



response messages that went out from Application for Subscriber messages. The application also had few API Listeners open so that the Advertiser can send messages without logging in or can manage broadcast at their end. Base camp was used for Bug tracking and junit tool was used by client end for testing.

Architecture Diagram:

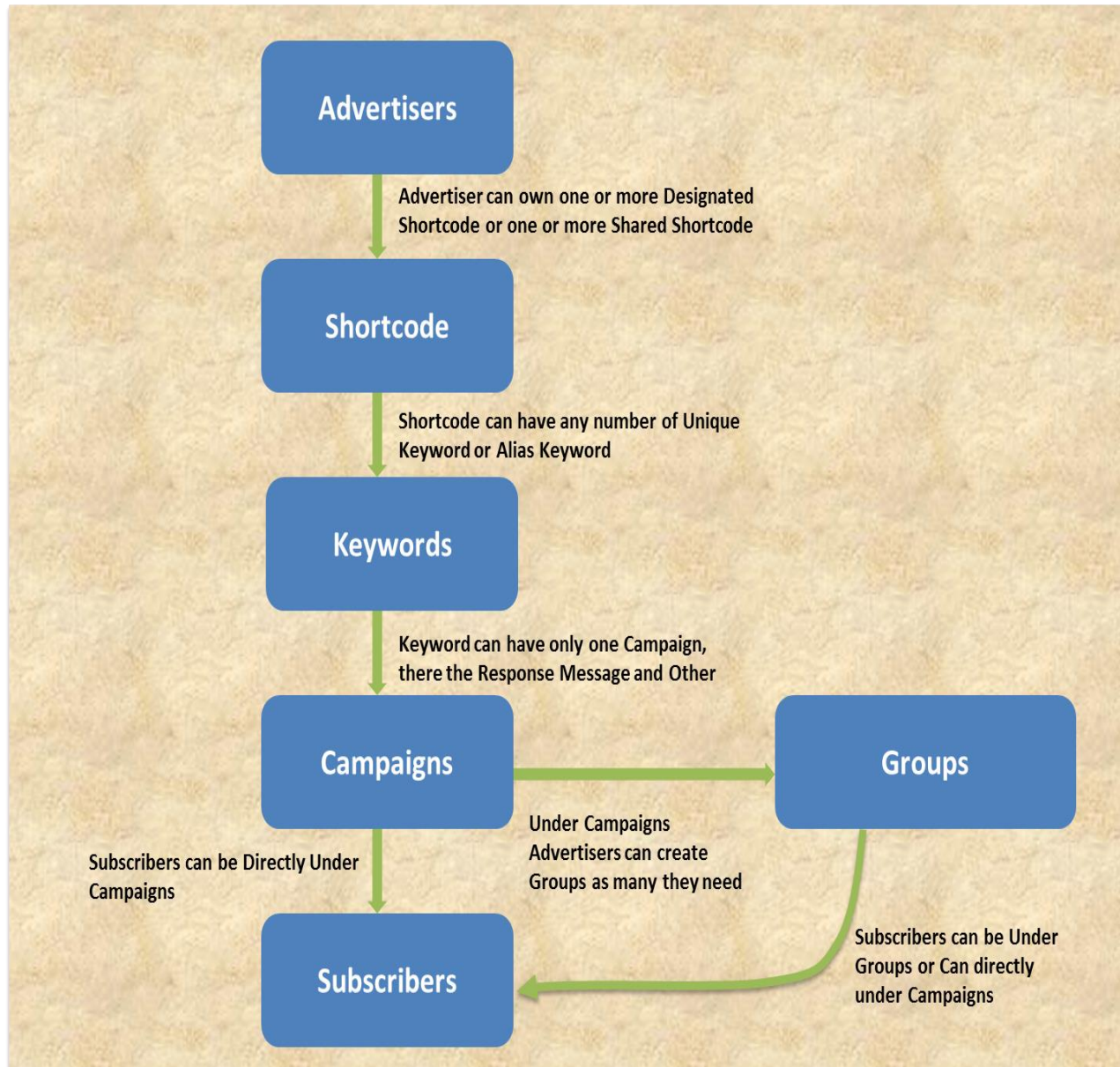


Fig 1: The above figure shows the architecture diagram of the Text Messaging Solution



How the System works?

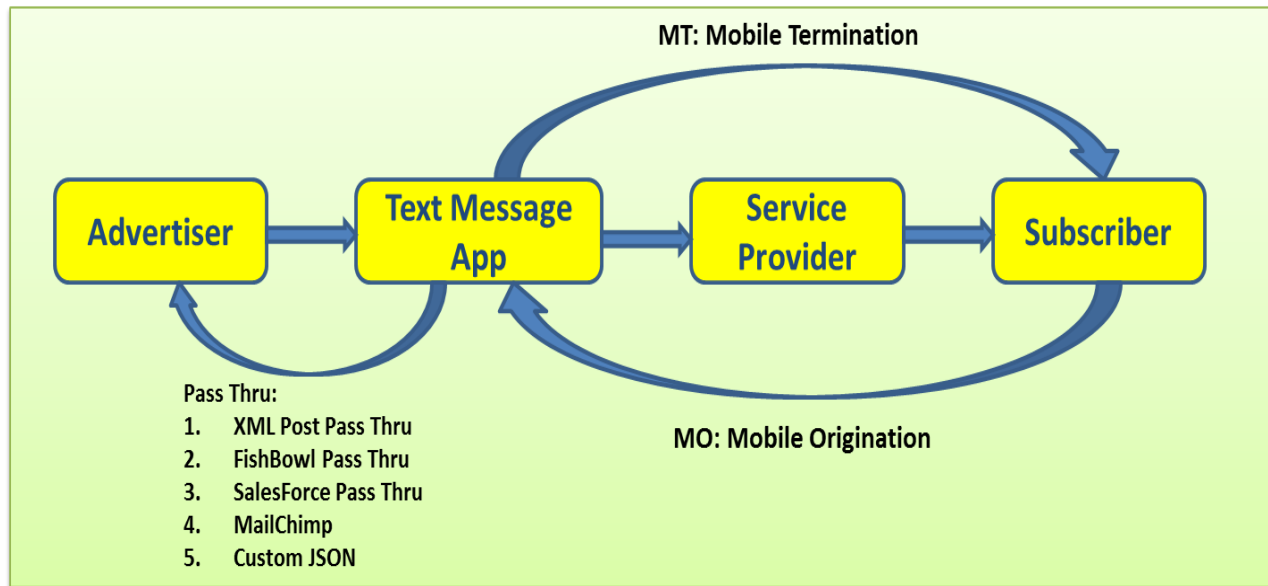


Fig 2: The above figure shows the WorkFlow image of the Text Messaging Solution

There were 3 processes which worked behind the application:

1. **MO(Mobile Origination):** Here the Messages is received by Subscribers. The message is processed and marked valid or invalid
2. **MT(Mobile Termination):** Here the Message Response from Application to Subscribers and Broadcast set by Advertisers were handled.
3. **Pass Thru:** There were many kinds of Pass Thru in the Application. These are used to indicate the Advertisers in Real time about data received.

Screenshots:

Following are some of the screenshots of various sections of the application:

Screenshot 1: User Dashboard
signifying the various metrics of the subscriber base





Active Short Codes Database: Edit Code

[« Return to List](#)

Code: 10936

Site: [dropdown]

Owner: [dropdown]

☐ Make this short code searchable by website users.

Gateway: [dropdown]

Max Message Length: 160

Account Name (M365 only): [text]

Password (M365 only): [text]

Login Base 64 (M365 only): [text]

☐ Enable pass-thru processing for non-keyword traffic on this short code.

Pass-Thru URL: [text]

Username: [text]

Password: [text]

☐ Enable pass-thru acknowledgements

☐ Enable numeric blob processing

System Messages

Opt-In: [text]

Variable Quick-reference

[campaignDesc]: U will rcv [services] [M365 only] 134 / 160*

[campaignDesc]: U will rcv [services]. Please acknowledge [frequency]. NoPurchaseRqd. End: txt STOP. Help: txt HELP. Msg&DataRatesMayApply

Screenshot 2: Short code database for a particular Advertiser

Screenshot 3: Message Log for the outbound messages and their corresponding status.

Message Log

Group: [Recent] Short Code: [dropdown] Source: [dropdown] Status: [dropdown]

Containers: [dropdown] Mobile #: [text] Message: [text] Start Date: [9] / [11] / [2015] End Date: [9] / [14] / [2015]

Time: [12] : [00] : [00] [am] [pm]

[Submit](#)

[Click here to clear the message log.](#)

1

CSC	Source	Destination	Message	Rcv Time	Snd Time	Status
68247	[text]	[text]	[text]	09/13/2015 9:25:01 PM	09/13/2015 9:25:01 PM	Texted Invalid
68247	[text]	[text]	[text]	09/13/2015 9:24:46 PM	09/13/2015 9:24:46 PM	Texted Invalid
68247	[text]	[text]	[text]	09/13/2015 9:24:43 PM	09/13/2015 9:24:43 PM	Texted Invalid
68247	[text]	[text]	[text]	09/13/2015 9:24:14 PM	09/13/2015 9:24:14 PM	Texted Invalid
68247	[text]	[text]	[text]	09/13/2015 9:18:02 PM	09/13/2015 9:18:03 PM	Texted Invalid
68247	[text]	[text]	[text]	09/13/2015 9:17:22 PM	09/13/2015 9:17:22 PM	Texted Invalid
68247	[text]	[text]	[text]	09/13/2015 9:06:48 PM	09/13/2015 9:06:49 PM	Texted Invalid
68247	[text]	[text]	[text]	09/13/2015 9:06:48 PM	09/13/2015 9:06:49 PM	Texted Invalid

Keywords Database: Edit a Keyword

[« Back to List](#)

Basic Setup

Keyword: 1

Aliases: [text]

Subscriber: [dropdown]

Campaign Description: [text]

Service Description: shipment confirmation

Short Code: [dropdown]

Service Type: Basic TXTPak

Purchase Date: 8 / 15 / 2015

Expiration Date: 12 / 31 / 2015

Send Text Messages Via: Standard Text Message

Support Contact: [text]

Support Email: [text]

Support URL: [text]

Support Phone: [text]

Custom HELP Message: [text]

☐ For Marketing

☐ Send emails on remote broadcasts

☐ Use hyphenated tokenization

☒ Suppress CTIA PI

☐ Enable zip location lookup

☒ Exclude from texted system menus

☐ Exclude HELP and STOP messages from Sending Out

☐ Response Override for API Subscriptions

Screenshot 4: Keywords Database to increase effectiveness of the text messaging campaigns.



Future Relationship:

This has been one of our long running projects and each year the client was satisfied with the work done at Mindfire Solutions. They have also referred the services of Mindfire Solutions to their peers and that has been a rewarding experience. Not only have we added more clients but we also get to work on various platforms to meet the needs of the client and their customers.

We are also the primary software services provider to the client who is planning to white label the product as sell it to other organizations across industries.

Developer Speak:

"It was an awesome opportunity to work on this application. Needless to say, the learning curve never diminished. The challenges were a learning experience as huge real time issues were solved with CF and SQL."

- Ramakrishna Panni



Founded in 1999, Mindfire Solutions is an award-winning provider of software development and testing services to the global market with 650+ talented software engineers at 3 centers in India. For its people and its work, Mindfire has won coveted international awards such as Deloitte Technology Fast50 India Award 2013 and 2014, Dun & Bradstreet Fastest Growing SME 2013 Award, Red Herring Top 100 Asia Award and Zinnov GSPR 2014. Mindfire has been recognized with ISO 9001:2008 and ISO 27001:2005 certification, is a continuous member of NASSCOM, and has established a strong track record of 2000+ projects successfully delivered for 500+ technology clients.

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Need help to create a text messaging solution? Reach out to us here:

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