Adones / Safaricom Integration   - High Level Interfaces
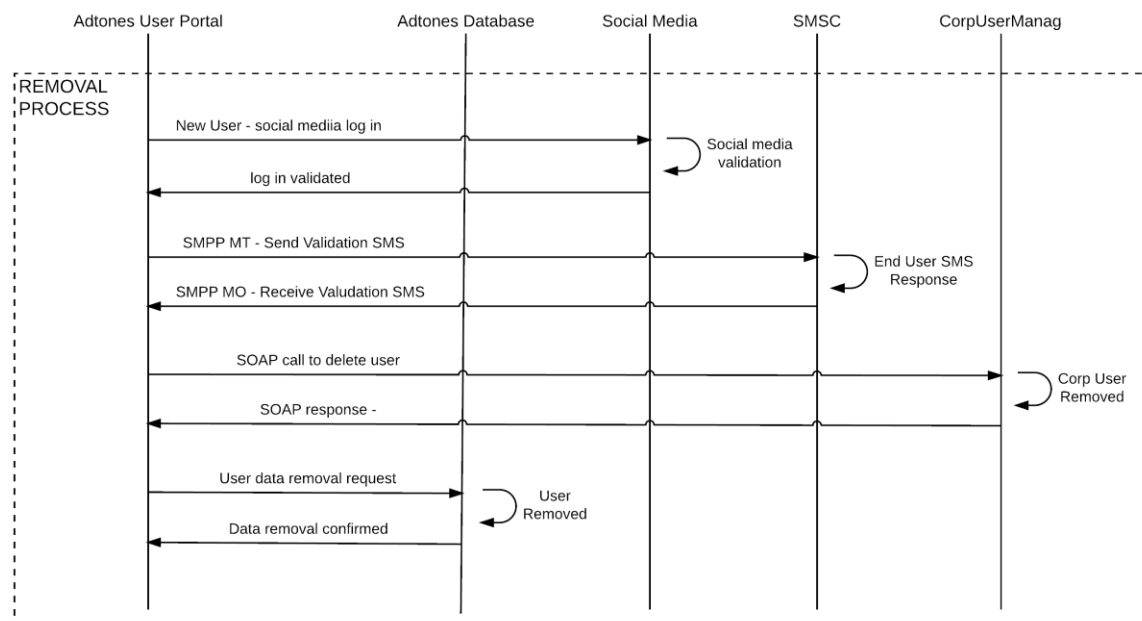
User Setup Process
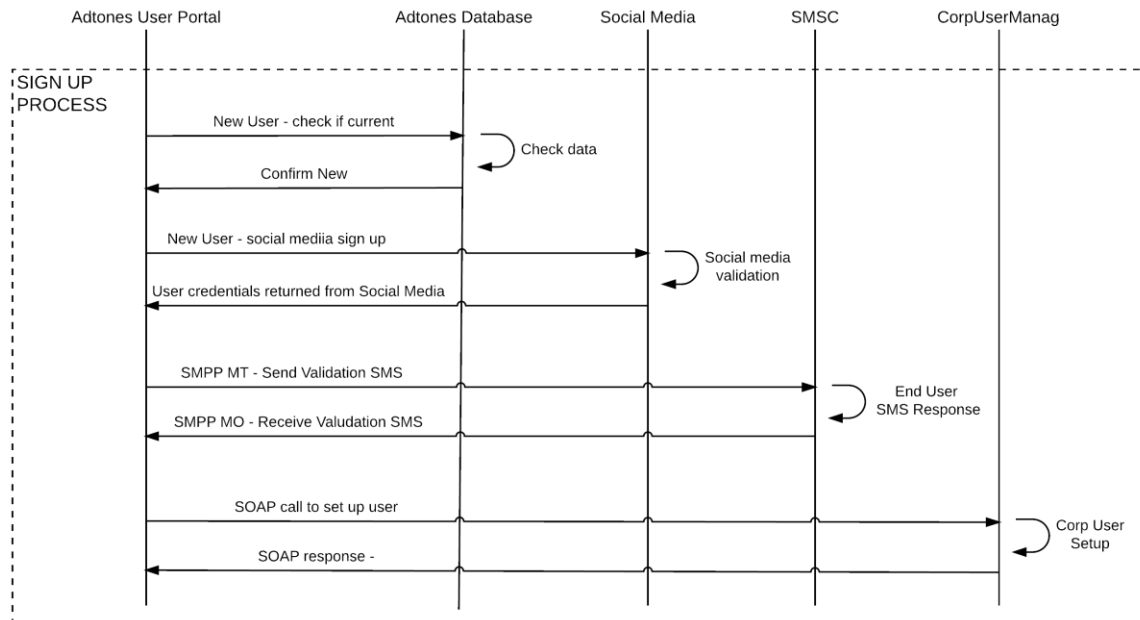
Platforms	Method	Comment
Adtones	ODBC	Internal use validation / setup
Adtones / Social Media	Various APIs	User validation
Adtones / SMSC	SMPP 3.4	MT Validation out SMS
SMSC / Adtones	SMPP 3.4	MO Validation in SMS
Adtones / CRBT	SOAP	Set up MSISDN/ user using addCorpUser

Multiple stages. Time period is based on user interaction. Email validation stage outside Safaricom interface pool.
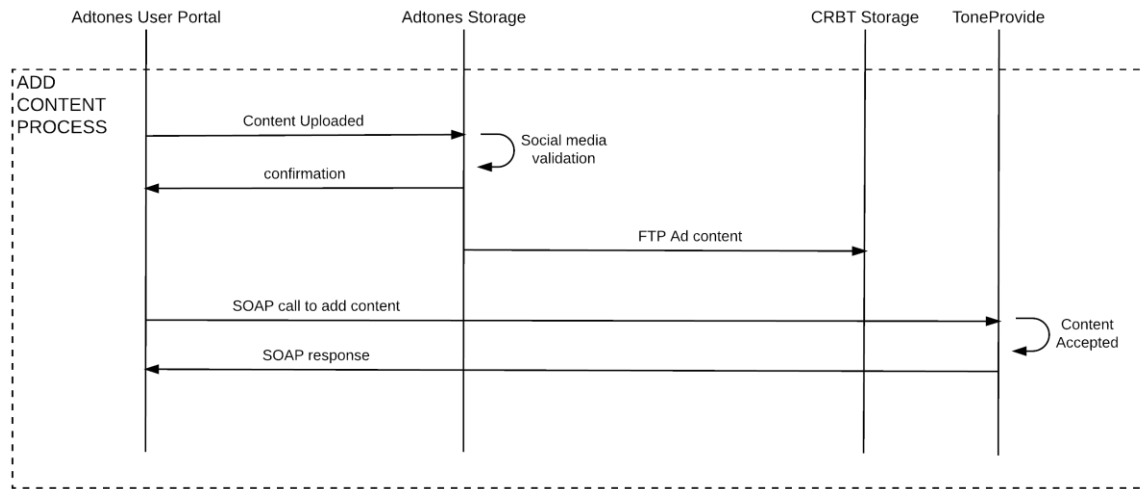
User Removal Process

Platforms	Method	Comment
Adtones / Social Media	Various APIs	User sign on validation
Adtones / SMSC	SMPP 3.4	MT Validation out SMS – confirm removal
SMSC / Adtones	SMPP 3.4	MO Validation in SMS – confirm removal
Adtones / CRBT	SOAP	Remove MSISDN / user using delCorpUser
Adtones	ODBC	Internal use validation / removal

Multiple stages. Time period is based on user interaction. Email validation stage outside Safaricom interface pool.
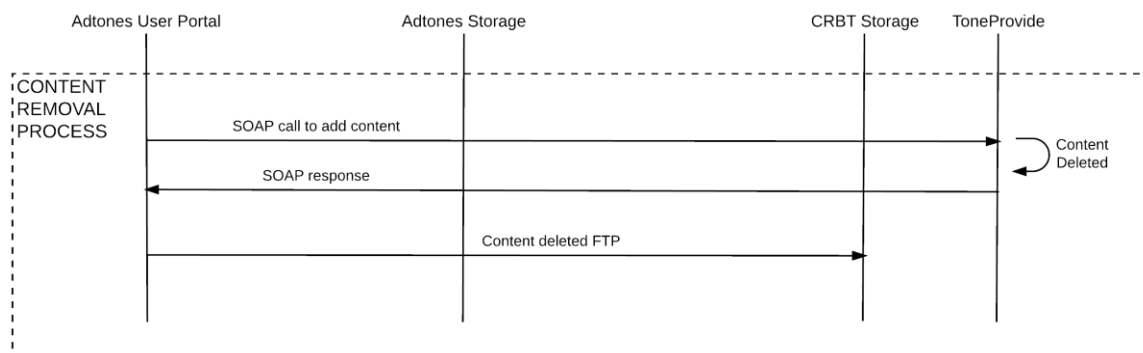
Ad Media Setup Process

Platforms	Method	Comment
Adtones	ODBC	Internal data setup
Adtones / CRBT	FTP	WAV file placed on CRBT Storage
Adtones / CRBT	SOAP	Activate media using UploadTone

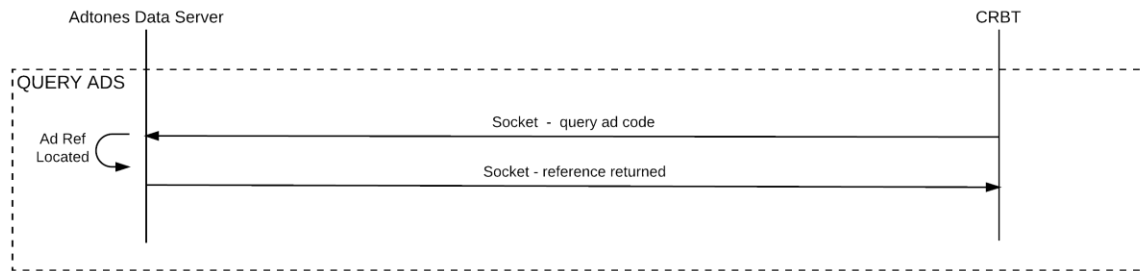Multiple stages. Full transactions can be made in seconds.

Ad Media Removal Process

Platforms	Method	Comment
Adtones / CRBT	SOAP	Remove media reference using delTone
Adtones / CRBT	FTP	WAV file deleted from CRBT Storage

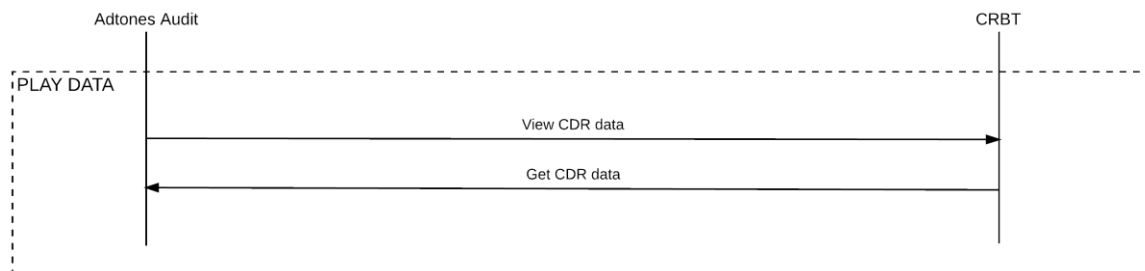Multiple stages. Full transactions can be made in seconds.

Query Advert

Platforms	Method	Comment
CRBT/ Adtones	Socket	Returns ad code to be played

Response in miliseconds.

Play Data Capture

Platforms	Method	Comment
Adtones / CRBT	FTP	Data CDR files pulled from CRBT server

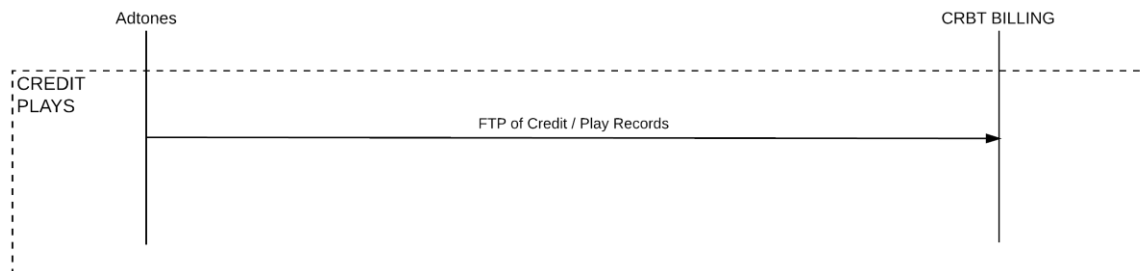Processed every minutes (based on CRBT processing speed)

Ad Interactive - SMS
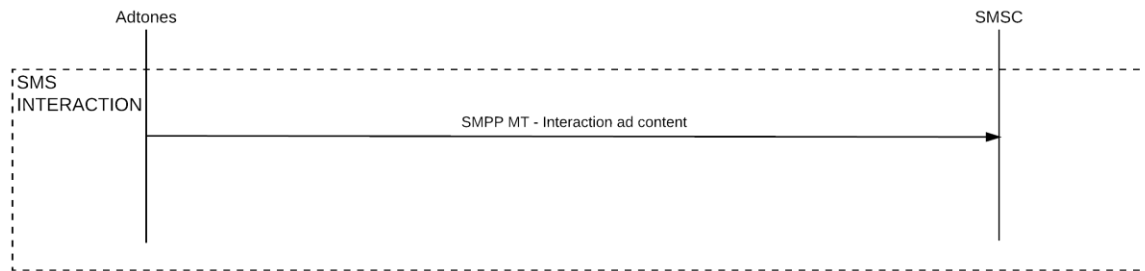
Platforms	Method	Comment
Adtones / SMSC	SMPP 3.4	MT SMS – Ad triggered from DTMF interaction

Processed in seconds.

Ad Interactive - email

Interactive email is not integrated with any part of Safaricom

System Credits / Play Records

Platforms	Method	Comment
Adtones / CRBT	FTP	Full play and credits data combined , per MSISDN

Process runs in the hour following the previous play period. Play periods are generally run every hour.