	UNUSED
Update_1_ADN_record_XCT	XCT	OTAXCT	UNUSED
Update_ADN_record_XCT_2SMS	XCT	OTAXCT	UNUSED

Select 1 CMM scenario

Next

Campaign

Step 3 – Create campaign – CMM 1/7



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Products : Campaign manager

User

Platform

Logout

Scenario

Targets

Create Campaign

- New
- Duplicate

Monitoring

Product Info

Help

Create a new campaign - Scenario selection

Name ^
Update_SPN_RCA_Gemalto

Scenario ^

Name	Engine	Product(s)	State
Update_SPN_RCA_Gemalto	CMM	RCA1	UNUSED
Update_1_ADN_record_XCT	XCT	OTAXCT	UNUSED
Update_ADN_record_XCT_2SMS	XCT	OTAXCT	UNUSED

Next

Campaign

Step 3 – Create campaign – CMM 2/7



Create a new campaign - Parameters definition

Scheduling Information

Transaction identifier

Daily time information

First frame From To

Second frame From To

Third frame From To

Processing parameters

☐ Enable Monitoring of Campaign Invocations

Priority level between 1 and 100 (high priority)

Validity period / service seconds

Maximum number of retries times

Retry delay seconds

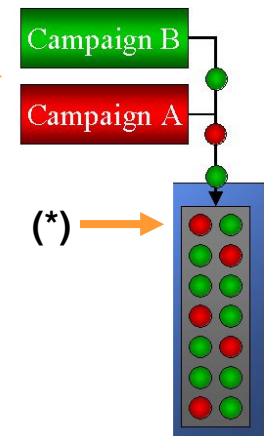
Free text label used to identify the campaign. If this field is left empty, the system assigns its own id.

Time frames during which the campaign will run each day.

Parameter used by other Gemalto products, such as Device Manager, in order to see (or not) all of the invocation* into the product monitoring window

Priority level example

- ✓ Campaign A = 50
- ✓ Campaign B = 100



(*) Invocation

Instruction corresponding to a *single service* request targeted at a *single target card*

Campaign

Step 3 – Create campaign – CMM 3/7



Create a new campaign - Parameters definition

Scheduling Information

Transaction identifier

Daily time information

First frame From To

Second frame From To

Third frame From To

Processing parameters

☐ Enable Monitoring of Campaign Invocations

Priority level between 1 and 100 (high priority)

Validity period / service seconds

Maximum number of retries times

Retry delay seconds

Next

Defines the time it takes to execute one service.
Max value is 86400s (24 hours).
Default value is 600s (10 minutes).

Maximum number of retries allowed for the campaign
to execute its scenario on a defined target.
0 specifies no retry.

Interval between each retry.
Maximum value is 604,800s (7 days).
Default value is 3600s (1 hour).

Campaign

Step 3 – Create campaign – CMM 4/7



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Products : Campaign manager

UserPlatformLogout

Scenario

Targets

Create Campaign

- New
- Duplicate

Monitoring

Product Info

Help

Transport Type [RCA1]

☒ SMS☐ CAT-TP

SMSC transport parameters ?

SMSC mode

HT

SMSC CRPC

False

Tariff class

Tariff class service description

Channel identifier

5363 - SMPP

Status

ACTIVE CONNECTED

Back

Next

See in the “Submitting and Monitoring a Request” memo the description of these parameters

Campaign

Step 3 – Create campaign – CMM 5/7



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Products : Campaign manager

User

Platform

Logout

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Scenario

Targets

Create Campaign

New Duplicate

Monitoring

Product Info

Help

Create a new campaign - Target file selection

Target File	Number of targets
10000_GXX_v3.2_128K.target	10000
100_GX98_16K.target	100
10_GXX_v3.2_128K.target	10
1_GXX_v3.2_0602000098.target	1
1_GXX_v3.2_128K.target	1
MSISDN 06020000.target	1000
MSISDN 20_Cards.target	20

BackNext

Select one of the existing target file

Campaign

Step 3 – Create campaign – CMM 6/7



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Products : Campaign manager

UserPlatformLogout

Scenario

Targets

▼ Create Campaign

► New

Duplicate

▼ Monitoring

▼ Product Info

Help

Create the campaign : [Update_SPN_RCA_Gemalto]

Scheduling Information

Start date [^]

31 Oct 2007 15:37:36

▼

End date [^]

31 Oct 2007 20:00:00

▼

Back

Launch

Campaign

Step 3 – Create campaign – CMM 7/7



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Products : Campaign manager | User | Platform | Logout

Scenario

Targets

▼ Create Campaign

- New
- Duplicate

▼ Monitoring

▼ Product Info

Help

Campaign Monitoring ?

Name	Submission	Engine	Product(s)	State
Update SPN RCA Gemalto	31 Oct 2007	CMM	RCA1	EXECUTING

Your CMM campaign has been launched!

Details

Statistics

Pause

Resume

Abort

Fast Abort

Purge

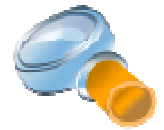
Purge All

CMM ▼

Refresh

Campaign

Step 4 – Monitoring 1/3



LinqUs

Products : Campaign manager

User

Platform

Logout

Scenario

Targets

Create Campaign

Monitoring

Campaign

Report Files

Product Info

Help

Campaign Monitoring

Name	Submission	Engine	Product(s)	State
RCA Without Invocation	6 Nov 2007	CMM	RCA1	TERMINATED
Test	6 Nov 2007	CMM	RCA1	TERMINATED
Update_SPN_RCA_Gemalto_1	5 Nov 2007	CMM	RCA1	TERMINATED
Update_SPN_XCT_Gemalto_1	5 Nov 2007	XCT	OTAXCT	COMPLETED

Details

Statistics

Pause

Resume

Abort

Fast Abort

Purge

Purge All

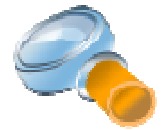
CMM

Refresh

Campaigns list

Campaign

Step 4 – Monitoring 2/3



Campaign Monitoring				
Name	Submission	Engine	Product(s)	State
RCA Without Invocation	6 Nov 2007	CMM	RCA1	TERMINATED
Test	6 Nov 2007	CMM	RCA1	TERMINATED
Update_SPN_RCA_Gemalto_1	5 Nov 2007	CMM	RCA1	TERMINATED
Update_SPN_XCT_Gemalto_1	5 Nov 2007	XCT	OTAXCT	COMPLETED

Details

Statistics

Pause

Resume

Abort

Fast Abort

Purge

Purge All

CMM

Refresh

Pause You can pause a campaign at any time. Pausing a campaign can be a time-consuming operation because all tasks that have started must be finished.

Resume You can restart a campaign that has been paused.

Abort You can only abort a campaign while the campaign is executing. Aborting a campaign can be a time-consuming operation because all tasks that have started must be finished.

Fast Abort Fast abort kills the campaign.

Purge Purge all the campaigns that have been selected.

Purge All Purge all the terminated campaigns. It is recommended to use the "Purge All" function rather than the simple "Purge" function.

Campaign

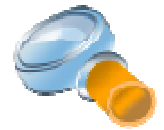
Step 4 – Monitoring 3/3



Name	Submission	Engine	Product(s)	State
RCA Without Invocation	6 Nov 2007	CMM	RCA1	TERMINATED
Test	6 Nov 2007	CMM	RCA1	TERMINATED
Update_SPN_RCA_Gemalto_1	5 Nov 2007	CMM	RCA1	TERMINATED
Update_SPN_XCT_Gemalto_1	5 Nov 2007	XCT	OTAXCT	COMPLETED

State

- ✓ **Created** The campaign exist in the platform. It has not reached its launch date
- ✓ **Active** Campaign has reached its launch date. Scenario can be executed as defined in the campaign schedule (Executing or Idle)
- ✓ **Paused** Scenario are no longer submitted for execution
- ✓ **Aborted** Scenario are no longer submitted for execution
- ✓ **Terminated** Part of or all scenarios have been executed and all results of submitted scenarios have been collected
- ✓ **Completed** Part of or all scenarios have been executed and all results of submitted scenarios have been collected but the end date of the campaign has been not reached or hasn't be setup
- ✓ **Terminating** The campaign will be in a TERMINATED state after that all the target responses have been collected. If this campaign stays in a TERMINATING state after that the validity period has been expired, the end user shall make a FAST_ABORT to finalize the campaign



Campaign

Step 4 – Monitoring – CMM – Details 1/2

Select your CMM campaign

Campaign Monitoring				
Name	Submission	Engine	Product(s)	State
RCA Without Invocation	6 Nov 2007	CMM	RCAL	TERMINATED
Test	6 Nov 2007	CMM	RCAL	TERMINATED
Update_SPN_RCA_Gemalto_1	5 Nov 2007	CMM	RCAL	TERMINATED
Update_SPN_XCT_Gemalto_1	5 Nov 2007	XCT	OTAXCT	COMPLETED

Details Statistics Pause Resume Abort Fast Abort Purge Purge All CMM Refresh

Campaign details [TERMINATED]	
Identifier	156
Name	RCA_Without_Invocation
Creator	admngemalto
Scenario	Update_SPN_RCA_Gemalto
Transaction identifier	
<u>Scheduling information</u>	
Start date	6 Nov 2007 16:00:37
End date	8 Nov 2007 16:00:37
Submission date	6 Nov 2007 17:00:18
Termination date	6 Nov 2007 17:00:44
<u>Processing parameters</u>	
Enable Monitoring of Campaign Invocations	<input type="checkbox"/>
Priority level	50
Validity period / service	600 seconds
Maximum number of retries	3 times
Retry delay	3600 seconds
Export...	Back

Report files are available by using the “Reports file” menu

```
<?xml version="1.0" encoding="UTF-8"?>
<Campaign ID="155" name="Test" scenarioID="105" scenarioName="Update_SPN_RCA_Gemalto" invoker="admgemalto" targetType="SPN"
  <TimeFrames>
    </TimeFrames>
    <Target ID="0602000000" status="SUCCEEDED">
      <Service name="PassthruSendText" index="1" status="SUCCEEDED" retry="0" completionDate="Tue Nov 06 15:47:04 CET 2007"/>
      <Service name="UpdateSPN" index="2" status="SUCCEEDED" retry="0" completionDate="Tue Nov 06 15:47:13 CET 2007"/>
      <Service name="PassthruSendText" index="3" status="SUCCEEDED" retry="0" completionDate="Tue Nov 06 15:47:24 CET 2007"/>
    </Target>
  </Campaign>
</xml>
```

gemalto

User	Platform	Logout
------	----------	--------

server

```
Ed" retry="0" completionDate="Tue Nov 06 15:47:04 CET 2007"/>
:y:"0" completionDate="Tue Nov 06 15:47:18 CET 2007"/>
Ed" retry="0" completionDate="Tue Nov 06 15:47:24 CET 2007"/>

Ed" retry="0" completionDate="Tue Nov 06 15:47:07 CET 2007"/>
:y:"0" completionDate="Tue Nov 06 15:47:17 CET 2007"/>
Ed" retry="0" completionDate="Tue Nov 06 15:47:25 CET 2007"/>

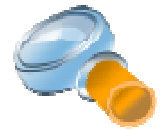
Ed" retry="0" completionDate="Tue Nov 06 15:47:06 CET 2007"/>
:y:"0" completionDate="Tue Nov 06 15:47:16 CET 2007"/>
Ed" retry="0" completionDate="Tue Nov 06 15:47:26 CET 2007"/>

Ed" retry="0" completionDate="Tue Nov 06 15:47:08 CET 2007"/>
:y:"0" completionDate="Tue Nov 06 15:47:16 CET 2007"/>
Ed" retry="0" completionDate="Tue Nov 06 15:47:27 CET 2007"/>

Ed" retry="0" completionDate="Tue Nov 06 15:47:07 CET 2007"/>
:y:"0" completionDate="Tue Nov 06 15:47:14 CET 2007"/>
Ed" retry="0" completionDate="Tue Nov 06 15:47:28 CET 2007"/>
```

Campaign

Step 4 – Monitoring – CMM - Statistics



Select your CMM campaign

Campaign Monitoring				
Name	Submission	Engine	Product(s)	State
RCA Without Invocation	6 Nov 2007	CMM	RCA1	TERMINATED
Test	6 Nov 2007	CMM	RCA1	TERMINATED
Update_SPN_RCA_Gemalto_1	5 Nov 2007	CMM	RCA1	TERMINATED
Update_SPN_XCT_Gemalto_1	5 Nov 2007	XCT	OTAXCT	COMPLETED

Campaign statistics

Number of targets addressed by the campaign: 20

Current percentage of targets per execution status:

Remaining to create	: 0.00%
Not Started	: 0.00%
Retrying	: 0.00%
Running	: 0.00%
Ended with success	100.00%
Ended with failure	: 0.00%
Aborted	: 0.00%
Out of Date	: 0.00%

Refresh Back

Failure status statistics

Number of targets addressed by the campaign: 20

Number of targets ended with failure: 0

Current percentage per failure status:

Execution failed	: 0.0%	0	<input type="checkbox"/>
Rejected	: 0.0%	0	<input type="checkbox"/>
Expired	: 0.0%	0	<input type="checkbox"/>
Abandoned	: 0.0%	0	<input type="checkbox"/>
Missing target	: 0.0%	0	<input type="checkbox"/>
Suppressed	: 0.0%	0	<input type="checkbox"/>
Unreexecutable	: 0.0%	0	<input type="checkbox"/>

Export target file

Error statistics

Number of targets ended with error code: 0

Domain	Error	Error details
Export target file		

Refresh Back

If necessary, you can create some target files (Ex: Expired targets)

Campaign Priorities

- ✦ **XCT** campaign has the **lowest priority** versus CMM campaign and single invocation
- ✦ In the **CMM campaign**, a “**Priority level**” parameter can be used in order to manage priorities
- ✦ Between **2 CMM** campaign (*With the same priority level*), it's the one who already created the **ESMS** that is able to **lock the card**
- ✦ *Only one XCT campaign can be run at the same time*