

Solution Document



CAMPAIGN MANAGER

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1 Introduction

Section Authors	Responsible and	Section Approver	Section Status
Deepika Vaid		Taron Mohan	Incomplete

Campaign Manager - a great utility platform catering to the needs of the mobile operators.

This interface allows creating Groups, Targets, and Contests, Voting, SMS broadcast and Scheduler engines. Different campaigns can be created and linked to various groups of customers, as and when desired. This can help to utilize the mobile operator base to explore and reach out to the masses by simple messaging.

Based on the hierarchical framework of Targets and Groups, and a modular structure for the management of Contests and Voting engines, the platform is an integrated tool for Campaign Management.

1.1 Purpose

This document has been put together to:

- Outline the technical design of the Campaign Manager
- Provide an overview for the Campaign Manager
- Detail the functionality, which will be provided by each component or group of components and show how the various components interact in the design.
- Provide a basis for the Campaign Manager detailed design and development

1.2 Scope

The Application Design outlined in this document builds upon the scope defined in the Requirements phase.

1.3 Document Organization

This document is organized in the following sections:

Section	Description
Introduction	Provides information related to this document (For example: purpose, term definitions, and so on.)
Design Specifications	Describes the approach, architectural goals, and design patterns used in design and development
User Interface Design (Reports)	Describes the user interface of the application.

1.4 Audience

Technical staffs, implementing the Campaign Manager are the intended audience of this document.

1.5 Prerequisites

- Telecommunication's background
- Working knowledge of MMS protocols

1.6 Abbreviations and Definitions

Abbreviation	Definition
CSV	Comma Separated Values
User	An individual who wants to view subject information.
MMS	Multimedia Messaging Service
MSISDN	Mobile Station Integrated Services Digital Network
HTTPS	Hyper Text Transfer Protocol Secure
GUI	Graphical User Interface
XML	Extensible Markup Language
WAP	Wireless Application Protocol
OCG	Online Charging Gateway
SMSC	Short Message Service Center
MMSC	Multimedia Message Service Center

2 Design Specifications

2.1 Logical Design

2.1.1 Functional Description

The Campaign Manager creates desired Target Group using previously determined criteria with the help of Target Creation Engine for sending the campaigns. The Campaign Creation Tool creates the campaigns like advertisements, subscription offers, surveys, contests, or download packages. The Campaign Scheduler schedules specific period (day and time) to send the contents and the Connection Manager sends the contents to the subscribers at specific time and date for broadcasting. These campaigns are delivered to the subscribers through SMS, MMS and WAP Push.

In combination with these, Response Analyser generates reports based on the subscribers' responses, which are then acted upon by the mobile companies and operators to create better campaigns.

The Campaign Manager handles the entire delivery management process, ensuring the mobile campaign to be a great success.

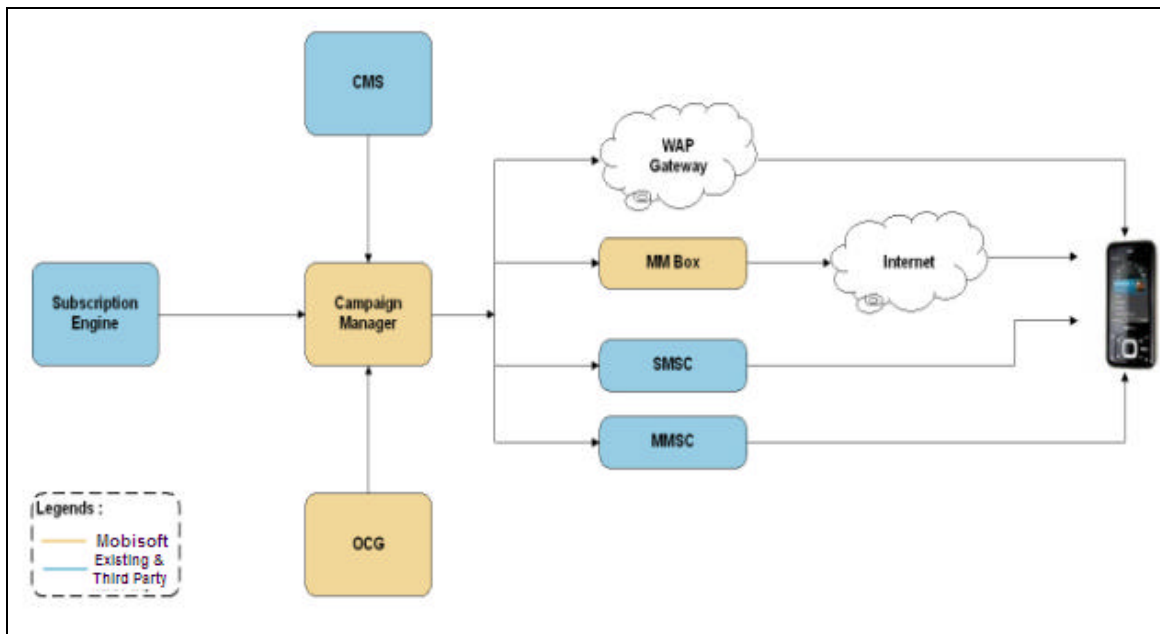
2.1.2 Offered Feature

Feature	Description
Target Creation Engine	The Target Creation engine prepares the target profiles to whom the campaign would be sent. It also supports specification of the directory where the list MSISDN numbers with Do-Not-Disturb feature.
Campaign Creation Tool	Enables creation of various kinds of campaigns – ads, surveys, alerts, and quizzes aimed for the mobile phones.
MMS Campaign	Through MMS, graphics, photos, voice messages, jingles and videos can be integrated within the mobile marketing campaigns. The Campaign Creation Tool supports a Slide composer for creating MMS campaigns with options to specify multiple images with sequence and delay between slides.
WAP Campaign	The Campaign Creation Tool acts as an interface for creating WAP sites. It helps to create pages configured with header, footer, body, images and WAP download links. This tool supports colour palette, which allows to add colour to the WAP pages.
Campaign Scheduler	The Administrator for scheduling the delivery of the campaigns to the subscribers uses the Campaign Scheduler. It schedules the delivery date and time of the campaigns. The scheduler then sends the campaigns automatically on the date and time specified to the selected audience.
Connection Manager	The Connection Manager is an interface that connects the Campaign Creation Tool with the Mobile Network in order to broadcasts the advertisements or campaigns.
Admin Tool	The Admin Tool is used by the System Administrators to create Campaign Managers who can create and schedule campaigns.

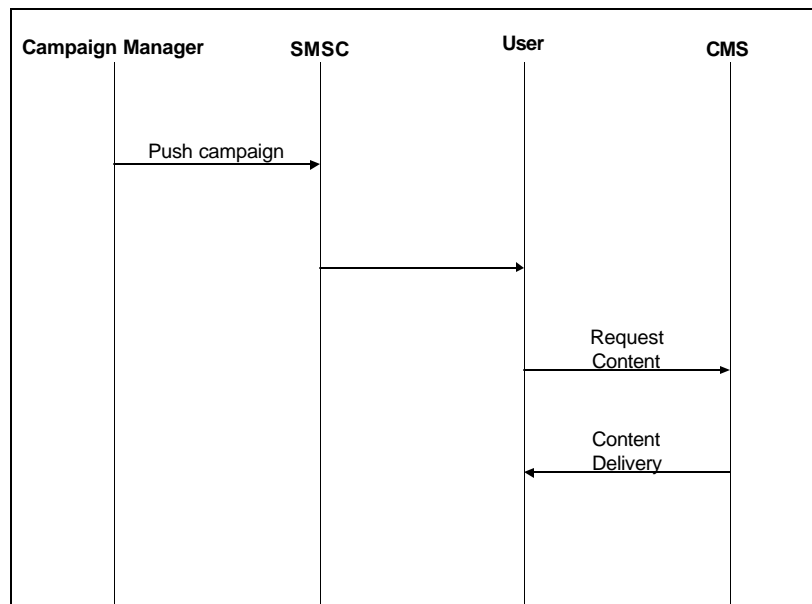
Feature	Description
Response Analysis Tool	It generates reports about campaigns and their response patterns. It collects all the information from the database about the subscribers and creates various types of reports.
Contest Engine	<p>Contest Engine is a module of the Campaign Manager that work as an independent tool as well as part of the larger Campaign Manager solution. The Contest Engine can be used for making different kinds of single / multi-level contests that can be delivered both in the form of SMS as well as WAP pages.</p> <p>The Contest Management menu in the web interface enables the Administrator to create contests and as well as schedule their delivery.</p>
Voting Management	The Voting Management menu in the Campaign Manager web interface enables the Administrator to create polls and as well as schedule their delivery.

2.1.3 Network & Logical Architecture

This architecture depicts all the major integrations with Subscription Engine.



2.1.4 Call Flow



2.2 Physical Design

2.2.1 Assumptions

Elements	Description
Rack	To keep the servers and other components, proper racks are required at the right place.
Power	To work properly, power supply to the components is required.
Power Back-Up	Proper power back up facility is required to get rid of data loss.
LAN Cable	LAN cable is required to connect the different components.
Access for Third Party	Access to the third party is required.
Firewall	To detect network threats, firewall should be provided.

2.2.2 Security Options

There are various security options provided, are as under: -

Feature	Description
Login Username & Password	Specific Login and Password are provided to enable the authorized person to enter the service only.
IP Address	Every user is provided with individual IP address which enables to initiate the services from there end.

Port Address	Different port addresses are provided to enable authorization for the access.
Security Update	Manual Security Updates are provided to the user from time to time, which helps in making the service area safe and helps in to provide the shield against different threats.
Restricted Rights	Different level users are provided with different rights, which restrict them to access unauthorized service areas. Restricted rights also help in to keep the security level secure and safe
Multilevel Access	Multiple level of access ensures audiences only to see relevant information. Administrator can easily set up an alter access levels and privileges of different groups, enabling a separate area for important clients, project management, support or other services.
Closing Vulnerable Port	This is the ultimate security option provided. This option helps in to change the default port address, which helps in making the working safe as it enables to restrict unauthorized person to access the services specially "Hackers".
HTTPS Protocol	HTTPS protocol is used for transaction, which provides secure socket and transportation layer for the data transfer. HTTPS is the safest of a ll the protocols used in.
Local Security Firewall	Local Security Firewall is provided which helps in to provide a shield, which enables accessing secure and safe. It also helps in making the working area safe from threats.

2.3 Integration Nodes / Points

Node	Third Party	Protocol	Requirement
Campaign Manager	SMSC	Http, CIMD, SMPP	Push Pull SMS
Campaign Manager	WAP	WAP Gateway	WAP Profile from gateway
Campaign Manager	USSD	USSD Gateway	Push Pull MMS / SMS
Campaign Manager	MMSC	MM4 / MM7	Push Pull MMS

3 User Interface Design

The screenshot shows the 'Group Creation' page of the Media Management Centre. The header includes the logo, 'MEDIA MANAGEMENT CENTRE', a tagline '... works in a Minute.', the date 'Wednesday, July 10, 2007', and a welcome message 'Welcome PANKAJ'. A sidebar on the left contains a 'Menu' section with a tree view for 'Group Management' (including Group Creation, Group Modify, Group Delete, Group View, Sub Group Creation, Sub Group View, Sub Group Modify, and Sub Group Delete) and other sections like Target Profiling, Contest Management, and Voting Management. The main content area has a title 'Group Creation' and two input fields: 'Group Name' with the value 'Hutch' and 'Description' with the value 'Hutch Subscribers'. A 'Submit' button is located at the bottom right of the form.

Group Creation

The screenshot shows the 'Sub-Group Modify' page of the Media Management Centre. The header is identical to the previous page. The sidebar is also identical. The main content area has a title 'Sub-Group Modify' and several input fields: 'Group Name' (a dropdown menu showing 'phoneytunes'), 'Sub Group Name' (a dropdown menu showing 'delhi'), 'Update Sub Group Name' (a text input field with 'delhi'), 'Description' (a text input field with 'phoneytunes delhi'), and 'Active Status' (a dropdown menu showing 'On'). A 'Modify' button is located at the bottom right of the form.

Sub-Group Creation

The screenshot shows the 'Media Management Centre' interface. The header includes the logo, the text 'MEDIA MANAGEMENT CENTRE', a tagline '→ website in a Minute.', and the date 'Wednesday, July 10, 2007'. Below the header, a welcome message 'Welcome PANKAJ' is displayed. The left sidebar contains a 'Menus' section with a tree view: 'Group Management', 'Target Profiling' (selected), 'DND Formulation', 'Target Creation', 'Contest Management', and 'Voting Management'. The main content area is titled 'Target Profiling' and contains the following form fields:


- 'Select Selection Criteria' dropdown menu set to 'Ready User Base'.
- 'Group Name' dropdown menu set to 'phoneytunes'.
- 'Sub Group Name' dropdown menu set to 'delhi'.
- 'Select File' text input field containing 'D:\Delhi.xls' and a 'Browse...' button.
- A 'Submit' button at the bottom.

Ready User Base Association with Group and Sub-group

The screenshot shows the 'Media Management Centre' interface with the same header and sidebar as the previous image. The main content area is titled 'Target Profiling' and contains the following form fields:


- 'Select Selection Criteria' dropdown menu set to 'Selection Criteria'.
- 'Group Name' dropdown menu set to 'phoneytunes'.
- 'Sub Group Name' dropdown menu set to 'delhi'.
- 'Keyword' dropdown menu set to 'Cricket'.
- 'Start Time' date and time picker set to 'Jul 10 2007 01:30'.
- 'Stop Time' date and time picker set to 'Jul 10 2008 01:30'.
- A 'Submit' button at the bottom.

Selection Criteria Specification for Group and Sub-group


MEDIA MANAGEMENT CENTRE
 -> website in a Minute.

Wednesday, July 10, 2007

Welcome PANKAJ



Menus

- Group Management
- Target Profiling
- Contest Management**
 - Contest Engine
 - Contest Modify
 - Contest Delete
 - Contest View
 - Contest Question
 - Contest Question Modify
 - Contest Question View
 - Contest Question Delete
- Voting Management

Contest Modify

X Contest Name

X Contest Name

X Welcome Message

X Contest Type

X Start Time

X Stop Time

X Contest Expiry Message

X Max Options

X End of Contest Message

X Active Status

Contest Creation Screen

MEDIA MANAGEMENT CENTRE
→ website in a Minute. Wednesday, July 10, 2007

Welcome PANKAJ

Phoneytunes.com

Menus

- Group Management
- Target Profiling
- Contest Management**
 - Contest Engine
 - Contest Modify
 - Contest Delete
 - Contest View
 - Contest Question
 - Contest Question Modify
 - Contest Question View
 - Contest Question Delete
- Voting Management

Contest Question

< Contest Name: Trivia

< Question 1: What movie 'The Graduate'?

< Option A: Harrison Ford

< Option B: Ben Kingsley

< Option C: Dustin Hoffman

< Answer: A B C D

Submit

Questions Creation for a Contest Screen

MEDIA MANAGEMENT CENTRE
→ website in a Minute. Wednesday, July 10, 2007

Welcome PANKAJ

Phoneytunes.com

Menus

- Group Management
- Target Profiling
- Contest Management**
 - Contest Engine
 - Contest Modify
 - Contest Delete
 - Contest View
 - Contest Question
 - Contest Question Modify
 - Contest Question View
 - Contest Question Delete
 - Contest Question Import
- Voting Management

Contest Question

< Contest Name: Trivia

< Question Type: Sequence

< Upload File: D:\contest_questions.csv Browse...

Submit

Upload of Contest Questions using a CSV File

	A	B	C	D	E	F	G
1	contest_question	Option1	Option2	Option3	Option4	answer	total_options
2	Who starred in 'The Graduate'?	Harrison Ford	Ben Kingsley	Dustin Hoffman		c	3
3	What is Marilyn Monroe's real name?	Norma Jean	Jane Smith	Alli McBeal	Lara Croft	a	4
4							
5							

Contest Question CSV Format

MEDIA MANAGEMENT CENTRE
→ update in a Minute. Wednesday, July 10, 2007

Welcome PANKAJ

Phoneytunes.com

Menu

- Group Management
- Target Profiling
- Contest Management
- Voting Management**
 - Voting Creation
 - Voting Modify
 - Voting View
 - Voting Delete
 - Voting Question Creation
 - Voting Question Modify
 - Voting Question View
 - Voting Question Delete

Voting View

^ Voting Name: Player of the Decade

x Welcome Message: Welcome to a poll to select the {{{Player of the Decade}}}

x Start Time: Jul 13 2007 : 01:49

x Start Time: Jul 10 2008 : 01:40

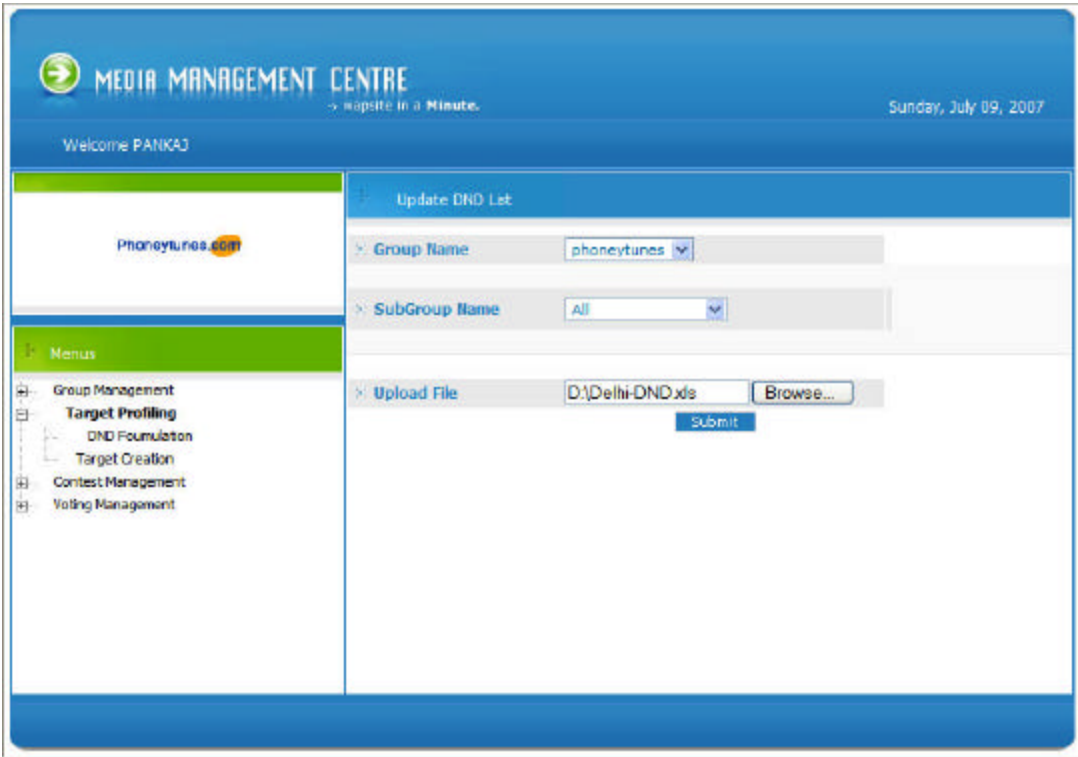
x Voting Expiry Message: The Poll you have sent your entry to is no longer available!

x Max Options: 3

x End of Voting Message: Thanks for participating in the poll to select the {{{Player of the Decade}}}

^ Active Status: On

Voting Creation Screen



DND Association with Group and Sub-group