

Standard Operating Procedure for OTA campaign management and reporting

Version Control

Document Name	Version	Date
SOP for OTA campaign management and reporting	V1.0	15-08-2022

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Revision History

Issue	Date	Reason for change
V1.0	15-08-2022	First Release

Introduction

This document outlines the process for OTA campaign management and reporting.

Pre-requisites:

- UICC or eUICC profile is created in the OTA platform
- OTA subscription data and keys are provisioned in the platform
- User acceptance test for campaign scope has been signed off by the customer
- Commercial approval received from Workz finance department

Procedure

1. Gather details of total quantity of cards that need to be targeted.
2. Depending on the total quantity, divide them into batches (maximum size of batch should be 100K).
3. Plan the execution of batches and agree with the customer for the same.
4. The plan should include timelines for provisioning and campaign execution. See sample below:

Sample1:

Provisioning of Card Data and Card Keys				
Batch #	Start Date	End Date	Action	Batch size
All Batches	30/05/2019	02/06/2019	Provisioning of Card Data and Card Key for complete data shared	Done in Batches of 100K

Campaign Execution Plan					
Batch #	Targeted Dates	Weekday	Time	Action	Batch size
Batch 1	09/06/2019	Sunday	10:00	Run Update File Campaign	10 K
	10/06/2019			Share Analysis and List of successfully updated MSISDN	
Batch 2	10/06/2019	Monday	12:30	Run Update File Campaign	100 K
	11/06/2019			Share Analysis and List of successfully updated MSISDN	
Batch 3	11/06/2019	Tuesday	15:00	Run Update File Campaign	100 K
	12/06/2019			Share Analysis and List of successfully updated MSISDN	
Batch 4	13/06/2019	Thursday	10:00	Run Update File Campaign	100 K
	16/06/2019			Share Analysis and List of successfully updated MSISDN	
Batch 5	16/06/2019	Sunday	10:00	Run Update File Campaign	100 K
	17/06/2019			Share Analysis and List of successfully updated MSISDN	

Sample2:

Provisioning of OTA Keys in the OTA Database					
Batch #	Start Date	End Date	Action	Batch size	
All Batches	27/10/2019	27/10/2019	Data Analysis, Fetching OTA Keys, Provisioning of retrieved OTA keys in the OTA DB	All records that are fetched will be provisioned in a single Batch	

Campaign Execution Plan					
Batch #	Targeted Dates	Weekday	Action	Batch size	Analysis
Batch 1	28/10/2019	Monday	Launch Batch 1	25 K	Within 2 days of launch date
Batch 2	29/10/2019	Tuesday	Launch Batch 2	25 K	Within 2 days of launch date
Batch 3	30/10/2019	Wednesday	Launch Batch 3	25 K	Within 2 days of launch date
Batch 4	31/10/2019	Thursday	Launch Batch 4	~ 40 K	Within 2 days of launch date
Batch Retrial 1	03/11/2019	Sunday	Run Update File Campaign	All unsuccessful cases from Batch 1,2,3,4	
Batch Retrial 2	04/11/2019	Monday	Run Update File Campaign	All unsuccessful cases from Retrial Batch 1	
Batch Retrial 3	05/11/2019	Tuesday	Run Update File Campaign	All unsuccessful cases from Retrial Batch 2	

5. Once a campaign is launched, it is recommended to check that it is being executed successfully in bearerbox.acc logs.
6. The analysis of a campaign should be done minimum after 24hrs of launch time.

For ex: if a batch of 100k was launched at 01:00PM on 01 Jan 2022, the analysis of this batch should be done minimum after 01:00PM on 02 Jan 2022.

This is to ensure that maximum PORs are received in the platform.

7. The analysis can be done by filtering logs from bearerbox.acc file. One way of doing this is using grep command. Example-

```
grep -nr '2019-06-09' bearerbox.acc | tee /home/ota/kannel/Batch6/2019-06-09_Batch6.acc
```

```
grep -nr '2019-06-10' bearerbox.acc | tee /home/ota/kannel/Batch6/2019-06-10_Batch6.acc
```
8. Further filtering can be done for below parameters:
 - a. DISCARDED
 - b. EXPIRED
 - c. Receive SMS
 - d. Undelivered

Example grep command to filter above status:

```
grep -nr 'DISCARDED' 2019-06-09_Batch6.acc | tee Discarded_10th_Batch6.csv
```

```
grep -nr 'EXPIRED' 2019-06-10_Batch6.acc | tee Expired_10th_Batch6.csv
```

```
grep -nr 'Receive SMS' 2019-06-09_Batch6.acc | tee RECEIVE_SMS_09th_Batch6.csv
```

```
grep -nr UNDELIV' 2019-06-09_Batch6.acc | tee UNDELIV_09th_Batch6.csv
```

9. The above fetched files can be imported in an excel sheet for filtering of results and further analysis.
10. The intention is to understand and gather the list of MSISDNs on which the campaign has been successful. If the campaign has been unsuccessful, then the reason for the same needs to be analysed.

11. Status “EXPIRED”, “DISCARDED” and “UNDELIVERED” are filtered from bearerbox.acc logs itself.
12. The “Receive SMS” file needs to be filtered to fetch SW 9000, which means successful execution of the campaign.
Other SW should also be captured for analyzing the cause of failure.
13. There could be some MSISDNs for which there is no response in the logs. These should be categorized under “No Response” category.
14. Once the filtering is completed, the status for each MSISDN executed in the batch should be updated. See example below:

	A	B	C	D
1	ICCID	IMSI	MSISDN	Status from RetryPool
2	8996605000024304180	420050002430418	966572023127	OK
3	8996605000024304297	420050002430429	966572146095	OK
4	8996605000024304818	420050002430481	966571350298	OK
5	8996605000024306466	420050002430646	966572867956	OK
6	8996605000024306664	420050002430666	966572698593	OK
7	8996605000024306706	420050002430670	966572654148	EXPIRED
8	8996605000024307092	420050002430709	966572414861	OK
9	8996605000024307605	420050002430760	966572625050	OK
10	8996605000024308082	420050002430808	966572592811	OK
11	8996605000024309049	420050002430904	966571222974	OK
12	8996605000024309304	420050002430930	966572892202	EXPIRED
13	8996605000024309387	420050002430938	966572302227	OK
14	8996605000024309726	420050002430972	966572227276	OK
15	8996605000024309908	420050002430990	966572023346	No Response
16	8996605000024309957	420050002430995	966572942363	OK

15. A summary should also be prepared for the batch. See example below:

Status	Count	Percentage
OK	81173	81.173
Expired	13283	13.283
Discarded SMS	59	0.059
No Response	4824	4.824
Counter Low	3	0.003
Incorrect Keys	658	0.658
Total	100000	

16. Continuous status report for each batch should be prepared and shared with the customer.
17. The above execution, logs fetching and analysis and report sharing should be done for each batch.
18. Once all batches have been executed, 3 retrial attempts should be done on all unsuccessful cases(MSISDNs).
The steps to execute the campaign, logs fetching and analysis and report preparation remain the same as for normal batches.

19. A final summary of complete campaign execution shall be prepared in the end and shared with the customer.
See example below:

Campaign Status Summary - Attempt 1													
Batch #	Launch Date	Batch size	Status										
			OK		Expired		Discarded SMS		No Response		Counter Low		Incorrect Keys
Batch 1	30-May-19	100000	72187	72.18 %	20216	20.21 %	4833	4.83 %	2724	2.72 %	27	0.02 %	13 0.01 %
Batch 2	02-Jun-19	100000	71440	71.44 %	20330	20.33 %	5149	5.14 %	3025	3.02 %	40	0.04 %	16 0.01 %
Batch 3	03-Jun-19	99999	71503	71.5 %	19754	19.75 %	5952	5.95 %	2714	2.71 %	21	0.02 %	55 0.05 %
Batch 4	04-Jun-19	100000	71422	71.42 %	20216	20.21 %	5296	5.29 %	3020	3.02 %	13	0.01 %	33 0.03 %
Batch 5	05-Jun-19	100000	69903	69.9 %	21592	21.59 %	6148	6.14 %	2307	2.3 %	21	0.02 %	29 0.02 %
Batch 6	09-Jun-19	107620	76180	70.78 %	22196	20.62 %	5927	5.5 %	3203	2.97 %	69	0.06 %	45 0.04 %
Batch 7	11-Jun-19	100000	68945	68.94 %	22984	22.98 %	5449	5.44 %	2481	2.48 %	36	0.03 %	105 0.1 %
Batch 8	12-Jun-19	100000	63927	63.92 %	24262	24.26 %	4992	4.99 %	6774	6.77 %	40	0.04 %	5 0 %
Batch 9	14-Jun-19	169799	111048	65.39 %	45090	26.55 %	9866	5.81 %	3698	2.17 %	32	0.01 %	65 0.03 %
Batch 10	16-Jun-19	190855	119612	62.67 %	56961	29.84 %	9591	5.02 %	4514	2.36 %	49	0.02 %	128 0.06 %
Batch 11	17-Jun-19	265906	157711	59.31 %	88144	33.14 %	13960	5.24 %	5859	2.2 %	39	0.01 %	193 0.07 %
Batch 12	19-Jun-19	245240	129250	52.7 %	97747	39.85 %	11441	4.66 %	6469	2.63 %	56	0.02 %	277 0.11 %
Batch 13	20-Jun-19	239254	97733	40.84 %	127511	53.29 %	8459	3.53 %	4845	2.02 %	52	0.02 %	654 0.27 %
Total		1918673	1180861	61.54 %	587003	30.59 %	97063	5.05 %	51633	2.69 %	495	0.02 %	1618 0.08 %

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DOCUMENT ID	028be9ed73896117028a3fbf6a8cf12c3b8787ab
AUDIT TRAIL DATE FORMAT	DD / MM / YYYY
STATUS	● Signed

Document history



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