iQ Navigator

User Guide

v3.2

Version: NAVIGATORUSER v3.2

Last modified: October 22, 2008

This document supports the named release and all subsequent releases unless otherwise indicated in a new edition or release notes. This document may describe features and/or functionality that are not present in your software or your service agreement. Contact your account representative to learn more about what is available with this VeriSign product. If you need help using this product, contact customer support.

Contents

1	**Introduction**	**1**
	Supported Environments	1
	Setting Up an Account	1
2	**Getting Started with iQ Navigator**	**3**
	Logging Into iQ Navigator	3
	iQ Navigator Interface Basics	4
	Links to Other Applications	4
	The Tab Frame	5
	The Navigation Frame	5
	The Content Frame	5
	Hiding and Viewing Search and Filter Sections	5
	Sorting Search and Filter Results	6
3	**Creating a New Campaign**	**7**
	Before You Begin	7
	Campaign Checklist	8
	Contact Information	8
	Program Summary	9
	Short Codes	11
	Service Types	12
	Message Flow	13
	Opt-In Tab	14
	Opt-Out Tab	16
	Help Tab	17
	Detailed Message Flow Tab	18
	Special Case Tab	19
	Completed Message Flow	23
	Promotional Details	24
	Traffic Projections	25
	Customer Support	27
	Additional Client Responsibilities	27
	Test Plan	28
	Workflow	30
4	**Using the Inbox**	**31**
	Program Pre-Launch Process	31
	Program Brief States	32
	Reassigning a Program Brief	35
	Filtering the Inbox	35
	Copying a Program Brief	36
	Submitting an Existing Program Brief to New Carriers	37
	Deprovisioning a Launched Program	39
	Extending a Program's End Date	40
5	**Using My Campaigns**	**41**
	Accessing My Campaigns	41
	Filtering the Campaign List	41

6 Searching for Campaigns **43**

7 Managing Users and Organizations **45**

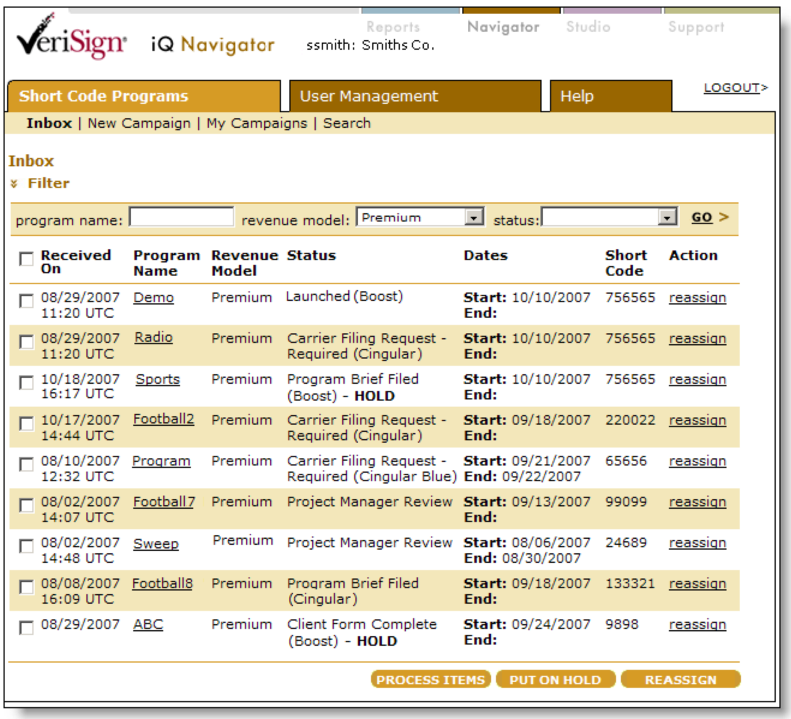
Managing Users 45
Types of Users 45
Creating a New User Profile 45
Editing Your Profile 46
Changing Your Password 47
Searching for User Profiles 48
Changing Passwords for Other Users 49
Managing Organizations 50
Types of Organizations 50
Modifying Your Organization 50

APPENDIX A: Glossary **53**

APPENDIX B: Technical Support **57**

1 Introduction

iQ Navigator (pictured below) is a messaging programs portal and approval workflow system that allows you to submit messaging program briefs (also called campaign briefs) to VeriSign for provisioning. iQ Navigator has a built-in workflow that lets you move the briefs through the provisioning process. The system also provides a mechanism to view program briefs and their corresponding status.



This chapter covers the following topics:

Supported Environments

Setting Up an Account

Supported Environments

iQ Navigator currently supports Internet Explorer 7 and Firefox 3.0.

To find out your browser version, select Help>About from the browser menu bar.

You must also have Java, JavaScript, and cookies enabled in your browser.

Setting Up an Account

In order to use iQ Navigator, you use the account information supplied by VeriSign. If you do not have an account, log into the Client Support System at the following address:

http://www.m-qube.com/clientsupport

If you do not have access to the Client Support System, please contact your account manager (AM) for assistance.

2 Getting Started with iQ Navigator

This chapter covers the following topics:

Logging Into iQ Navigator

iQ Navigator Interface Basics

Logging Into iQ Navigator

To access iQ Navigator, you'll need to log in with a URL, user name, and password.

If you do not yet have a user name or password, contact your account manager (AM).

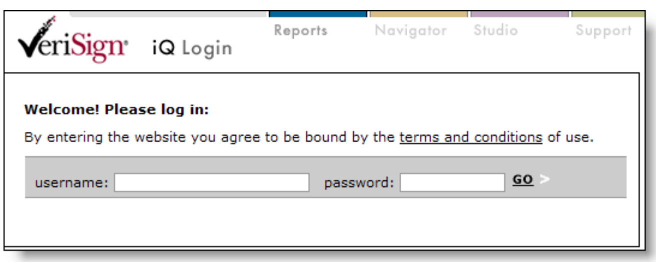
To log into iQ Navigator:

1 Open a browser that has Java, JavaScript, and cookies enabled.

For information on which browsers iQ Navigator supports and the correct browser settings, see the Supported Environments section in Chapter 1: Introduction.

2 Enter the iQ Navigator URL in the browser.

The iQ Login screen appears.



iQ Login Screen

3 Click the **terms and conditions** link to view the terms of use.

4 Enter your assigned username and password.

5 Click **GO**.

The iQ Navigator interface appears.

Note: If you need further assistance logging into iQ Navigator, log into the Client Support System at the following address:

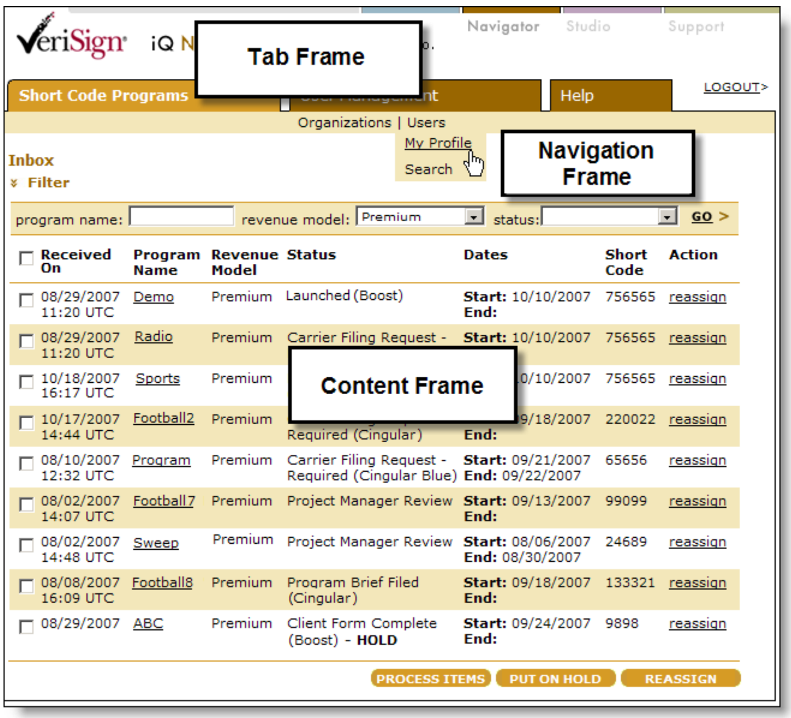
http://www.m-qube.com/clientsupport

If you do not have access to the Client Support System, please contact your account manager (AM) for assistance.

iQ Navigator Interface Basics

The iQ Navigator interface has the following main components:

- Links to Other Applications
- The Tab Frame
- The Navigation Frame
- The Content Frame
- Hiding and Viewing Search and Filter Sections
- Sorting Search and Filter Results



iQ Navigator Frames

Links to Other Applications

On the top right of all pages in iQ Navigator, click on the following links to launch these applications:

- **Reports:** Use iQ Reports to view and export reports and charts covering the messaging and premium billing activity for any programs that VeriSign (formerly m-Qube) operates on behalf of your organization.
- **Studio:** Use Studio to create, test, and deploy interactive messaging programs for any mobile device or protocol.
- **Support:** Use the Client Support System if you have questions that are not answered by this user guide or you encounter technical problems with iQ Navigator. You can also reach the Client Support System at the following address: http://www.m-qube.com/clientsupport

  If you do not have access to the Client Support System, please contact your account manager (AM) for assistance.

The Tab Frame

The Tab frame appears near the top of the screen. You use the Tab frame to toggle between your organization's short code programs, the user management interface, and help documentation. This section describes each of the tabs in the Tab frame.

Short Code Programs Tab
User Management Tab
Help Tab

Short Code Programs Tab

You use the Short Code Programs tab to create a new program brief, access your inbox, view your program briefs, and search for program briefs. See Chapter 3: Creating a New Campaign, Chapter 4: Using the Inbox, Chapter 5: Using My Campaigns, and Chapter 6: Searching for Campaigns.

User Management Tab

You use the User Management tab to manage users and organizations. See Chapter 7: Managing Users and Organizations.

Help Tab

You use the Help tab to view help documents, including this user guide. To view PDF versions of these documents, you need Adobe Acrobat Reader 4.0 or higher (available free from Adobe at http://www.adobe.com).

The Navigation Frame

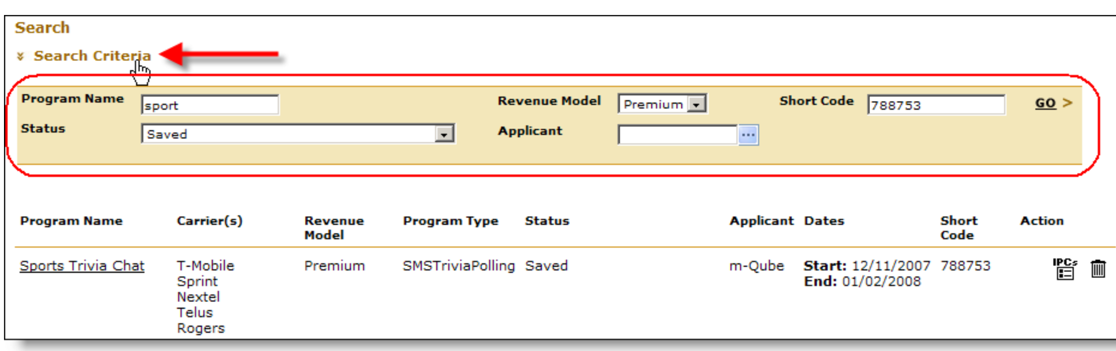
The Navigation frame displays your navigation options for each tab in the Tab frame.

The Content Frame

When you click a link in the Navigation frame, that page appears in the Content frame. For example, when you click the **Inbox** link in the Navigation frame, the Inbox page appears in the Content frame.

Hiding and Viewing Search and Filter Sections

The word **Filter** or the words **Search Criteria** appear near the top of many iQ Navigator pages. You click these words to hide or display the search or filter area on that page.



Sorting Search and Filter Results

When viewing columns of information on many iQ Navigator pages, you click the column headings to sort the information on that page. This is most useful after filtering a list, such as the Inbox or searching an area, such as My Campaigns.

To sort columns:

1 Click a column heading to sort the information alphabetically or numerically by that attribute.

A small, black arrow appears next to the heading, indicating the direction of sorting.

2 Click the same heading to reverse the sort order.

The small black arrow that appears next to the heading reverses direction.

3 Click another heading to remove the previous sorting and resort the information by the newly selected attribute.

☐	Received On	Program Name ▲	Revenue Model	Status	Dates	Short Code	Action
☐	08/29/2007 11:20 UTC	ABC	Premium	Launched (Boost)	**Start:** 10/10/2007 **End:**	756565	reassign
☐	08/20/2007 11:22 UTC	Football2	Premium	Carrier Filing Request - Required (Cingular)	**Start:** 09/18/2007 **End:**	220022	reassign
☐	10/18/2007 16:17 UTC	Sports	Premium	Program Brief Filed (Boost) - **HOLD**	**Start:** 08/06/2007 **End:**	165656	reassign

Program Name Column Sorted in Alphabetical Order

☐	Received On	Program Name ▼	Revenue Model	Status	Dates	Short Code	Action
☐	10/18/2007 16:17 UTC	Sports	Premium	Program Brief Filed (Boost) - **HOLD**	**Start:** 08/06/2007 **End:**	165656	reassign
☐	08/20/2007 11:22 UTC	Football2	Premium	Carrier Filing Request - Required (Cingular)	**Start:** 09/18/2007 **End:**	220022	reassign
☐	08/29/2007 11:20 UTC	ABC	Premium	Launched (Boost)	**Start:** 10/10/2007 **End:**	756565	reassign

Program Name Column Sorted in Reverse Alphabetical Order

3 Creating a New Campaign

To create a new campaign brief, you fill in all of the required data on each tab of the New Campaign page and submit your campaign brief for approval. This chapter covers the following topics:

Before You Begin

Campaign Checklist

Contact Information

Program Summary

Short Codes

Service Types

Message Flow

Completed Message Flow

Promotional Details

Traffic Projections

Customer Support

Additional Client Responsibilities

Test Plan

Before You Begin

Before you create a campaign brief, you should understand the following:

- You can save an incomplete program brief by clicking **Save**.
- You cannot submit a brief by clicking **Submit** until the brief is complete.

Important: Only use iQ Navigator's buttons and tabs to maneuver through its interface. Do not use your browser's **Back** button, **Next** button, or any other navigational tools to maneuver through iQ Navigator.

- Clicking **Next** saves all of the entered data for your session only before navigating to the next tab in the flow.
- You do not have to fill in all of the fields on each tab before clicking **Next** or clicking on another tab. However, some tabs require data from the tabs to their left.

  When you navigate to a tab that requires data from another tab, you will receive an error message if any required data are missing or incorrect. Fill in the missing data, which are indicated with red text, before proceeding.

Note: Even after you fill in the required fields and correct any errors, the red text does not disappear until you submit the campaign brief.

Campaign Checklist

To make the process of submitting your campaign brief go more smoothly, have the following on hand:

- contact information (See the Contact Information section.)
- description of your program (See the Program Summary section.)
- carriers requested (See the Program Summary section.)
- short codes (See the Short Codes section.)
- short code receipts (documentation showing that the short codes have been granted to your organization)
- "white list" of testing phone numbers (E-mail this list to your account manager.)
- message flow (See the Message Flow section.)
- advertising methods (See the Promotional Details section.)
- traffic projections (See the Traffic Projections section.)
- revenue projections
- customer support contact information (See the Customer Support section.)
- *Best Practices Guidelines for Cross-Carrier Mobile Content Services*
- *Carriers at a Glance* spreadsheet

Contact Information

You use this tab to provide all of the application provider and content provider contact information.

Note: You or your account manager must complete the User Management section before you can complete the Contact Information tab. See Chapter 7: Managing Users and Organizations.

1 Click **New Campaign** in the Navigation Frame on the Short Code Programs tab. The New Campaign page appears open to the Contact Information tab.

All of the data in the Application Provider section comes from data entered in the User Management section. To learn more, see Chapter 7: Managing Users and Organizations. The Company Name field shows the application provider's company. Besides selecting contacts, you cannot change the data in the Application Provider section.

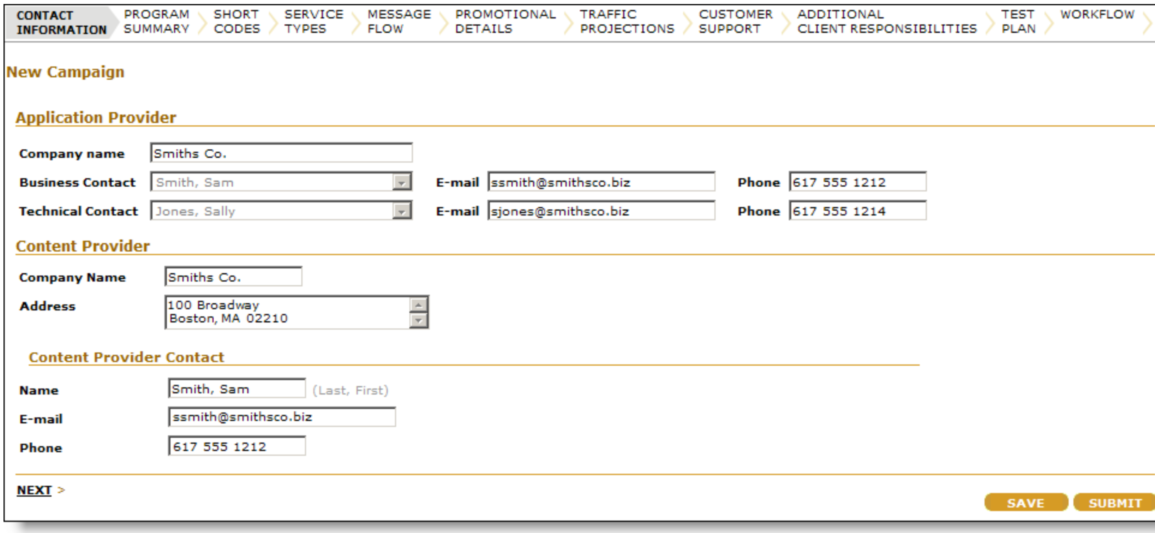
An application provider might be the same as the content provider or an application provider might be a third-party organization who provides a service, such as building a storefront.

2 Fill in the Content Provider information.

The content provider is the organization that actually provides the content being delivered. For example, a company called Smiths Co., who is promoting their sporting goods equipment, might be a content provider by providing text for a sports trivia program.

3 Click **Next**.

Note: Clicking **Next** saves all of the entered data before navigating to the next tab in the flow.



New Campaign Contact Information

The Program Summary tab appears.

Program Summary

You use this tab to name and describe the program. You also choose which carriers you want to carry the program.

1 Fill in the program name.

2 Fill in the program description.

Note: You cannot select a revenue model until you enter a price point on the Short Codes tab.

3 If you are offering a subscription-based service type (see the Service Types tab for examples), you might enter a subscription HTTP notification URL. This is a URL where VeriSign can post data about subscription events that were successful, that failed, or both. This field is not required.

4 Select a subscription HTTP notification version.

If you select Version 1, you will receive notifications of canceled subscriptions and lapsed subscriptions.

If you select Version 2, you will receive notifications of canceled subscriptions, lapsed subscriptions, new subscriptions, renewals, revived subscriptions, and refunds. These include confirmations of commands that the VASP initiated.

5 Select whether subscription SMPP notifications are required.

6 Enter a billing notification URL, which is a URL where VeriSign can post data about billing events that were successful, that failed, or both.

7 Select the billing notification type. Select None if you do not want to receive billing notifications. Select Success if you only want notifications of successful billing events posted to a URL. Select Fail if you only want notifications of failed billing events posted to a URL. Select All if you want both successful and failed billing events posted to a URL.

8 Select a reason to submit this program brief. “New Brief on a New Short Code” is the default, and you cannot modify that selection if this is a new brief.

The Price Points field takes its information from the Short Codes tab. Since you have not yet entered any price points on the Short Codes tab, this field remains blank.

9 Place a check next to Show Carrier Price Points to enable a price points field next to each carrier in the Carrier Participation sections.

10 Select the participating carriers.

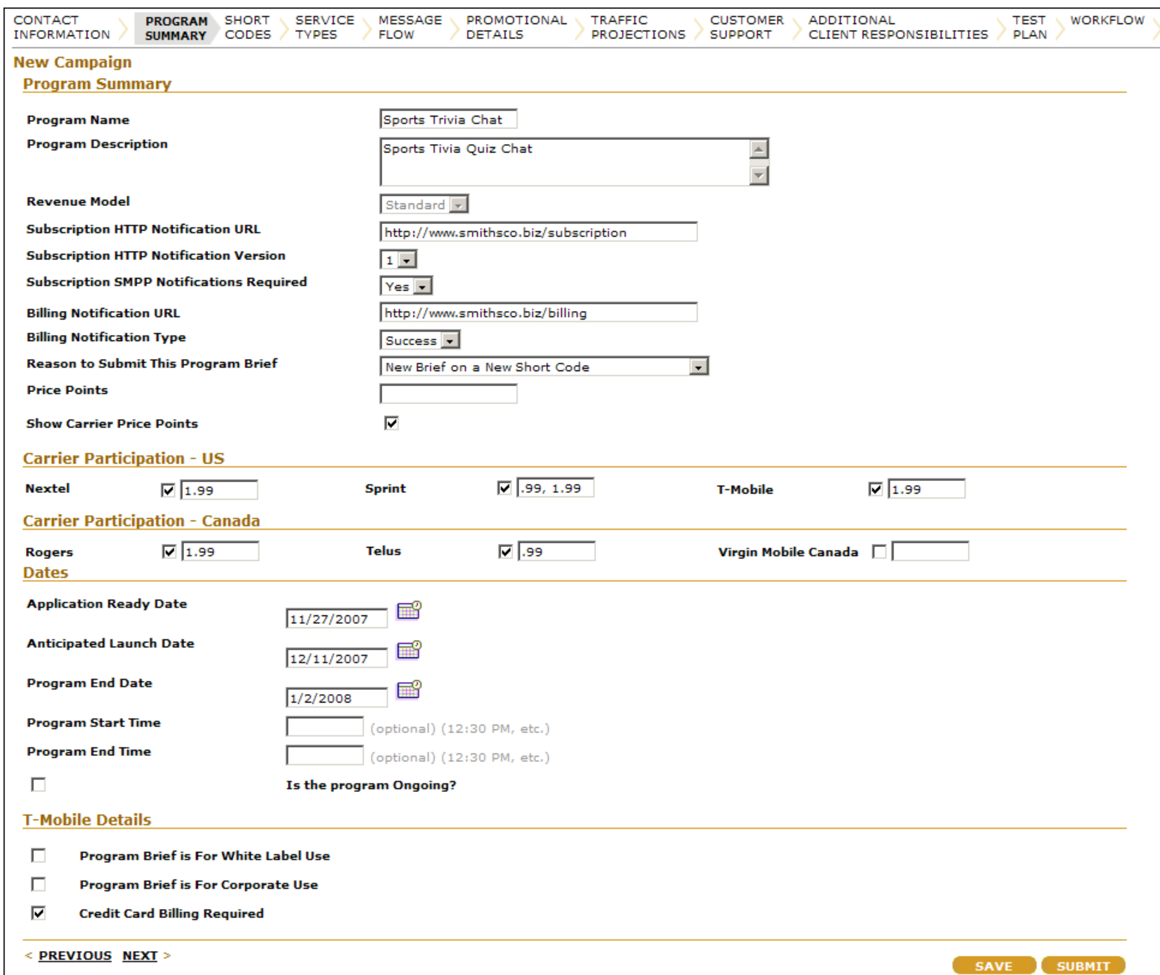
Refer to the *Carriers at a Glance* spreadsheet.

11 If you selected Show Carrier Price Points, enter the price point for each carrier, separated by commas.

12 Select the applicable dates.

13 If this is an ongoing program, select that box.

14 Click **Next**.



New Campaign Program Summary

The Short Codes tab appears.

Short Codes

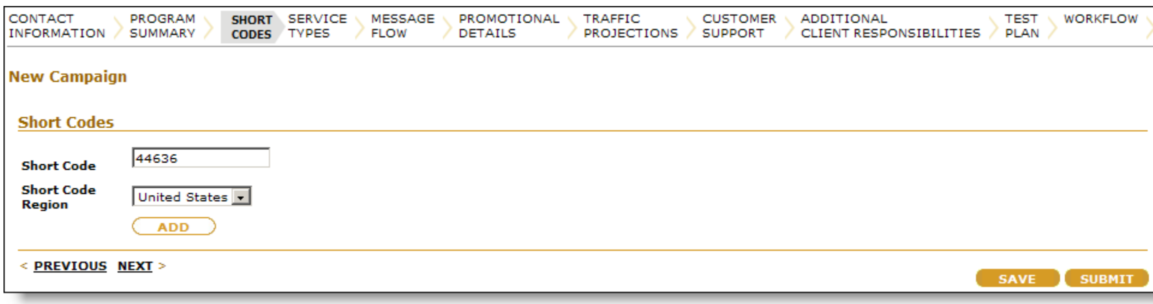
You use this tab to indicate the short code associated with the program.

1 Enter a short code.

2 Select a region.

3 Click **Add**.

Note: After entering a short code, you must click **Add** before clicking **Next** or **Save**; otherwise the short code will not be saved as part of your program brief.



New Campaign Short Codes

After you click **Add**, the short code appears below the Add button.

1 Enter price points separated by commas (optional).

Note: Refer to the *Carriers at a Glance* spreadsheet to see price points accepted by each carrier.

2 Choose a short code scope.

Select common if you reserved it through the Common Short Code Authority (CSCA). If the code was provided by a carrier, choose that carrier.

3 Upload a short code confirmation receipt by clicking **Browse**.

4 Fill in the short code expiration date. Click the calendar icon ( ) to select the date from a calendar.

5 Choose Random or Vanity as the short code type.

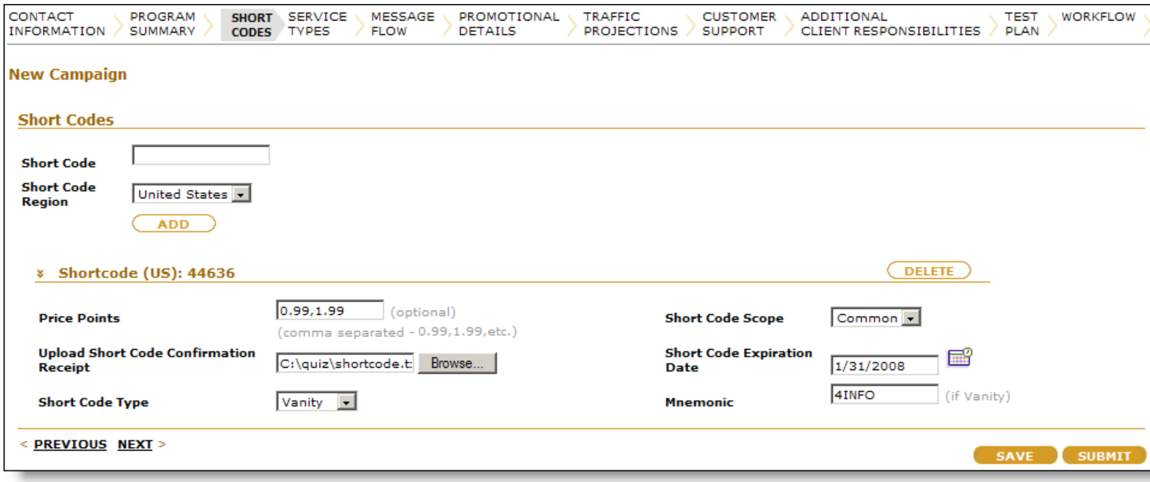
Random codes are random groups of digits. Vanity codes are groups of digits that spell out a word or phrase on a phone keypad. An example of a vanity code is “4INFO,” which is spelled with the numbers 44636.

6 If you choose Vanity for the short code type, fill in the Mnemonic field to explain what word or phrase you intend to spell with the digits.

For example, if your short code is 44636, you might enter “4INFO” in the Mnemonic field.

If you wish to delete a short code from this list, click the Delete button to the right of the short code.

7 Click **Next**.



New Campaign Short Codes Added

Note: Now that you have completed the Short Codes tab, return to the Program Summary tab and select a revenue model.

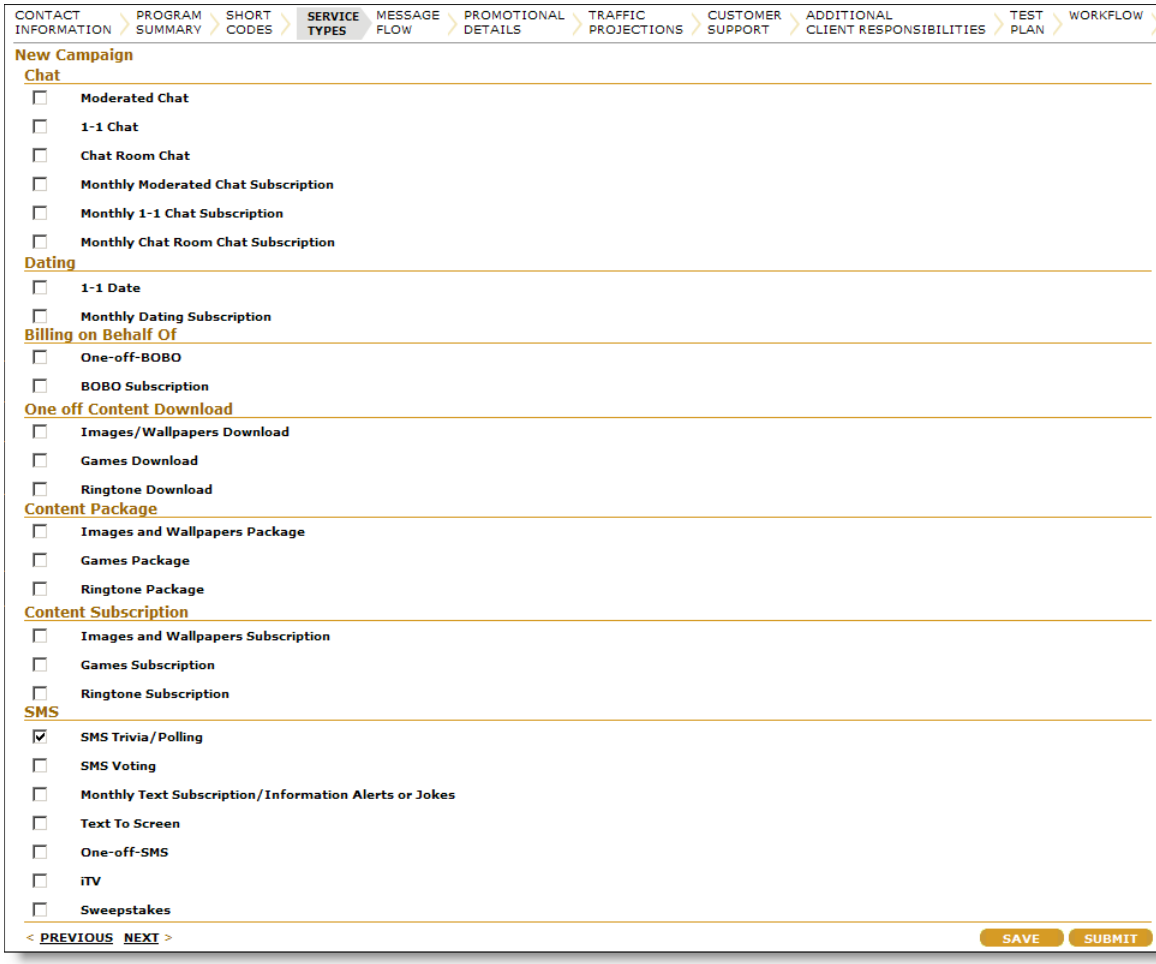
The Service Types tab appears.

Service Types

You use this tab to select the type of program.

1 Select all of the appropriate service types.

2 Click **Next**.



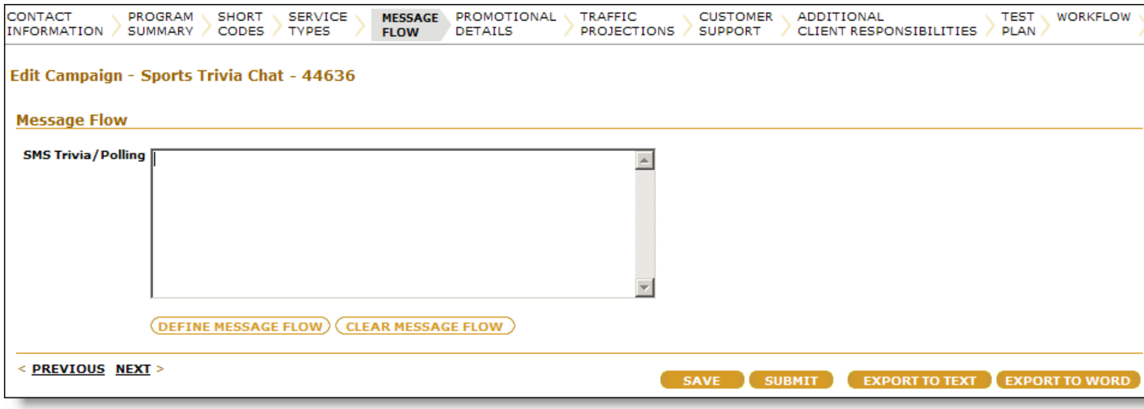
New Campaign Service Types

The Message Flow tab appears.

Message Flow

You use this tab to specifically describe the flow of MO and MT messages.

1 Click **Define Message Flow**.



New Campaign Message Flow

The Configuring Service Types pop-up window opens to the Opt-In tab.

Opt-In Tab

In this tab, you enter keywords and responses for recipients attempting to opt-in to the service.

1 Enter the opt-in keywords subscribers can use to sign up for your program.

2 Enter the initial MT you send to subscribers who send in an opt-in keyword.

3 Select a price point for this initial MT.

4 Enter the positive response MOs (separated by commas) that subscribers can send to confirm that they do want to participate in your program. For example, you might enter the following:

   `Y, YES, OK, OKAY`

5 Enter the MT to a positive response. In a one-off-SMS program, this is the one-off message.

6 Select a price point for the MT to a positive response.

7 Enter the follow-up message sent to no response from the subscriber.

8 Enter an MT to an unrecognized response.

9 Click **Add**.

The opt-in via phone information appears below the Via Phone section.

If the program is accessible through a website, you fill in the Via Web/IVR section as well.

10 Enter the MT that contains the initial password.

11 Select a price point for the MT with the password.

12 Enter the confirmation MT.

13 Select a price point for the confirmation MT.

14 Click **Add**.

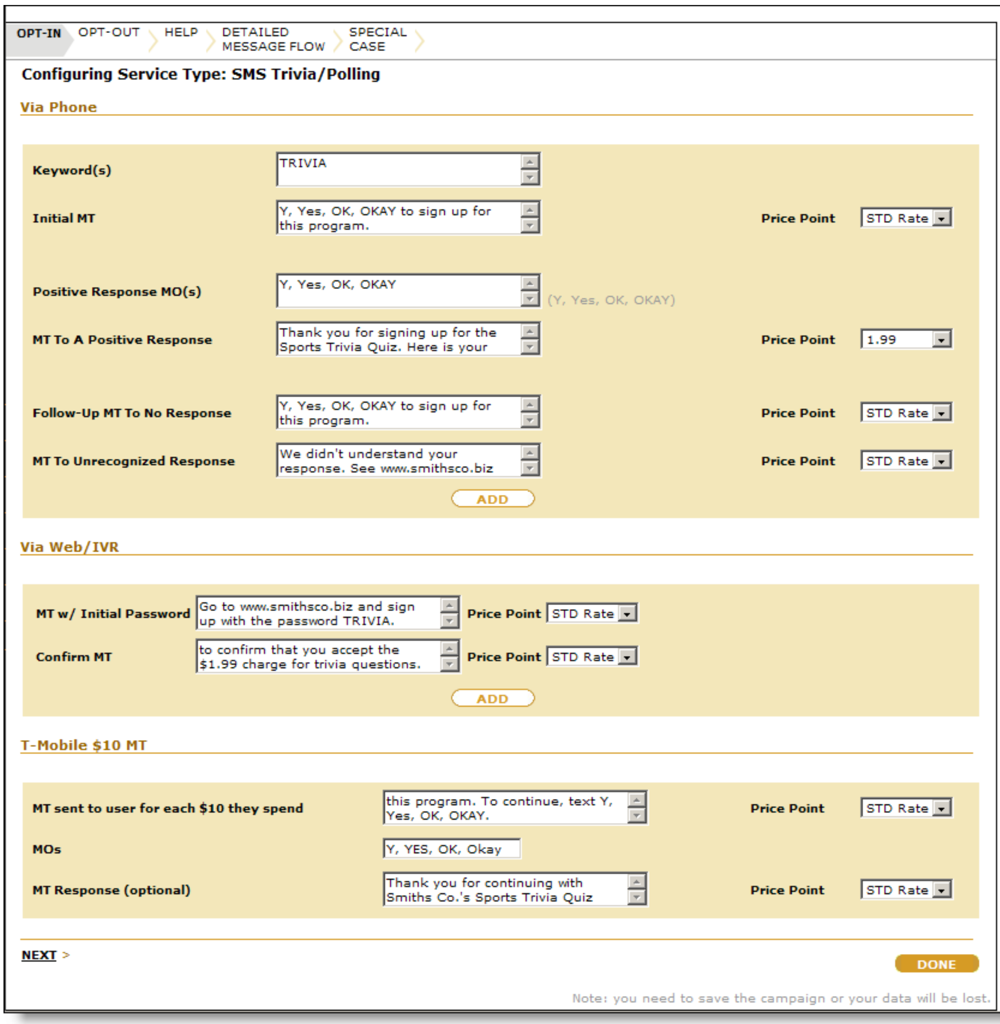
The opt-in via Web/IVR information appears below the Via Web/IVR section.

If you selected T Mobile as a carrier on the Program Summary Tab, the T Mobile $10 MT section appears at the bottom of the Opt-In tab. This section is for the messaging that T Mobile requires before a subscriber spends $10 on your campaign.

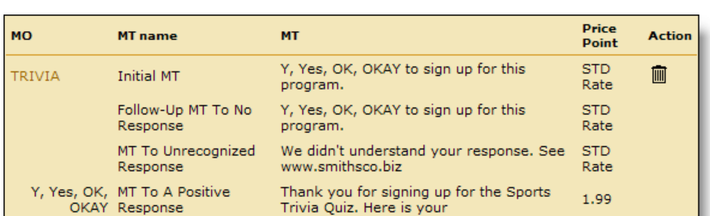
15 In the MT sent to subscriber for each $10 they spend field, enter text similar to "You are about to spend $10 on Smiths Co.'s Value Alerts program. To continue, reply with Y, Yes, OK, or OKAY." If you did not select T Mobile as a carrier on the Program Summary Tab, skip this step.

16 In the optional No Response field, enter a similar message as you entered in the MT sent to subscriber for each $10 they spend field. If you did not select T Mobile as a carrier on the Program Summary Tab, skip this step.

17 Click **Next**.



New Campaign Message Flow Configuring Service Types pop-up window Opt-In Tab



MO	MT name	MT	Price Point	Action
TRIVIA	Initial MT	Y, Yes, OK, OKAY to sign up for this program.	STD Rate	
	Follow-Up MT To No Response	Y, Yes, OK, OKAY to sign up for this program.	STD Rate	
	MT To Unrecognized Response	We didn't understand your response. See www.smithsco.biz	STD Rate	
Y, Yes, OK, OKAY	MT To A Positive Response	Thank you for signing up for the Sports Trivia Quiz. Here is your	1.99	

Opt-In Tab Via Phone Information

The Opt-Out tab appears.

Opt-Out Tab

In this tab, you enter keywords and responses for recipients attempting to opt-out of the service.

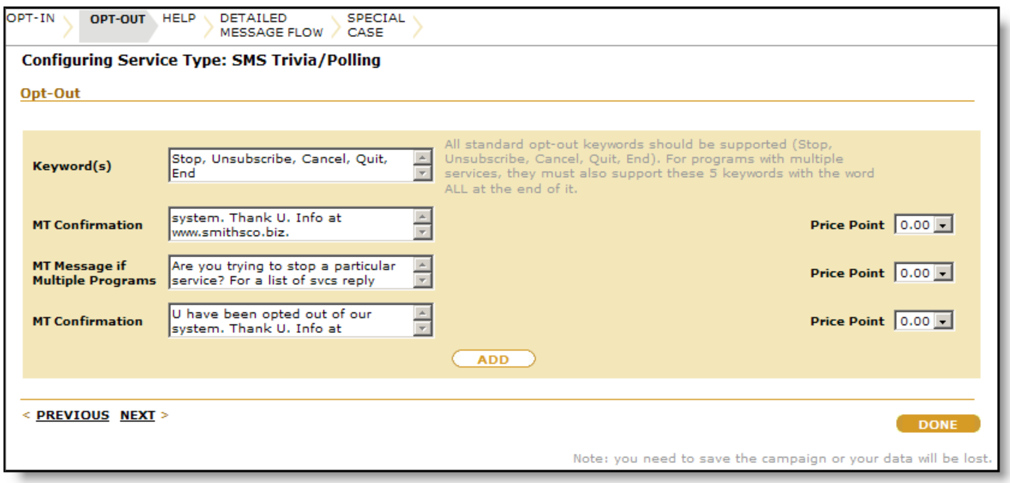
1 Enter all opt-out keywords (separated by commas) in the Keyword(s) field.

2 Enter the confirmation sent to the recipient who has opted out in the MT Confirmation field.

3 Enter the message sent to recipients who try to opt out of multiple programs in the MT Message if Multiple Programs field.

4 Enter the confirmation sent to the recipient who has opted out of multiple programs in the second MT Confirmation field.

5 Click **Add**.



Configuring Service Types Opt-Out Tab

After you have entered all of the keywords, the bottom of the Opt-Out tab looks similar to the following:

MO	MT name	MT	Price Point	Action
Stop	MT Confirmation	system. Thank U. Info at www.smithsco.biz.	0.00	
	MT Message if Multiple Programs	Are you trying to stop a particular service? For a list of svcs reply	0.00	
	MT Confirmation	U have been opted out of our system. Thank U. Info at	0.00	
Unsubscribe	MT Confirmation	system. Thank U. Info at www.smithsco.biz.	0.00	
	MT Message if Multiple Programs	Are you trying to stop a particular service? For a list of svcs reply	0.00	
	MT Confirmation	U have been opted out of our system. Thank U. Info at	0.00	
Cancel	MT Confirmation	system. Thank U. Info at www.smithsco.biz.	0.00	
	MT Message if Multiple Programs	Are you trying to stop a particular service? For a list of svcs reply	0.00	
	MT Confirmation	U have been opted out of our system. Thank U. Info at	0.00	
Quit	MT Confirmation	system. Thank U. Info at www.smithsco.biz.	0.00	
	MT Message if Multiple Programs	Are you trying to stop a particular service? For a list of svcs reply	0.00	
	MT Confirmation	U have been opted out of our system. Thank U. Info at	0.00	
End	MT Confirmation	system. Thank U. Info at www.smithsco.biz.	0.00	
	MT Message if Multiple Programs	Are you trying to stop a particular service? For a list of svcs reply	0.00	
	MT Confirmation	U have been opted out of our system. Thank U. Info at	0.00	

Completed Opt-Out Tab

1 Click **Next**.

The Help tab appears.

Help Tab

In this tab, you enter keywords and responses for recipients looking for help.

1 Enter a keyword in the Keyword(s) field.

2 Enter a response to the keyword in the MT Response field.

3 Enter a response to the keyword if there are multiple programs in the MT Message if Multiple Programs field.

4 Enter a response to the recipient you inquired about multiple programs in the second MT Response field.

5 Click **Add**.

6 Click **Next**.

Configuring Service Types Help Tab

The Detailed Message Flow tab appears unless you are creating a brief for a one-off SMS.

Detailed Message Flow Tab

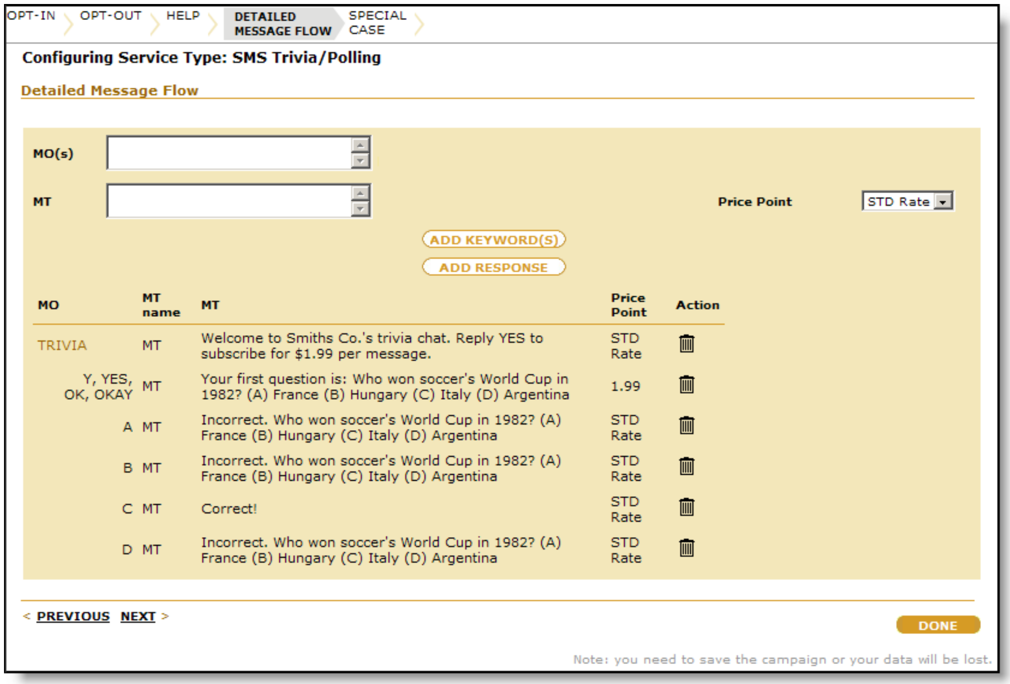
In this tab, you provide the text sent in each MO and MT.

Note: This tab does not appear if you are creating a brief for a one-off SMS.

1. Enter each MO that subscribers can send as a keyword to sign up for your program or as follow-up to the keywords entered during the opt-in process defined in the Opt-In Message Flow tab.
2. Enter the MT sent after subscribers send that MO.
3. Select a price point.
4. Click **Add Keyword(s)**.

   The information appears below the Add Response button.
5. Enter the MO subscribers should type to initiate the program.
6. Enter the reciprocal MT.
7. Click **Add Response**.
8. Click **Next**.

   The information appears below the Add Response button.
9. Repeat these steps for each part of the message flow.
10. Click **Next**.



Configuring Service Types Detailed Message Flow Tab

The Special Case tab appears.

Special Case Tab

In this tab, you enter specifics about the program. The Special Case tab captures a description of any information that is not covered in the text of the message flow.

Note: The Special Case tab is different for different types of programs. The Special Case tab does not appear for content download, content package, or content subscription programs.

The following are the types of Special Case tabs that appear for specific program types.

Special Case Tab for BOBO and One-Off-SMS Programs

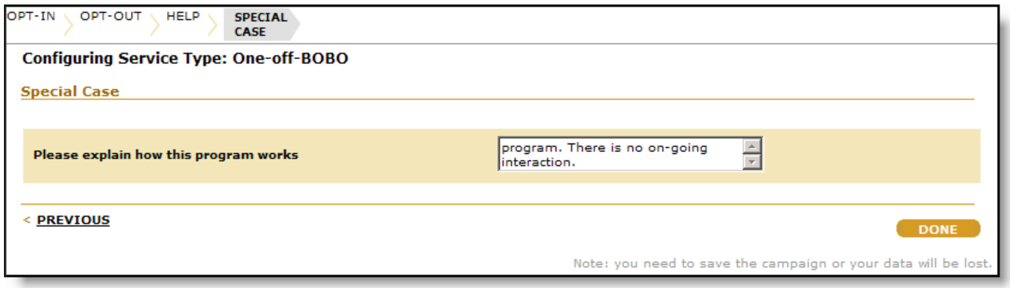
The Special Case tab for billing on behalf of (BOBO) and one-off-SMS programs asks for a brief description of the program.

1 Enter text explaining the program.

The following are examples of text you might enter in this box:

- "This is a one-time promotional program. There is no on-going interaction."
- "Subscribers will receive three MTs per month."

2 Click **Done**.



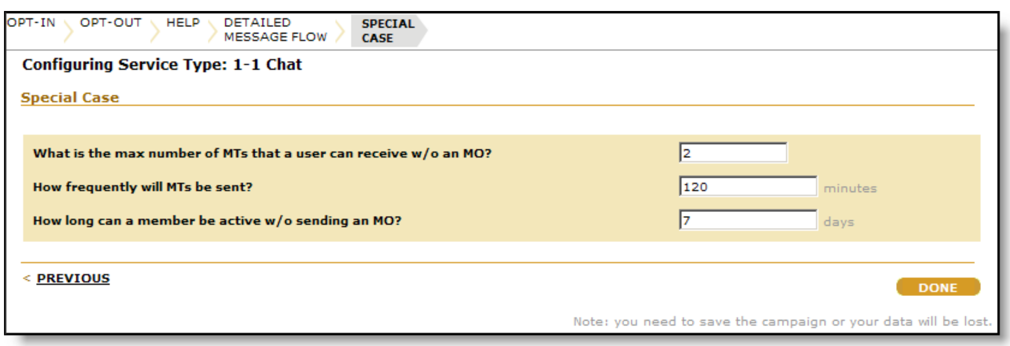
Configuring Service Types Special Case Tab for BOBO and One-Off-SMS Programs

The Configuring Service Types pop-up window disappears, and the Message Flow tab now contains a summary of all of the message flow information. See the Completed Message Flow section.

Special Case Tab for 1-1 Chat Programs

The Special Case tab for 1-1 chat programs asks for specific data about MOs and MTs.

1. Enter the maximum number of MTs a subscriber can receive without sending an MO.
2. Enter how frequently (in minutes) MTs will be sent.
3. Enter the number of days a subscriber can be a member of a program without sending an MO.
4. Click **Done**.



Configuring Service Types Special Case Tab for 1-1 Chat Programs

The Configuring Service Types pop-up window disappears, and the Message Flow tab now contains a summary of all of the message flow information. See the Completed Message Flow section.

Special Case Tab for Trivia/Polling Programs

The Special Case tab for trivia/polling programs asks for specific MTs and rates.

1. Select `Yes` or `No` to indicate whether the program is a contest or sweepstakes.
2. Select `Yes` or `No` to indicate whether the winner is notified by MT.
3. Enter the text for the final MT.
4. Select a price point. (Select STD Rate for standard or any price points you entered on the Short Codes tab.)

5 Click **Add**.

6 Enter how frequently (in minutes) questions will be sent.

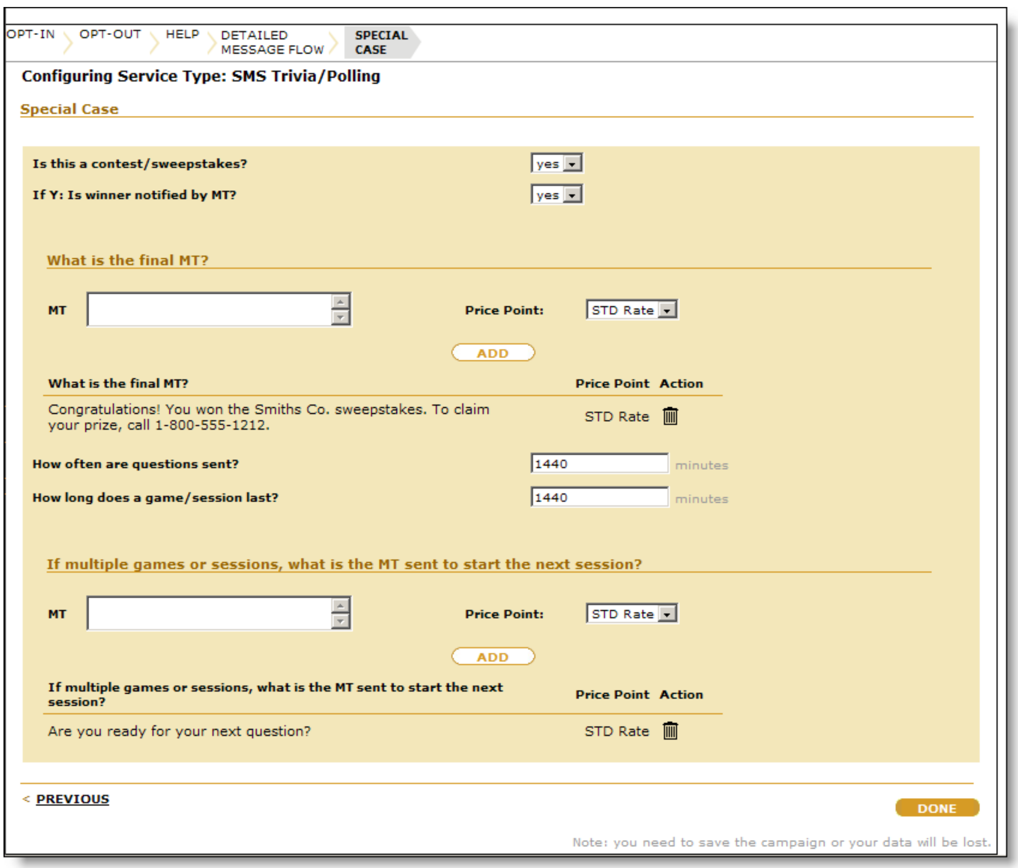
7 Enter how long (in minutes) a game or session lasts.

8 If there are multiple games or sessions, enter the MT sent at the beginning of the game or session.

9 Select a price point for that MT.

10 Click **Add**.

11 Click **Done**.



Configuring Service Types Special Case Tab for Trivia/Polling Programs

The Configuring Service Types pop-up window disappears, and the Message Flow tab now contains a summary of all of the message flow information. See the Completed Message Flow section.

Special Case Tab for Moderated Chat and Text-to-Screen Programs

The Special Case tab for moderated chat and text-to-screen programs offers a place to define what action, if any, should take place if a subscriber does not respond to the message.

1 Select an option from the menu at the top of the tab.

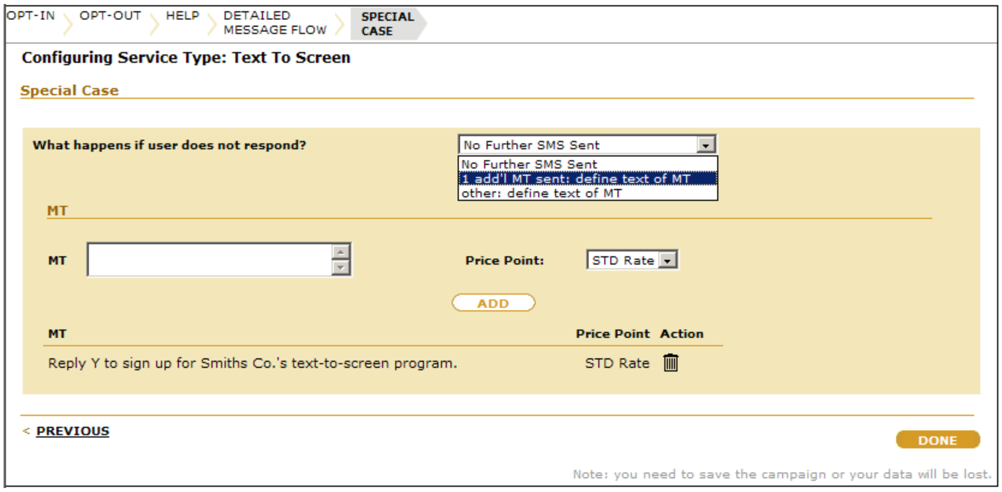
2 Enter the MT text that will be sent, if appropriate.

3 Select a price point for the MT.

4 Click **Add**.

The text appears below the Add button.

5 Click **Done**.



Configuring Service Types Special Case Tab for Moderated Chat and Text-to-Screen Programs

The Configuring Service Types pop-up window disappears, and the Message Flow tab now contains a summary of all of the message flow information. See the Completed Message Flow section.

Special Case Tab for Chat Room Chat and SMS Voting Programs

The Special Case tab for chat room chat and SMS voting programs offers a place to indicate whether the program is a contest or sweepstakes as well as input text for the final MT.

1 Enter the maximum number of MTs a subscriber can receive without sending an MO.

2 Enter the maximum number of MTs a subscriber will receive before sending an MO.

3 Enter how frequently (in minutes) MTs will be sent.

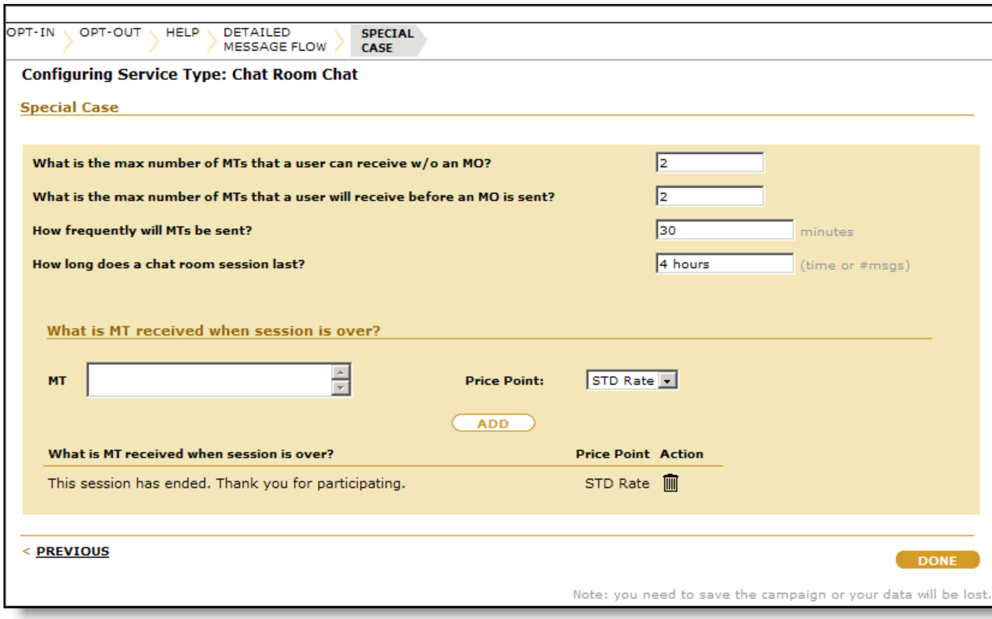
4 Enter how long a chat room session lasts. Enter an amount of time or a number of messages.

5 Enter the text for the final MT.

6 Select a price point. (Select STD Rate for standard or any price points you entered on the Short Codes tab.)

7 Click **Add**.

8 Click **Done**.



Configuring Service Types Special Case Tab for Chat Room Chat and SMS Voting Programs

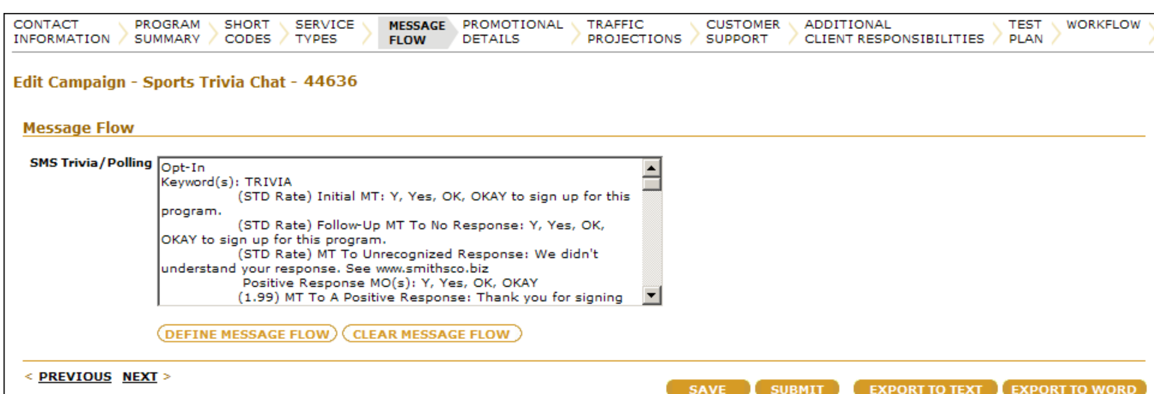
The Configuring Service Types pop-up window disappears, and the Message Flow tab now contains a summary of all of the message flow information. See the Completed Message Flow section.

Note: The Special Case tab does not appear for one off content download programs, content package programs, and content subscription programs.

Completed Message Flow

You use this area to review and modify your message flow.

1. Review your message flow.
2. Click **Define Message Flow** if you want to make changes.
3. Click **Next** when you are satisfied with your message flow.



Completed Message Flow

Promotional Details

You use this tab to chronicle all of the methods scheduled to promote your campaign.

1. Select the mediums used to promote your campaign.
2. For each medium, select Local or National.
3. For each medium, enter the name of the media outlet in the Where box.

Note: If you enter a website in the Where box, enter only the main site. You can only enter one website. Be sure to start the address with `http://`.

4. For each medium, enter the dates and times that your promotions will be available.
5. For each medium, enter an audience size.

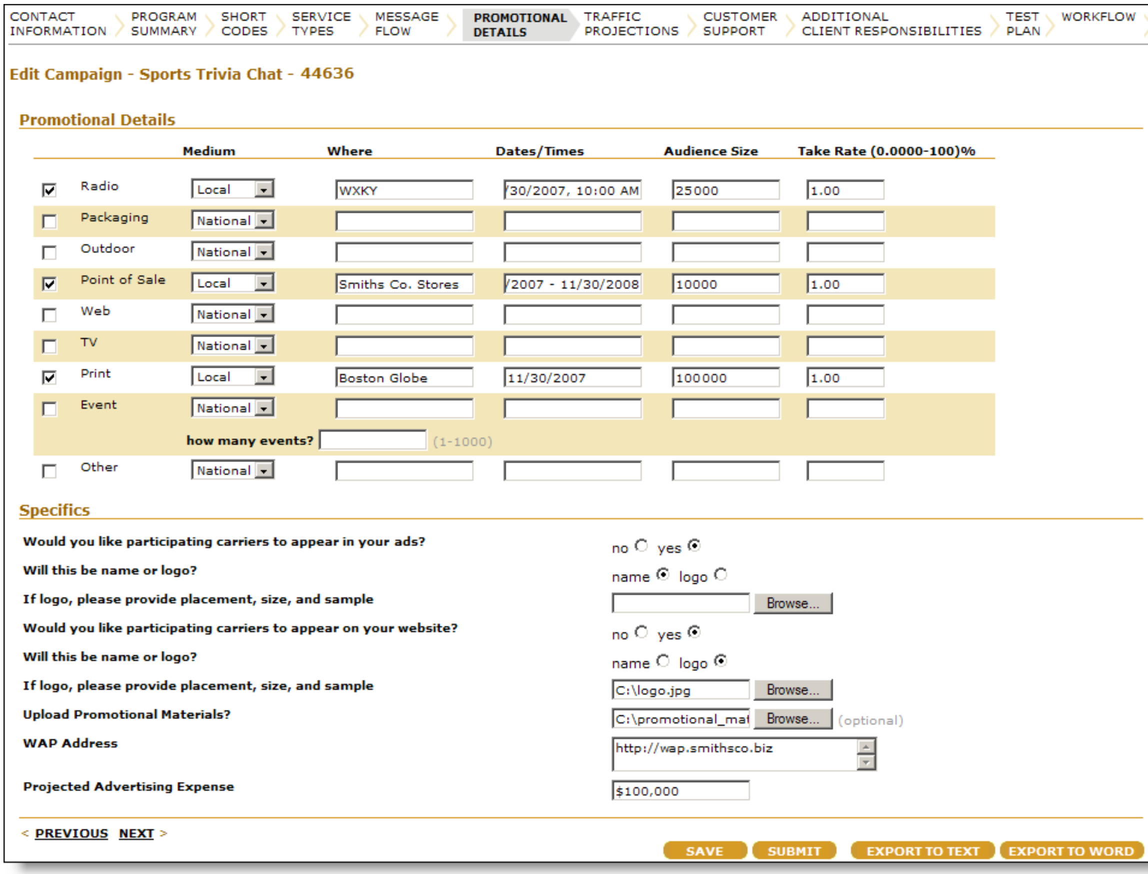
Note: Do not use commas in numbers in the Audience Size fields. For example, for 1 million, enter 1000000.

6. For each medium, enter a take rate.

   The take rate is estimated percentage of subscribers who will respond to each promotion. For example, if you estimate that 3,500 people out of the 350,000 subscribers to a newspaper might respond to an advertisement you place in that paper, enter 10.

Note: Do not enter a % symbol after the take rate. This will produce an error.

7. Select yes or no next to "Would you like participating carriers to appear in your ads?"
8. If you would like participating carriers to appear in your ads, indicate whether the carriers' names or logos will appear in the ads.
9. If carriers' logos will appear in your ads, attach a file that includes a sample and explains placement and size of the logos. If you need help obtaining these logos, please contact your account manager.
10. Select yes or no next to "Would you like participating carriers to appear on your website?"
11. If you would like participating carriers to appear on your website, indicate whether the carriers' names or logos will appear on your website.
12. If carriers' logos will appear on your website, attach a file that includes a sample and explains placement and size of the logos.
13. If you would like to attach promotional materials, click **Browse** next to "Attach Promotional Materials?"
14. Add in a WAP address, if applicable.
15. Enter the projected advertising expense for this program.
16. Click **Next**.



New Campaign Promotional Details

The Traffic Projections tab appears.

Traffic Projections

You use this tab to indicate projected network traffic produced per month by your campaign.

The projected number of participants is automatically calculated from data you entered on the Promotional Details tab.

iQ Navigator determines this number multiplying the estimated take rate by the estimated audience size. In this example, the projected number of participants is 1,350, which is calculated from (25,000 x 1.00%)+(10,000 x 1.00%)+(100,000 x 1.00%).

1. Enter the projected average number of MOs for a single subscriber per month.

   This is the number of messages an average subscriber will send in one month to access the program.

2. Enter the projected average number of MTs for a single subscriber per month.

   This is the number of messages an average subscriber will receive in one month from the program.

   The total number of MOs per month is filled in automatically.

   The total number of MTs per month is filled in automatically.

The total number of premium MTs per month is filled in automatically.

3 Enter the projected number of hours a day with peak traffic.

4 Enter which hours per day with peak traffic. You can use the 12-hour clock or the 24-hour clock. For example, if you expect peak traffic at 9:00 in the morning and 1:30 in the afternoon, enter `9:00 AM and 1:30 PM` or enter `9:00, 13:30`. If you expect the traffic to last for a period of time, separate those times with a hyphen. For example, you might enter `9:00-1:00`.

5 Enter the projected number of days per week with peak traffic.

6 If more than 0 days will have peak traffic, indicate which days of the week have peak traffic by entering the names of the days, such as Monday, Tuesday, and so on.

7 Enter the projected number of minutes per hour will have peak traffic.

8 If more than 0 minutes per hour will have peak traffic, indicate which minutes of the hour will have peak traffic. For example, if you expect peak traffic between 10 and 20 minutes past the hour, enter `10-20` or enter `10 to 20`.

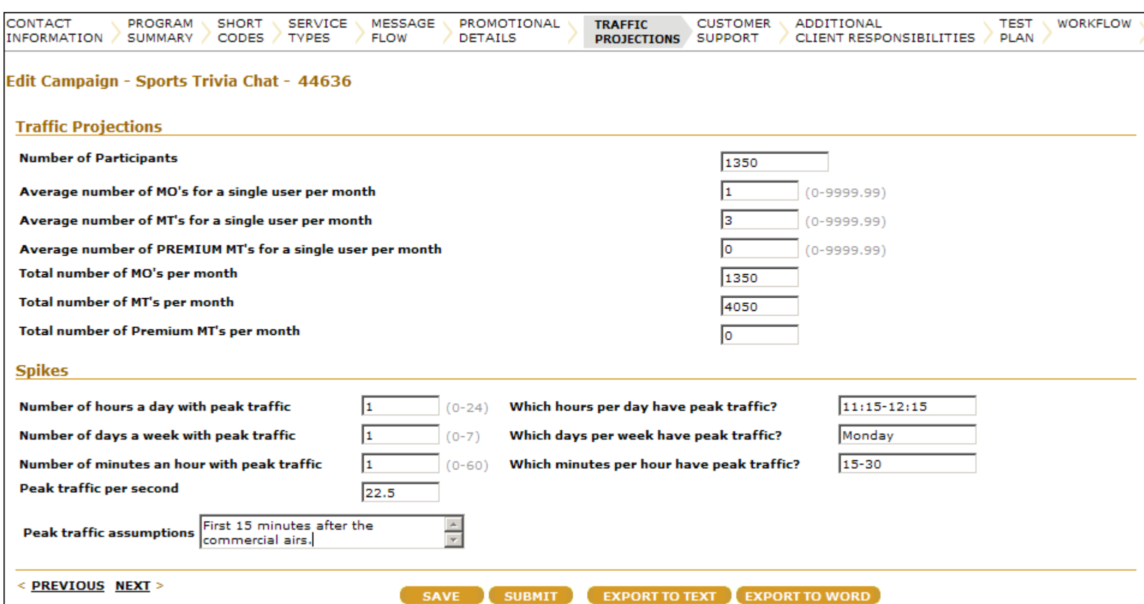
The peak traffic per second field is filled in automatically. This number is a calculation of the number of messages that will travel across the network per second.

9 Enter other peak traffic assumptions in the box provided.

The following are examples of text you might enter in this box:

- "This is being advertised on TV at 15 past the hour. We will have a heavier influx of traffic within the first 15 minutes after the commercial airs."
- "Peak usage for this program tends to be 1:00 AM to 2:00 AM though it is available at all times."

10 Click **Next**.



New Campaign Traffic Projections

The Customer Support tab appears.

Customer Support

You use this tab to provide customer support contact information.

1 Enter a phone number for customer support. Some carriers require a toll-free number. Refer to the *Best Practices Guidelines for Cross-Carrier Mobile Content Services*.

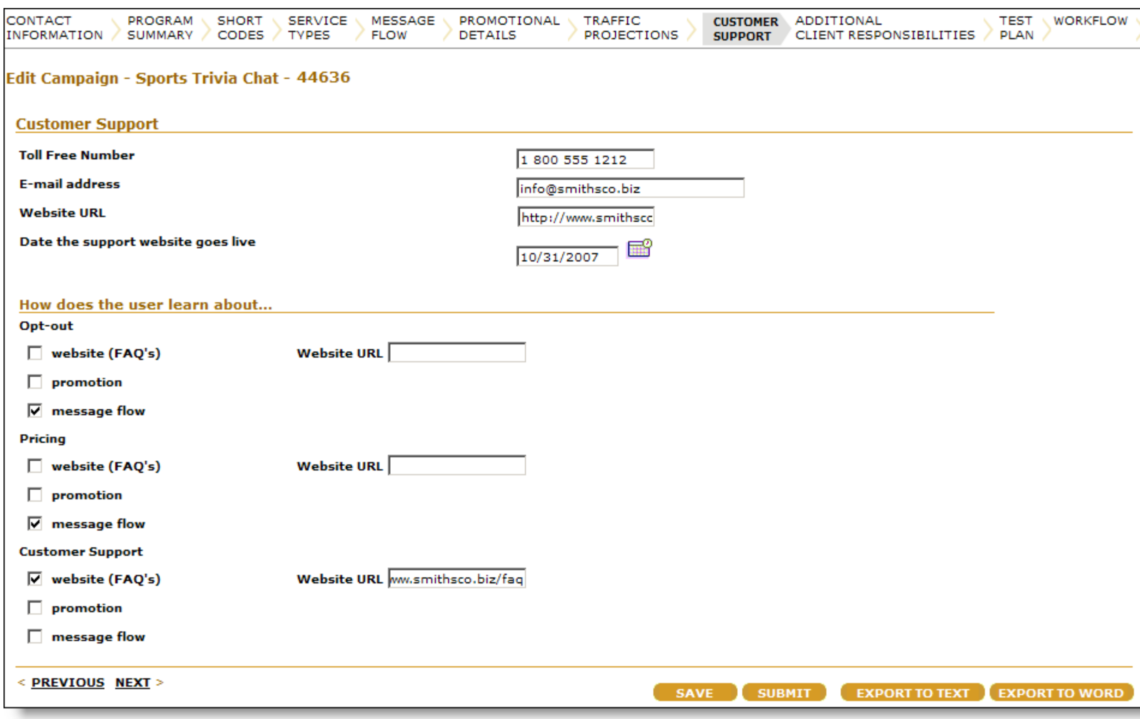
2 Enter an e-mail address for customer support.

3 Enter a website URL for customer support. Be sure to start the address with `http://`.

4 Click the calendar icon ( ) to choose the date that the customer support website goes live.

5 Select each of the ways that the subscriber learns about opting out, pricing, and customer support. If you selected “website (FAQ’s),” enter a website URL in the box provided. Be sure to start the address with `http://`.

6 Click **Next**.



New Campaign Customer Support

The Additional Client Responsibilities tab appears.

Additional Client Responsibilities

You use this tab to acknowledge that you understand and comply with all of your responsibilities regarding this campaign.

1 Carefully read each statement.

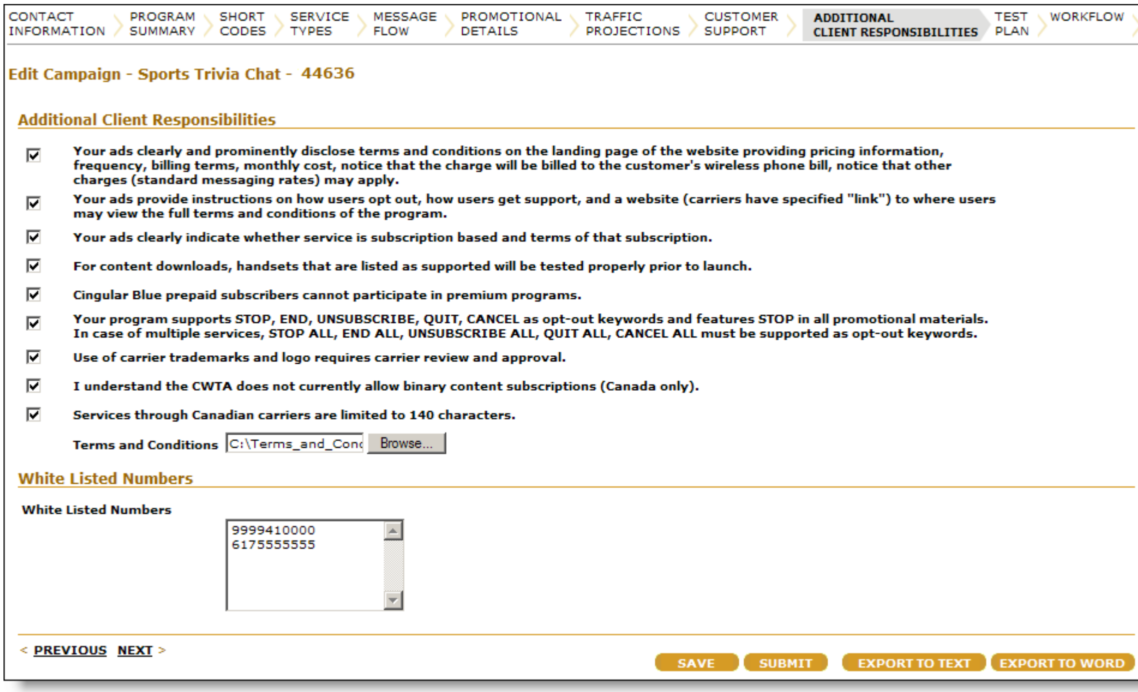
2 Place a check next to each statement.

3 Optionally, click **Browse** to attach your terms and conditions document.

4 Click **Add** after entering each number.

5 Click **Next**.

Note: White listed numbers are read-only on this page. To edit white listed numbers, follow the instructions in Modifying Your Organization.



New Campaign Additional Client Responsibilities

The Test Plan tab appears.

Test Plan

You use this tab to review your campaign brief and attach any test materials.

1 Review your campaign brief.

Note: You cannot make edits to the test plan in the Test Plan box.

2 If you want to make any edits to your campaign brief, click on the appropriate tab.

3 Attach any test materials. For example, you might attach a “white list” of testing phone numbers.

Important: Be sure to e-mail the list of testing phone numbers to your account manager (AM) regardless of whether you attach them to the test plan.

4 If applicable, enter a URL to test MMS content in the MMS Text Content URL area or enter text used in any test MMS messages in the MMS Text Content Text area. You cannot enter both.

If you need to upload additional materials related to the campaign, use the Additional Files area.

5 Click **Browse**.

6 Select the file.

7 Enter a description (optional).

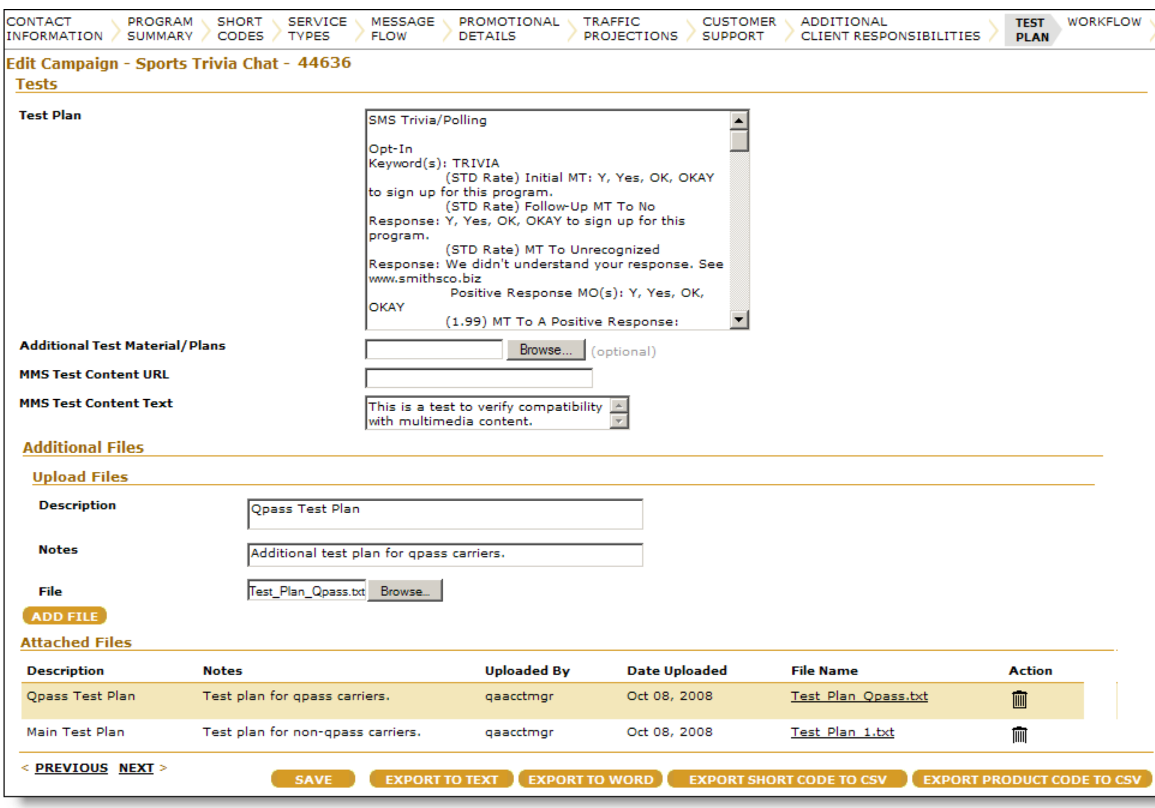
8 Enter notes (optional).

9 Click **Add File**.

The files appear in the Attached Files area. The file name is a link to open the file.

If you wish to delete a file from this campaign, click the trashcan icon ( ) to the right of the file.

10 Click **Save**.



New Campaign Test Plan

If any tabs have incorrect or missing data, the names of those tabs appear red.

1 Click on any tabs with red text.

2 Fill in or correct any fields indicated with red text.

Note: Even after you fill in the required fields and correct any errors, the red text does not disappear until you submit the campaign brief.

3 Click **Next** on the Test Plan tab.

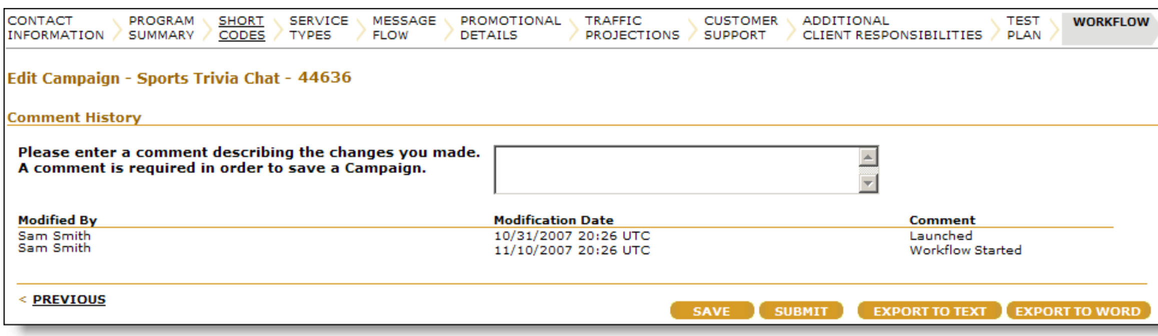
The Workflow tab appears.

Workflow

You use this tab to enter comments describing any changes you made to a campaign brief.

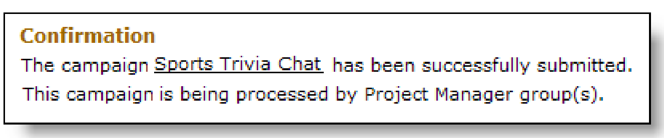
1 When creating a new campaign brief, you might want to enter a comment, such as "Workflow Started" to indicate that this was the creation of the campaign brief. Later, when editing a campaign brief, you use this tab to enter comments describing any changes you made to it.

2 Click **Submit**.



New Campaign Workflow

A confirmation page appears.



New Campaign Confirmation

Note: The name of the campaign brief is a hyperlink. Clicking on the link navigates to the Edit Campaign page for that campaign brief. The Edit Campaign page is nearly identical to the New Campaign page.

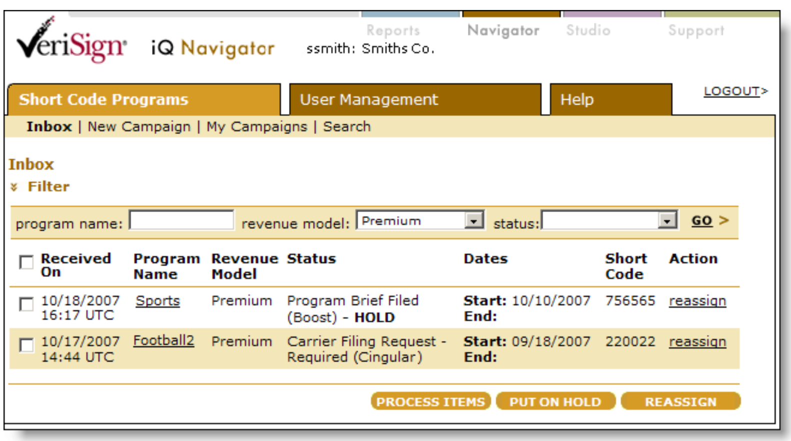
VeriSign has received your campaign brief. If VeriSign requires clarification, you will receive a message in your Inbox.

4 Using the Inbox

The Inbox shows a list of any program briefs with work items assigned to you. To view all of your program briefs, including those that you have not yet submitted, you use the My Campaigns page. See Chapter 5: Using My Campaigns.

This chapter covers the following topics:

- **Program Pre-Launch Process**
- **Program Brief States**
- **Re-assigning a Program Brief**
- **Filtering the Inbox**
- **Copying a Program Brief**
- **Submitting an Existing Program Brief to New Carriers**
- **Deprovisioning a Launched Program**
- **Extending a Program's End Date**



Inbox

Program Pre-Launch Process

Once you submit a program brief through iQ Navigator, it enters a process toward launching your program. For a description of the states mentioned in this section, see Program Brief States. The program pre-launch process for a new short code is as follows:

1. VeriSign's project manager (PM) performs a final review. The status of your brief is "PM Review."
2. The project manager submits the final program brief to VeriSign's carrier operation partner (COP). The status of your brief is "Carrier Filing Request."
3. The COP does one of the following:

- Accepts the brief and files the program brief with each required carrier. The status of your brief is "Program Brief Filed."
- Has questions about your program, and the brief goes back to your PM. The status of your brief is "Conditional Accept."

4 If the COP accepts your brief and files it with each required carrier, one of the following occurs:

- The carrier accepts your program. The status of your brief is "Carrier Accepted."
- The carriers have questions about your program, and the brief goes back to your PM. The status of your brief is "Conditional Accept."
- The carriers reject your program and the brief goes back to your PM. The status of your brief is "Carrier Rejected."

During the short code provisioning step, VeriSign configures the necessary connectivity for your short code.

5 VeriSign tests the short code to confirm that the carrier provisioned the short code correctly. This test determines one of the following:

- The short code is OK, and connectivity is configured. The status of your brief is "SC OK" (Short Code OK).
- There is no mobile origination and the brief goes to back to the COP. The status of your brief is "NO MO" (No Mobile Origination).

6 Your brief is sent to your PM. The status of your brief is "Configuration Complete". You receive an e-mail asking you to fill out the application readiness checklist.

7 The PM confirms that the application readiness checklist is complete. The status of your brief is "Client Form Complete".

8 Your brief is sent to VeriSign's Certification Group for application testing. The status of your brief is "Internal Certification."

9 VeriSign sends a request for certification to the carrier based on carrier requirements. The status of your brief is "Carrier Cert Request."

10 The carrier duplicates VeriSign's testing. One of the following occurs:

- The program passes certification and your program is ready to go live. The status of your brief is "Ready for Launch."
- The program fails certification and VeriSign resumes application testing on your brief. The status of your brief is "Program Certification Failed."

11 Your program goes live. The status of your brief is "Launched."

Program Brief States

The following alphabetical list explains each state that the Status column might display when you search for one of your program briefs in iQ Navigator:

Carrier Accepted
The carrier acknowledged the program. VeriSign will now test the short code to confirm that the carrier provisioned the short code correctly. Your brief will soon move to the Carrier Provisioned state.

Carrier Cert Request
This status indicates that the carrier is performing program certification. Only certain carriers require this certification. The carrier duplicates VeriSign's testing, leading to one of the following states: Ready for Launch or Program Certification Failed.

Carrier Deprovision Request
The carrier is no longer participating in the program and wants to deprovision the program's short code. Your brief will soon enter the Short Code Deprovision Request state.

Carrier Filing Request
The carrier operation partner (COP) review occurs just before VeriSign files the program with the required carriers. The COP then files your program brief request with the required carriers. Your brief will soon enter the Program Brief Filed state.

Carrier Provisioned
The short code is provisioned on the carrier's network. VeriSign will soon begin testing the short code and move your brief to the SC OK or NO MO state.

Carrier Rejected
This status appears when a carrier refuses your program brief. It returns to the Carrier Filing Request state.

Certification Failed
The carrier's testing for your program was unsuccessful. VeriSign resumes application testing on your brief. Your brief will move back to the Internal Certification state.

Client Form Complete
The PM confirms that the application readiness checklist you submitted is complete. iQ Navigator will now send your brief to VeriSign's Certification Group for application testing.

Closed
The program associated with the brief is no longer live. This is the final step in the workflow.

Conditional Accept
The carriers have acknowledged your program assuming that it meets certain conditions. The next step is for VeriSign's carrier operation partner (COP) to accept your brief and file it with each required carrier. Your brief will soon move to the Carrier Provisioned state.

Conditional Accept Needs More Info
The carriers have acknowledged your program assuming that it meets certain conditions, and VeriSign is requesting more facts about your program from a particular carrier. VeriSign will soon begin testing the short code and move your brief to the SC OK or NO MO state.

Configuration Complete
VeriSign's Provisioning team configured the product codes for premium billing. iQ Navigator sends your brief to your PM. You receive an e-mail asking you to fill out the application readiness checklist. After you fill out the checklist, your brief will move to the Client Form Complete state.

Hold
Your program brief has temporarily stopped progressing through iQ Navigator's workflow. The word "Hold" appears next to the state the program brief was in before suspending the workflow. Your brief will then resume progressing through the workflow from the state it was in previously or it will move to the Inactive state.

Inactive
The Inactive state is a more permanent version of the Hold state. VeriSign's project manager (PM) moved your program brief from the Hold state to this state, most likely because the associated program is unlikely to launch. The word "Inactive" appears next to the status the program brief was in

before suspending the workflow. A brief in this state cannot progress through iQ Navigator's workflow and will likely move to the Closed state.

Internal Certification
VeriSign is testing your program. After completing the testing, VeriSign will send a request for certification from each carrier, placing the brief in the Carrier Cert Request state.

Launched
Your program is live. Your brief remains in this state until the program is no longer live, at which time it moves to the Closed state.

NO MO
No Mobile Origination. There is an issue with provisioning on the carrier's network. Your brief will move back to a previous state, such as Provisioning Needs More Info or Carrier Accepted.

PM Review
VeriSign's project manager (PM) is reviewing your program brief. Your brief will soon move to the Carrier Filing Request state.

Program Brief Filed
VeriSign's carrier operation partner (COP) files the program brief with each required carrier. Your brief will soon move to one of these states: Carrier Accepted, Conditional Accept, or Carrier Rejected.

Program Certification Failed
VeriSign's testing for your program was unsuccessful. VeriSign resumes application testing on your brief until it passes and can move to the Ready for Launch state.

Provisioning Needs More Info
The Certification team is asking for more information. Once the team receives the necessary information, your brief will move to the Carrier Provisioned state.

Ready for Launch
Your program is ready to go live. Your program brief will move to the Launched state soon.

Refile
This status appears when you resubmit a previously rejected program brief with the necessary modifications. The brief will start at the beginning of iQ Navigator's workflow in the Carrier Filing Request state.

Reject
The carriers has refused your program. iQ Navigator escalates the issue to the account managers (AMs) and project managers (PMs). Your program brief will move to the Carrier Filing Request state.

Resume
Your program, which was in the Hold state, will continue progressing through iQ Navigator's workflow. The brief returns to the state it was in when a VeriSign employee placed it on Hold.

SC OK
Short Code OK. This status appears when VeriSign has tested to see that your short code has been provisioned on the carrier's network. iQ Navigator will send your brief to VeriSign's project manager (PM), who will place your brief in the Configuration Complete state.

SC/PP Config in Progress
Short code and price point configuration in progress. VeriSign has begun configuring the short code and price point associated with your program. Your brief will soon move to the Configuration Complete state or the SC/PP Failed state.

SC/PP Failed
Short code and price point configuration failed. VeriSign's testing of the short code and price point

associated with your program was unsuccessful. The carrier operation partner (COP) will pursue the matter with the required carriers. Your brief will soon return to the SC/PP Config in Progress state.

Short Code Deprovision Request
This status appears when a particular carrier asks to deprovision the short code. Your brief will soon move to the Closed state.

Reassigning a Program Brief

Submitted program briefs assigned to you appear in your Inbox.

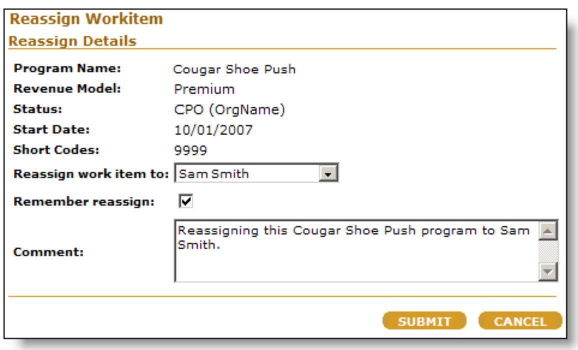
To reassign a program brief:

1 Navigate to your Inbox.

2 To reassign a single program brief, click the **reassign** link in the Action column next to the program brief.

To reassign multiple program briefs, place a check in the left column next to the program briefs you want to reassign and click **Reassign**.

The Reassign Workitem page appears.



Reassign Workitem Page

3 Select a person from the drop-down menu.

4 Enter a comment.

5 Click **Submit**.

A confirmation page appears.

The program will no longer appear in your Inbox.

Filtering the Inbox

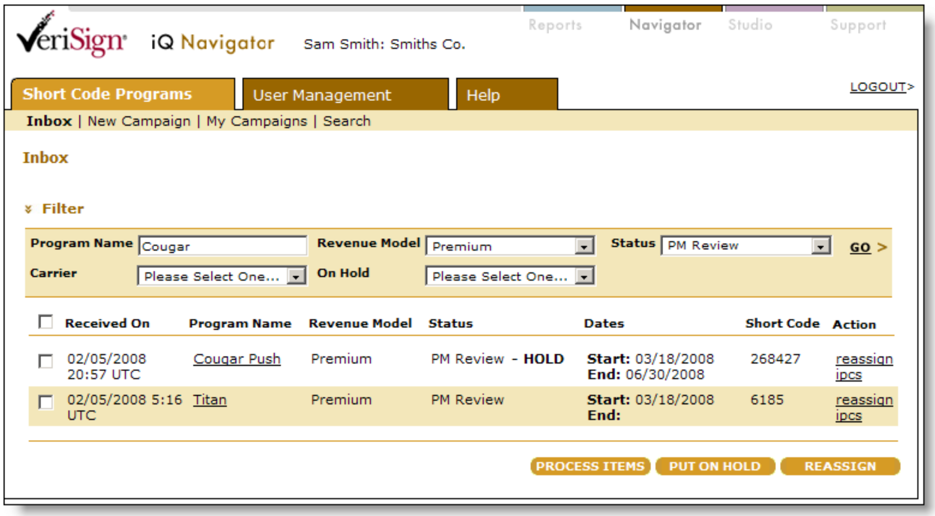
After you have a large number of program briefs and work items in your Inbox, you might want to filter the Inbox to allow you to more easily find a particular program brief or work item.

To filter the Inbox:

1 In the Inbox Filter area, do any combination of the following:

- Enter a program name or part of a program name.
- Select a revenue model.

- Select a status.
- Select a carrier.
- Select “Yes” or “No” for On Hold. Selecting “Yes” displays programs for which someone has selected the program and clicked **Put On Hold**, resulting in “- HOLD” appearing to the right of that program’s status in the Inbox.



Inbox Filter Area

2 Click **GO**.

The Inbox shows only program briefs that match the filter criteria.

You click on a program’s name in the work items list to edit the campaign brief. The Edit Campaign page is nearly identical to the New Campaign page (See Chapter 3: Creating a New Campaign), except for the Workflow tab, which is described in Copying a Program Brief.

Copying a Program Brief

If many of your program briefs are similar, you can save time by making a copy or “clone” of a program brief that you have already submitted. This is sometimes referred to as “cloning” a program brief.

To copy a program brief:

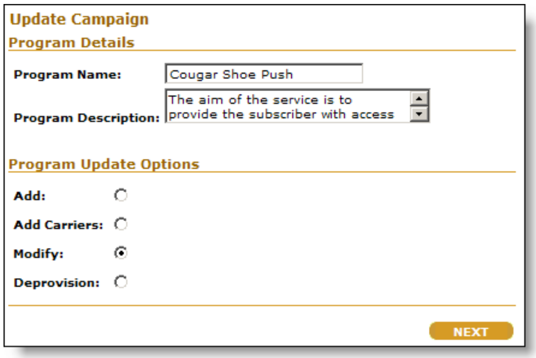
1 Click Search in the Navigation frame on the Short Code Programs tab.

2 Search for a program as described in Chapter 6: Searching for Campaigns.

3 Click the Update icon ( ) in the Action column.

Note: The Update icon ( ) only appears in the Action column next to programs you created and have advanced through the workflow to at least the PM Review state. They cannot be in the Saved state. See the Program Pre-Launch Process section of this document to learn more about the workflow. See the Program Brief States section of this document to learn more about program brief states.

The Update Campaign page appears.



Update Campaign Page

4 Select either Add or Modify to create a copy of the program.

You select Add to add another program to the same short code. The new program will not affect the old program.

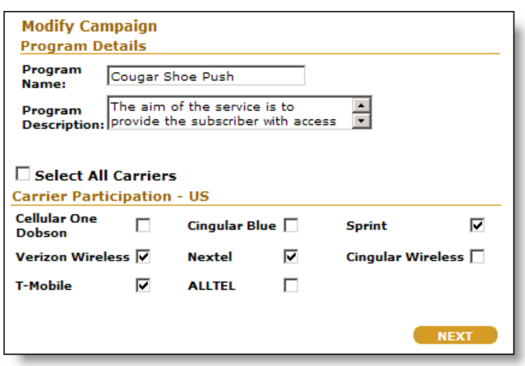
You select Modify to change the data in an existing program. The new program will replace the old program.

5 Click **Next**.

If you selected Add, the Update Campaign page appears. The Update Campaign page is identical to the New Campaign page (See Chapter 3: Creating a New Campaign.)

If you selected Modify, the Modify Campaign page appears.

Note: You can only modify the brief of a launched campaign.



Modify Campaign Page

6 Select the carriers on which you want to modify the campaign.

7 Click **Next**.

The Edit Campaign page appears. The Edit Campaign page is nearly identical to the New Campaign page. See Chapter 3: Creating a New Campaign.

Submitting an Existing Program Brief to New Carriers

You can add more carriers to a program that is already launched on other carriers.

To add carriers to a program brief:

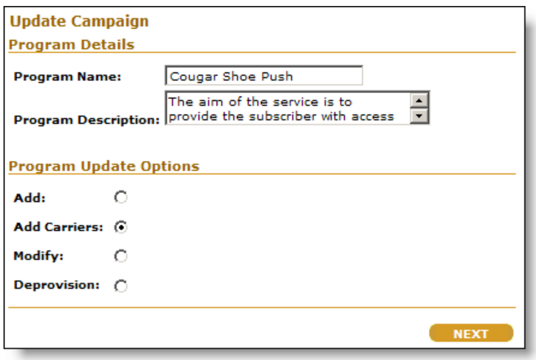
1 Click **Search** in the Navigation frame on the Short Code Programs tab.

2 Search for a program as described in Chapter 6: Searching for Campaigns.

3 Click the Update icon ( ) in the Action column.

Note: The Update icon only appears in the Action column next to programs you created.

The Update Campaign page appears.

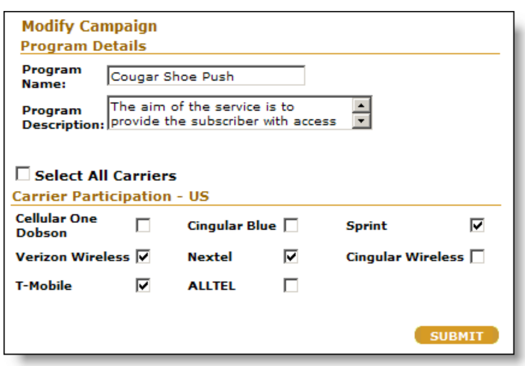


Update Campaign Page

4 Select Add Carriers.

5 Click **Next**.

The Add Carriers page appears.



Add Carriers Page

6 Select the carriers on which you want to launch the campaign.

7 Click **Submit**.

A confirmation page appears.

Deprovisioning a Launched Program

You can deprovision a launched program on one or more carriers.

To deprovision of a program brief:

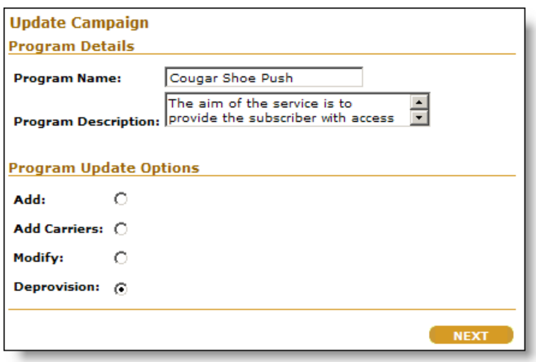
1 Click **Search** in the Navigation frame on the Short Code Programs tab.

2 Search for a launched program as described in Chapter 6: Searching for Campaigns.

3 Click the Update icon ( ) in the Action column.

Note: The Update icon only appears in the Action column next to programs you created.

The Update Campaign page appears.

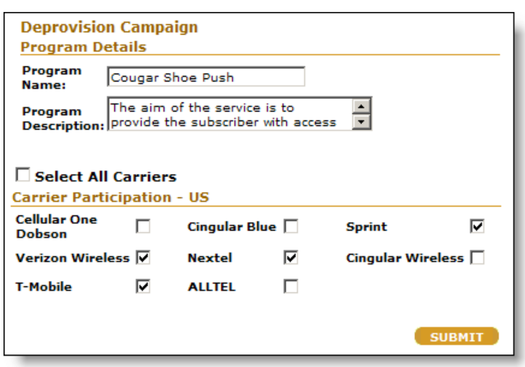


Update Campaign Page

4 Select Deprovision.

5 Click **Next**.

The Deprovision Campaign page appears.



Deprovision Campaign Page

6 Select the carriers on which you want to deprovision the campaign.

7 Click **Submit**.

A confirmation page appears.

Extending a Program's End Date

Using iQ Navigator, you can move a launched program's end date to a later date.

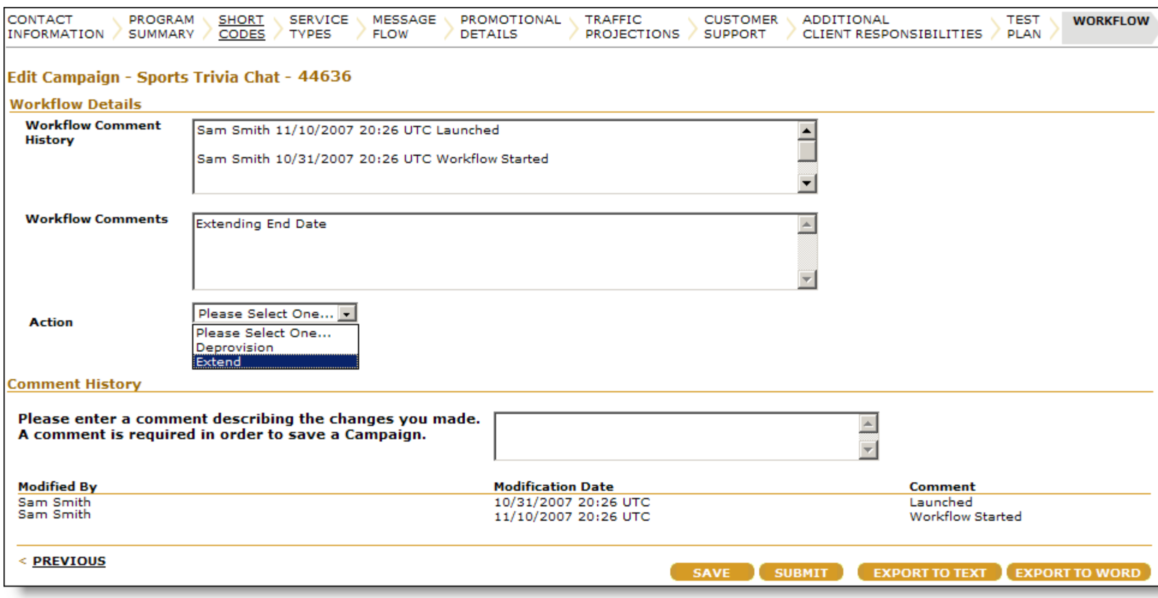
To extend a program's end date:

1 Navigate to your Inbox.

2 Click on the program name of a launched program.

Note: You can only extend the end date of a launched program.

The Edit Campaign page appears.



Edit Campaign Workflow Tab

3 Click on the Workflow tab.

4 Enter a comment in the Workflow Comments area. For example, you might enter "Extending End Date."

5 Select Extend from the Action menu.

6 Click **Submit**.

The program brief appears in your Inbox with the status Launched.

7 Click on the program's name in the Work Items list to modify the campaign brief.

The Edit Campaign page appears.

The Edit Campaign page is nearly identical to the New Campaign page. See Chapter 3: Creating a New Campaign.

5 Using My Campaigns

You use the My Campaigns page to view details about all of the program briefs you have saved or submitted. This chapter covers the following topics:

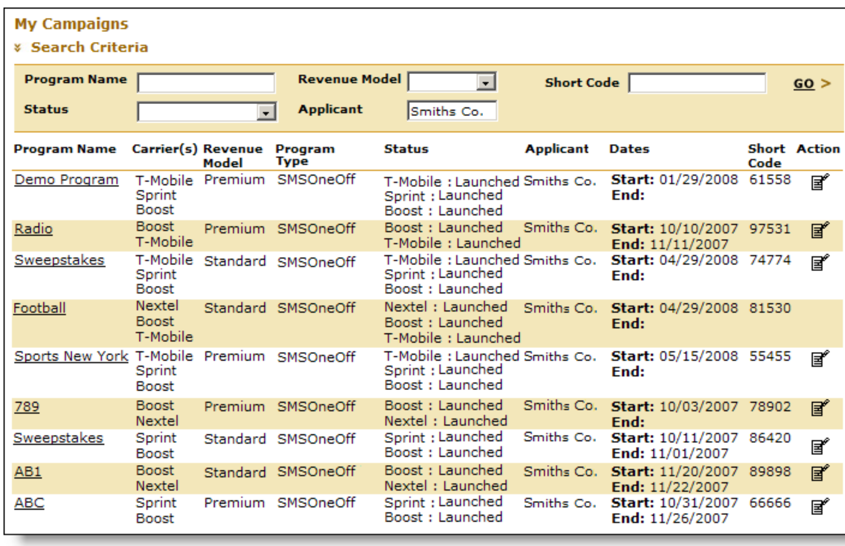
Accessing My Campaigns

Filtering the Campaign List

Accessing My Campaigns

To access the My Campaigns page, click the **My Campaigns** link in the Navigation frame on the Short Code Programs tab. No program information appears at first.

To display the campaign brief list, click **GO**.



Program Name	Carrier(s)	Revenue Model	Program Type	Status	Applicant	Dates	Short Code	Action
Demo Program	T-Mobile Sprint Boost	Premium	SMSOneOff	T-Mobile : Launched Sprint : Launched Boost : Launched	Smiths Co.	**Start:** 01/29/2008 **End:**	61558	
Radio	Boost T-Mobile	Premium	SMSOneOff	Boost : Launched T-Mobile : Launched	Smiths Co.	**Start:** 10/10/2007 **End:** 11/11/2007	97531	
Sweepstakes	T-Mobile Sprint Boost	Standard	SMSOneOff	T-Mobile : Launched Sprint : Launched Boost : Launched	Smiths Co.	**Start:** 04/29/2008 **End:**	74774	
Football	Nextel Boost T-Mobile	Standard	SMSOneOff	Nextel : Launched Boost : Launched T-Mobile : Launched	Smiths Co.	**Start:** 04/29/2008 **End:**	81530	
Sports New York	T-Mobile Sprint Boost	Premium	SMSOneOff	T-Mobile : Launched Sprint : Launched Boost : Launched	Smiths Co.	**Start:** 05/15/2008 **End:**	55455	
789	Boost Nextel	Premium	SMSOneOff	Boost : Launched Nextel : Launched	Smiths Co.	**Start:** 10/03/2007 **End:**	78902	
Sweepstakes	Sprint Boost	Standard	SMSOneOff	Sprint : Launched Boost : Launched	Smiths Co.	**Start:** 10/11/2007 **End:** 11/01/2007	86420	
AB1	Boost Nextel	Standard	SMSOneOff	Boost : Launched Nextel : Launched	Smiths Co.	**Start:** 11/20/2007 **End:** 11/22/2007	89898	
ABC	Sprint Boost	Premium	SMSOneOff	Sprint : Launched Boost : Launched	Smiths Co.	**Start:** 10/31/2007 **End:** 11/26/2007	66666	

My Campaigns

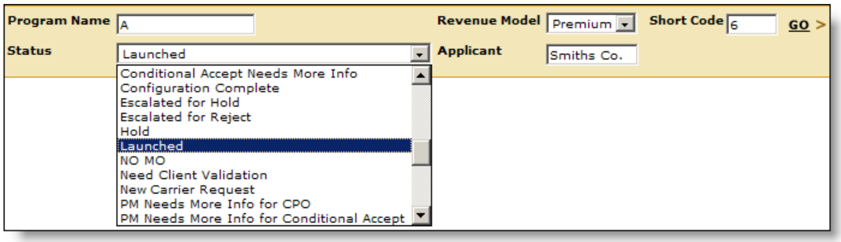
Filtering the Campaign List

After you have created a large number of campaign briefs, you might want to filter the campaign brief list to allow you to more easily find a particular campaign brief.

To filter the campaign brief list:

1 In the Filter By area, enter any combination of the following:

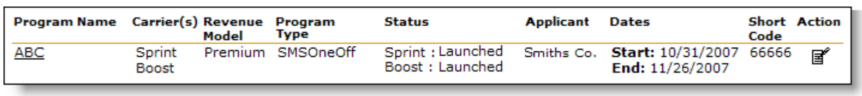
- a program name or part of a program name
- a revenue model
- a short code or part of a short code
- status



My Campaigns Filter Area

2 Click **GO**.

The campaign brief list shows only program briefs that match the filter criteria.



Program Name	Carrier(s)	Revenue Model	Program Type	Status	Applicant	Dates	Short Code	Action
ABC	Sprint Boost	Premium	SMSOneOff	Sprint : Launched Boost : Launched	Smiths Co.	**Start:** 10/31/2007 **End:** 11/26/2007	66666	

My Campaigns After Filtering

You click on a program's name in the program brief list to edit the program brief (also called a campaign brief). The Edit Campaign page is identical to the New Campaign page. See Chapter 3: Creating a New Campaign.

The Status column of the My Campaigns page displays the state of each campaign brief (also called a program brief). To see an alphabetical list that explains each state, see Program Brief States.

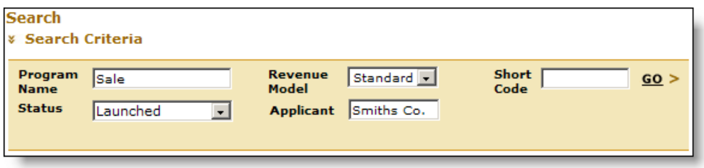
6 Searching for Campaigns

You can search for any campaign briefs created by anyone in your organization.

1 Click **Search** in the Navigation frame on the Short Code Programs tab.

2 In the Search Criteria area, enter any combination of the following:

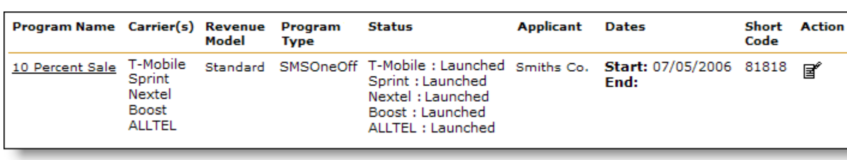
- a program name or part of a program name
- a revenue model
- a short code or part of a short code
- a status



Search Page

3 Click **GO**.

The Search Results page appears showing any campaign briefs (also called program briefs) matching your search criteria.



Program Name	Carrier(s)	Revenue Model	Program Type	Status	Applicant	Dates	Short Code	Action
10 Percent Sale	T-Mobile Sprint Nextel Boost ALLTEL	Standard	SMSOneOff	T-Mobile : Launched Sprint : Launched Nextel : Launched Boost : Launched ALLTEL : Launched	Smiths Co.	**Start:** 07/05/2006 **End:**	81818	

Search Results Page

You click on a program's name in the program brief list to edit the program brief (also called a campaign brief). The Edit Campaign page is nearly identical to the New Campaign page. See Chapter 3: Creating a New Campaign.

You click the Update icon ( ) in the Action column to view the options explained in Copying a Program Brief.

The Status column displays the state of each campaign brief (also called a program brief) for each carrier on which it launched. To see an alphabetical list that explains each state, see Program Brief States.

7 Managing Users and Organizations

To manage users and organizations you click the User Management tab in the Tab frame. This chapter covers the following topics:

Managing Users

Managing Organizations

Managing Users

You click on the **Users** link in the Navigation frame after clicking the User Management tab.

This section covers the following topics:

Types of Users

Creating a New User Profile

Editing Your Profile

Changing Your Password

Searching for User Profiles

Changing Passwords for Other Users

Types of Users

iQ Navigator's types of users are defined in the following table.

Role	Description
Administrator	Administrators can perform all tasks that a regular user can perform as well as create other user profiles within their organization.
Regular User	Regular users can create new program briefs.

Creating a New User Profile

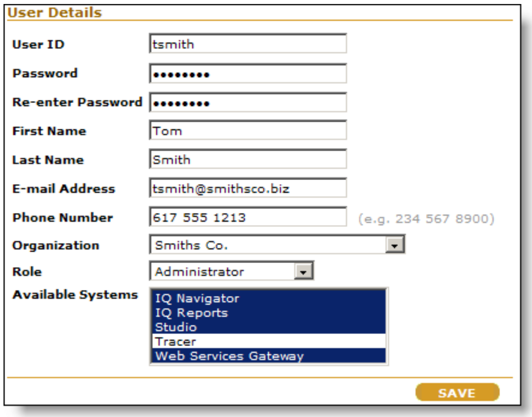
Administrators can create new user profiles.

To create a new user profile:

1 Click the User Management Tab.

2 Select New User from the Users menu in the Navigation Frame.

The New User page appears.



New User Page

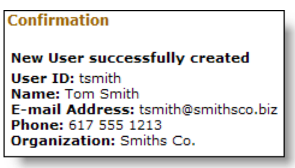
3 Enter all details as necessary.

4 Hold down the Ctrl key on your keyboard as you click on each name in the Available Systems section to give this user access to other VeriSign applications, such as Studio or Web Services Gateway.

Note: Passwords must be at least six characters long, contain one capital letter, one lowercase letter, and one non-letter, for example `password1`.

5 Click **Submit**.

A page confirming the new user profile appears.



New User Confirmation Page

Editing Your Profile

You can modify your own iQ Navigator user profile details.

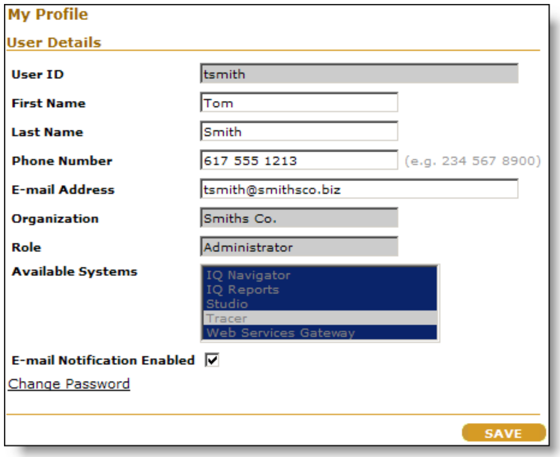
To modify your profile:

1 Click the User Management Tab.

2 Select My Profile from the Users menu in the Navigation Frame.

Alternatively, you can click the **edit profile** link above the Navigation Frame.

The My Profile page appears.



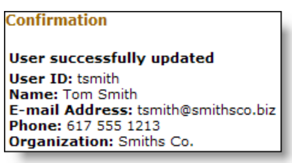
My Profile Page

3 Modify your details as necessary.

Note: Leave the E-mail Notification Enabled check box checked if you want to receive updates about your program brief's status throughout the launch process.

4 Click **Save**.

A page confirming your changes appears.



Edit Profile Confirmation Page

Changing Your Password

You can change your own iQ Navigator password.

Note: Passwords must be at least six characters long, contain one capital letter, one lowercase letter, and one non-letter, for example `password1`.

To change your password:

1 Click the User Management Tab.

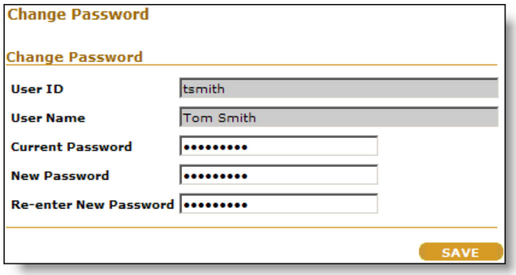
2 Select My Profile from the Users menu in the Navigation Frame.

Alternatively, you can click the **edit profile** link above the Navigation Frame.

The My Profile page appears.

3 Click the **Change Password** link near the bottom of the My Profile page.

The Change Password page appears.



Change Password Page

4 Enter your current password in the Current Password field.

5 Enter your new password in the New Password field.

6 Enter your new password in the Re-enter New Password field.

7 Click **Save**.

Searching for User Profiles

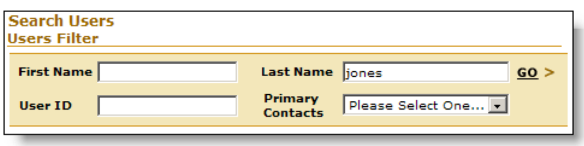
All users can search for user profiles.

To search for a user profile:

1 Click the User Management Tab.

2 Select Search from the Users menu in the Navigation Frame.

The Search Users page appears.



Search Users Page

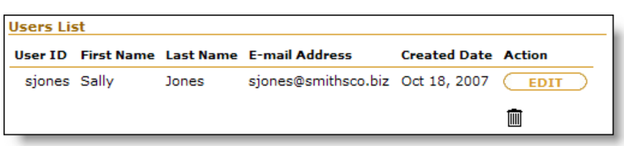
3 Enter any combination of first name, last name, and user ID.

4 Select a primary contact.

The Organization Name field is automatically filled in with your organization.

5 Click **GO**.

A list of users matching your search criteria appears at the bottom of the Search Users page.



Users Search Results List

6 To view this user's profile, click **Edit** in the Action column.

The Update User page appears. If you are an administrator, this page works similar to the My Profile page does. See Editing Your Profile. The only difference is changing the password for another user.

Changing Passwords for Other Users

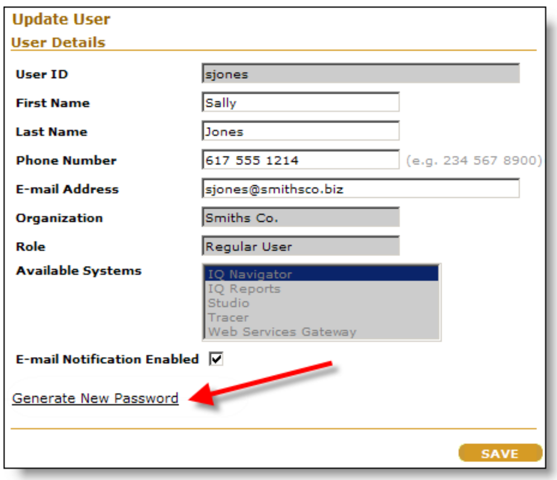
Administrators can change passwords for other users who have forgotten their password.

To change a password for another user:

1 Search for a user's profile. See Searching for User Profiles.

2 Click **Edit** in the Action column of the Users List.

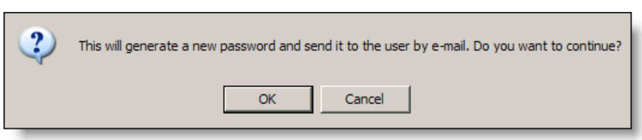
The Update User page appears.



Update User Page

3 Click the **Generate New Password** link.

A warning message appears.

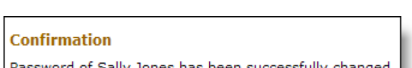


Generate Password Warning

4 Click **OK**.

iQ Navigator e-mails a generated password to the user.

A confirmation page appears.



Generate Password Confirmation

Managing Organizations

To manage your organization's details in iQ Navigator, you click the **Organizations** link in the Navigation frame after clicking the User Management tab.

This section covers the following topics:

Types of Organizations

Modifying Your Organization

Types of Organizations

iQ Navigator's types of organizations are defined in the following table.

Role	**Description**
Carrier	A mobile network operator.
VASP	Value Added Service Provider. Also known as a content provider (CP). Any organization that provides content for a program.

Modifying Your Organization

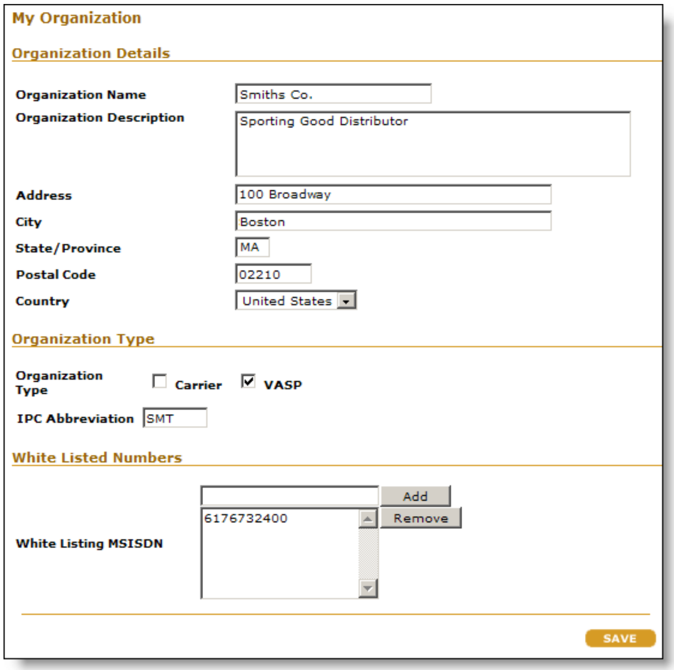
If you have administrator privileges, you can modify your own iQ Navigator organization details.

To modify your organization:

1 Click the User Management Tab.

2 Select My Organization from the Organizations menu in the Navigation Frame.

The My Organization page appears.



My Organization Page

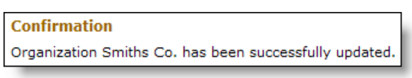
3 Modify the details as necessary.

4 To add a white listing number, enter a number to the left of the **Add** button and click it.

5 To remove a white listing number, click on it once to highlight it and click **Remove**.

6 Click **Save**.

A page confirming your changes appears.



Organization Details Confirmation Page

APPENDIX A: Glossary

Administrator
A user with the ability to create, modify, and delete user accounts and organizations.

advanced push program
A program that delivers messages to a specified segment. Polls, quizzes, and votes are examples of advanced push programs.

application type
The content-defined category of a mobile messaging program. Application types include alerts, quizzes, polls, votes, Web programs, and IVR programs.

brief
See Program Brief.

carrier
A telephone and data communications company offering mobile communications that delivers program messages and receives consumer responses.

campaign
See Program.

campaign brief
See Program Brief.

consumer
A person with a mobile device who receives a program message or triggers a program. Also referred to as a subscriber.

Content frame
When you select a link in the Navigation frame, that page appears in the Content frame. For example, when you click the **Inbox** link in the Navigation frame, the Inbox page appears in the Content frame. iQ Navigator Interface Basics describes all frames.

IVR-triggered program
A mobile messaging program that is triggered by a consumer calling an Interactive Voice Response unit.

message
An SMS text message displayed on a mobile device.

MDN
Mobile directory number. See MIN.

MIN
Mobile identification number. The telephone number of a consumer's mobile device. Also known as an MDN or an MSISDN.

MO
Mobile originated message. Any text message sent by a consumer.

mobile marketing
Marketing that uses the new communications channel of mobile device technology to reach consumers. Mobile marketing is characterized by its ability to reach consumers who are away from their home or office, anytime, anywhere.

MSISDN
Mobile station international subscriber directory number. See MIN.

MT
Mobile Terminated message. Any text message sent to a consumer.

Navigation frame
The Navigation frame displays your navigation options for each tab in the Tab frame. iQ Navigator Interface Basics describes all frames.

offer
A text message delivered to a consumer's mobile device that enables the consumer to obtain products or services at discounted prices or to participate in other special marketing opportunities. Mobile coupons are one important type of offer. Offers can be redeemed online, or at points of sale.

opt-in
The mechanism by which consumers indicate that they wish to participate in a mobile messaging program. Opt-in strategies can be explicit (for example, a consumer responds affirmatively to a question asking whether he or she wishes to participate) or can be implicit (for example, a consumer contacts a service address). See the Code of Conduct (http://www.m-qube.com/html/utility/conduct.html) for a full description of the opt-in policy.

opt-in key word
The initial MO, typically one word, that an end user sends to a short code to sign up for a program.

opt-out
How the consumers indicates their wish to not participate in any future programs. Consumers should always be given the opportunity to opt-out.

organization
An organization is the fundamental administrative unit within iQ Navigator. Every user and program belongs to an organization, service addresses are assigned to organizations, and VeriSign billing is calculated by organization.

program
A mobile messaging program is an interaction between the platform and a mobile device. It consists of one or more user-specified messages or dialogs and serves as the basic unit of billing.

program brief
The documentation explaining all workings of a mobile messaging program. iQ Navigator provides an interface that allows you to generate and submit program briefs to VeriSign for provisioning.

program data
Data generated by a launched program. There are four categories of program data: response data, session data, message status data, and participant data.

push program
Any program that initiates an interaction with a consumer. Push programs deliver messages to a predefined segment of consumers.

response data
An internal data table that stores all consumer responses to a program.

segment
A predefined list of consumer numbers or e-mail addresses to which a push program will deliver messages. Segments can be created from lists, response data, or participant data.

service address (service code, service e-mail)
The number or address that consumers contact with their mobile device to participate in a program.

There are two types of service address: service codes and service e-mails. Service codes are used by VeriSign to communicate with carriers and to assign short codes to a program. Service e-mails are used by mobile devices without SMS messaging capability. Service addresses must be requested directly from VeriSign.

simple push program
A program that delivers a message to a segment and does not expect a consumer response.

SMPP
Short Message Peer-to-peer Protocol. A protocol for exchanging SMS messages between SMS peer entities such as Short Message Service Centers. SMPP enables organizations to send messages to multiple mobile devices.

SMS
Short Message Service. A service for sending messages up to 160 characters in length to mobile devices. SMS messages do not require the mobile phone to be active and within range and will be held for a number of days until the phone is available for message delivery.

SMTP
Simple Mail Transfer Protocol. A common protocol for sending e-mail messages between servers that can also be used to deliver SMS messages from the Internet to consumers' mobile devices.

source code
A client-defined alphanumeric code included in a message that can be used to track the performance of a program.

sponsor
A third-party organization that underwrites or otherwise sponsors a client organization's mobile messaging program. The sponsor is identified on the program message delivered to consumers.

Tab frame
The Tab frame appears near the top of the screen. You use the Tab frame to toggle between your organization's short code programs, the user management interface, and help documentation. iQ Navigator Interface Basics describes all frames and each of the tabs in the Tab frame.

trigger
Any event that initiates a program. Typical triggers include consumers contacting a service address, registering on a website, or calling an IVR number.

triggered program
Any program that is initiated by a consumer contacting a service address, registering on a website, or calling an IVR number. Polls, quizzes, and votes can be triggered programs, if initiated by the consumer.

user
Any person using iQ Navigator.

VASP
Value Added Service Provider. Any organization that provides content for a program.

web program
Any program that is initiated by user participation on a client website.

APPENDIX B: Technical Support

If you have questions that are not answered by this user guide or encounter technical problems with iQ Navigator, log into the Client Support System at the following address:

http://www.m-qube.com/clientsupport

If you do not have access to the Client Support System, please contact your account manager (AM) for assistance.