iQ Navigator

User Guide Addendum for VeriSign Employees

v3.2

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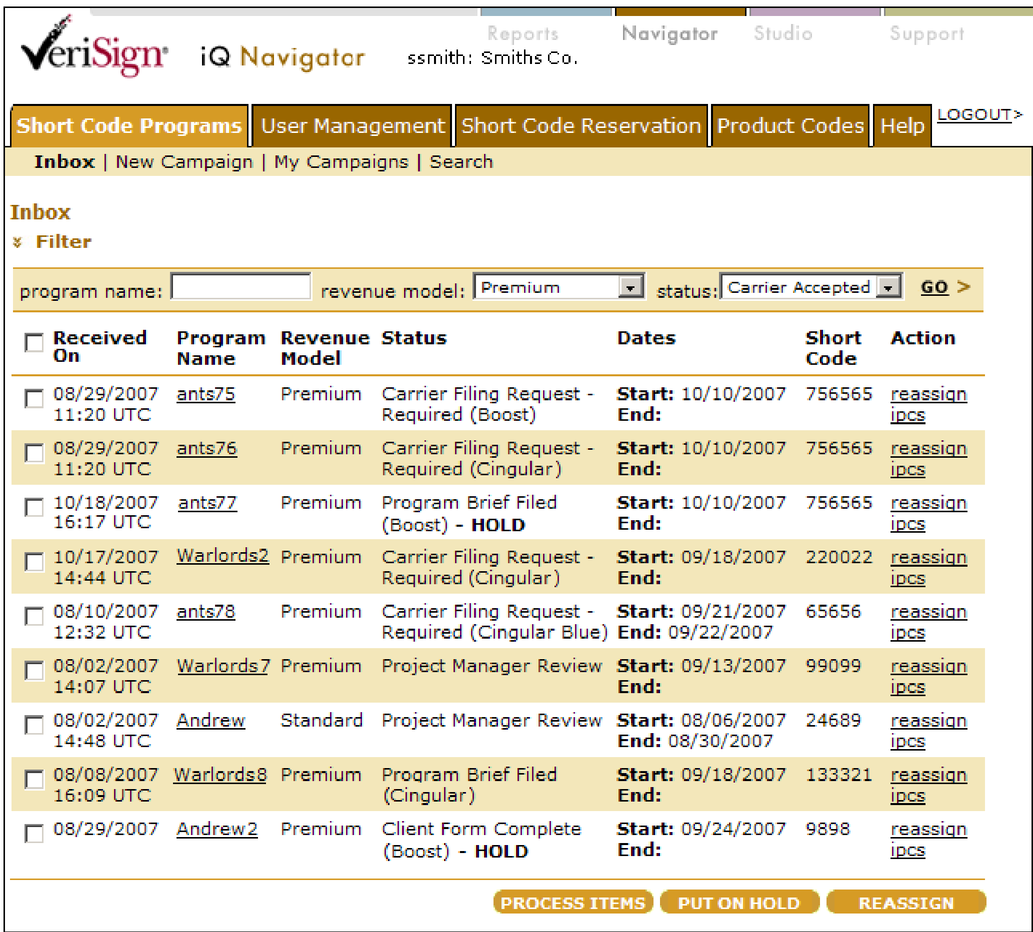
1 Introduction

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

This addendum is for VeriSign employees. VeriSign's clients (VASPs) and carriers cannot access the features mentioned in this document. This document does not repeat information in the *iQ Navigator User Guide*, which is for carriers and VeriSign's clients. Be sure to read the *iQ Navigator User Guide* before reading this addendum.



Before You Begin

Before you create a campaign, be sure to read the Before You Begin section of Chapter 3: Creating a New Campaign in the *iQ Navigator User Guide*. Additionally, you should also understand the following:

- After a brief is complete, clicking **Save** saves the brief and allows you to leave a comment without pushing the brief through the workflow.
- After a brief is complete, clicking **Submit** allows you to leave a comment and pushes the brief through the workflow.

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.

2 Reserving Short Codes

Connectivity engineers use the Short Code Reservation tab to view short codes and reserve short codes within VeriSign's infrastructure, not with the Common Short Code Authority (CSCA).

This chapter covers the following topics:

Reserving a New Short Code

Viewing Short Codes

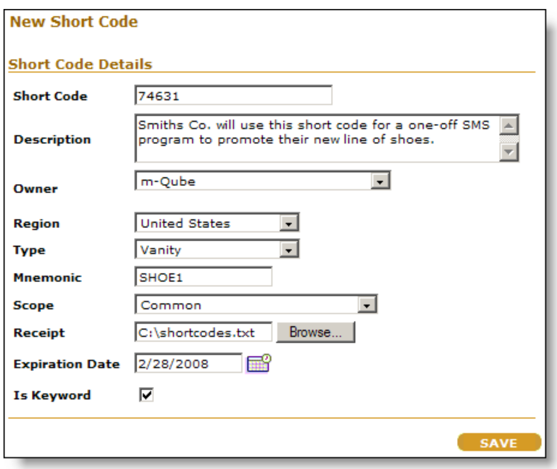
Reserving a New Short Code

To reserve a short code:

1 Click the Short Code Reservation tab.

2 Click the **New Short Code** link in the Navigation frame.

The New Short Code screen appears.



New Short Code Screen

3 Enter the short code.

4 Enter a brief description of the campaign associated with the short code.

5 Select the organization that owns the short code.

6 Select a region.

7 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 "TRIVIA," which is spelled with the numbers 874842.

8 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.

9 Choose a short code scope.

Select “Common” if you reserved it through the Common Short Code Authority (CSCA). If a carrier provided the code, choose that carrier’s name.

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

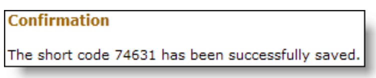
11 Fill in the short code expiration date. Click the calendar icon ( ) to select the date from a calendar.

12 Place a check in the Is Keyword box if more than one campaign is using this short code.

Note: If you check this box, you must enter a word in the Routing Keyword field on the Short Codes tab of the New Campaign page. See Chapter 3: Designating a Routing Keyword.

13 Click **Save**.

The New Short Code Confirmation screen appears.



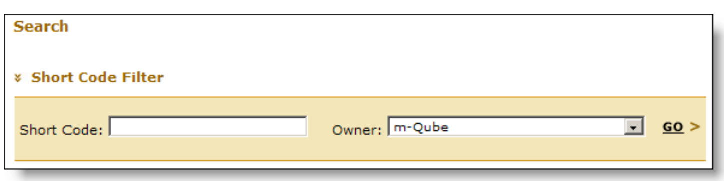
New Short Code Confirmation Screen

Viewing Short Codes

To view a short code:

1 Click the Short Code Reservation tab.

The Search for Short Codes screen appears.



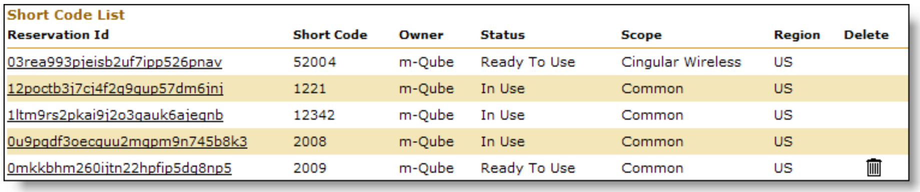
Search for Short Codes Screen

2 Enter a code into the Short Code field. Leave this field empty to see all short codes for the owner.

3 Select the organization that owns the short code.

4 Click **Go**.

The Short Code List appears below the Short Code Filter area with the filtering results.



Short Code List

Reservation Id	Short Code	Owner	Status	Scope	Region	Delete
03rea993pjeisb2uf7ipp526pnav	52004	m-Qube	Ready To Use	Cingular Wireless	US	
12poctb3j7cj4f2q9gup57dm6jnj	1221	m-Qube	In Use	Common	US	
1ltm9rs2pkai9j2o3gauk6ajegnb	12342	m-Qube	In Use	Common	US	
0u9pqdf3oecquu2mqpm9n745b8k3	2008	m-Qube	In Use	Common	US	
0mkkbhm260ijtn22hpfip5dg8np5	2009	m-Qube	Ready To Use	Common	US	

Short Code List Area on the Search for Short Codes Screen

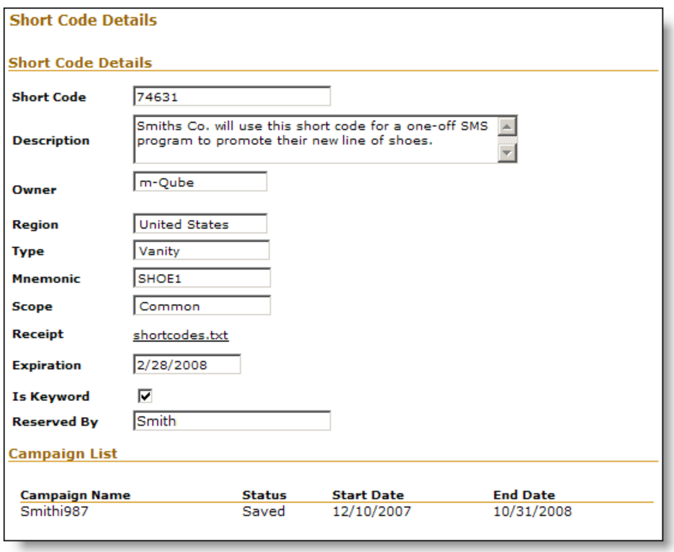
A short code can have an In Use status or a Ready to Use status.

An In Use short code is assigned to a campaign.

A Ready to Use short code is not yet assigned to a campaign.

To delete a short code with a Ready To Use status, click the trashcan icon ( ) in the Delete column. You cannot delete a short code with an In Use status.

Clicking the Reservation ID displays the Short Code Details screen.



Short Code Details Screen

You cannot edit the information displayed on the Short Code Details screen.

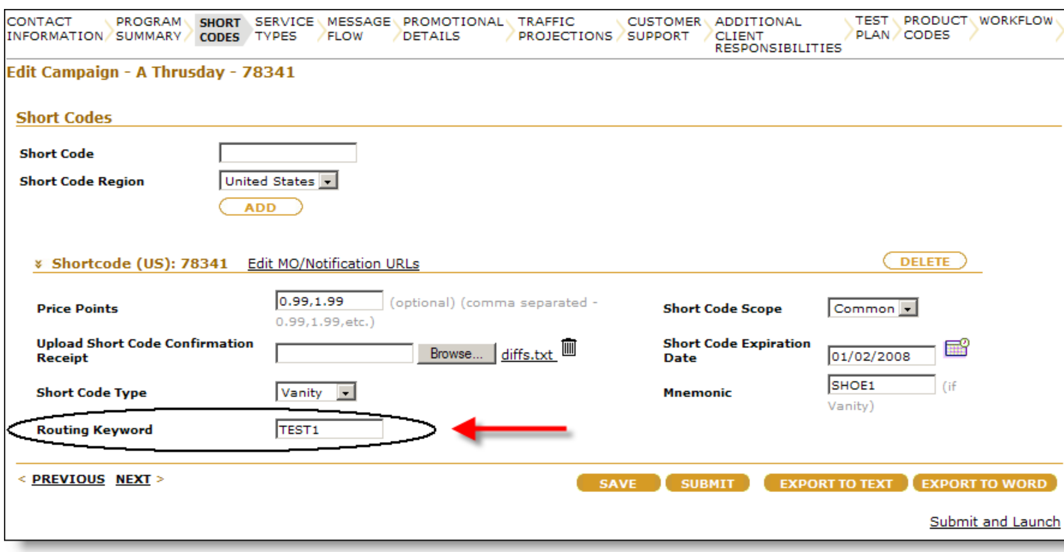
At this time, there is no way to edit a short code's details.

3 Designating a Routing Keyword

Some short codes, particularly those used for testing by Connectivity engineers, are simultaneously used for more than one campaign. In these cases, you use a keyword to ensure that the short code is routing to the correct campaign.

As mentioned in the Reserving a New Short Code section of Chapter 2: Reserving Short Codes, if you checked the Is Keyword box on the New Short Code screen when reserving the short code, you must enter a routing keyword on the Short Codes tab of the New Campaign page. You cannot enter a keyword that is already associated with that short code.

Note: The Routing Keyword field does not appear on the Short Codes tab when a client or carrier logs into iQ Navigator. Read instructions about all other sections of the Short Codes tab in the Creating a New Campaign section of the *iQ Navigator User Guide*.



Short Codes Tab Displaying Routing Keyword Field

4 Editing a Campaign

This section explains internal features of editing a campaign in iQ Navigator.

Note: Before entering a brief for a client, be sure that the client's user profile and the organization's details are complete. (See the Managing Users and Organizations chapter in the *iQ Navigator User Guide*.) If the information in the user's profile or organization's details is not complete, you will not be able to submit the campaign brief.

This chapter covers the following topics:

Processing Work Items in Your Inbox

Processing Work Items on the Workflow Tab

Indicating Program Source and Priority

Designating a Store Front Program

Adding Notification URLs

Sharing Short Codes

Generating Product Codes

Exporting a Campaign Brief

Processing Work Items in Your Inbox

You process items by selecting an action, such as close, hold, reject, submit, and so on, on the Process Items page.

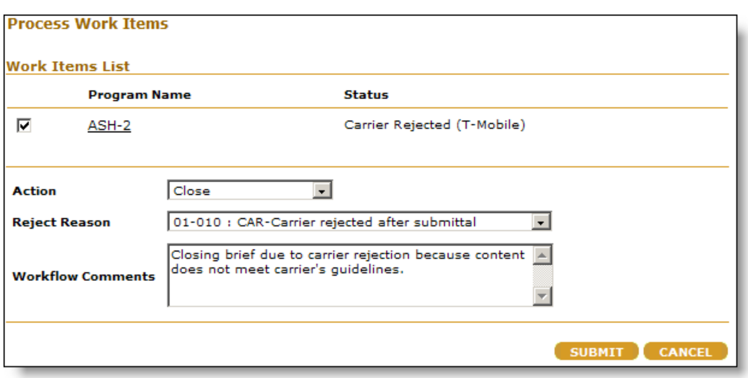
To process a work item:

1 Navigate to the Inbox.

2 Place a check next to one or more items.

3 Click **Process Items**.

The Process Work Items page appears.



Process Work Items Page

4 Select an action.

5 Optional. Select the reason code that best explains why you are taking the selected action.

6 Enter a comment.

7 Click **Submit**.

Processing Work Items on the Workflow Tab

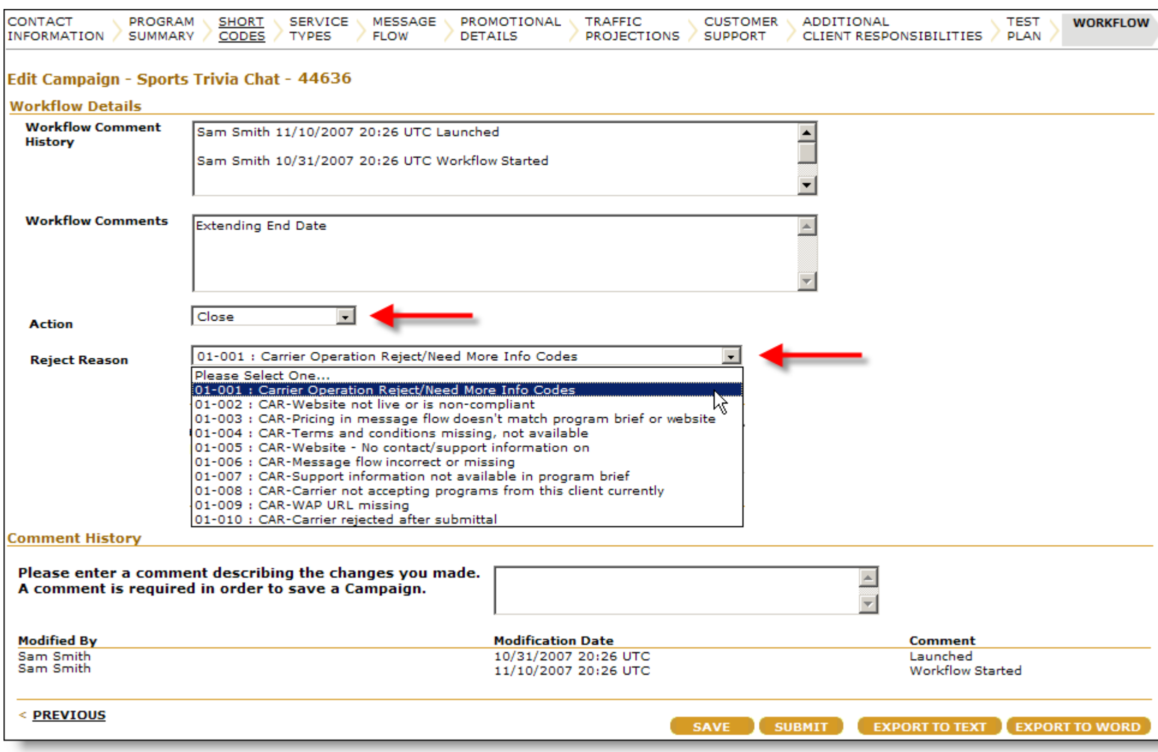
The same interface that appears in the Processing Work Items in Your Inbox also appears on the Workflow tab for submitted campaign briefs. Only VeriSign employees have access to this feature.

To process a work item on the Workflow tab:

1 Navigate to the Inbox.

2 Click the name of a submitted campaign brief.

3 Click the Workflow tab.



Workflow Tab with Reject Reason Menu

4 Select an action.

5 Optional. Select the reason code that best explains why you are taking the selected action.

6 Enter a comment.

7 Click **Save** or **Submit**.

Indicating Program Source and Priority

You indicate a program's source and priority on the Program Summary tab of the Edit Campaign page or New Campaign page.

To choose a program's source and priority:

1. Click the **My Campaigns** link or the **Inbox** link on the Short Code Programs tab.
2. Click a program name in the Campaign List area of the My Campaigns page or the Work Items List area of the Inbox.

   The Edit Campaign page appears.
3. Click the Program Summary tab.
4. Select a program source.

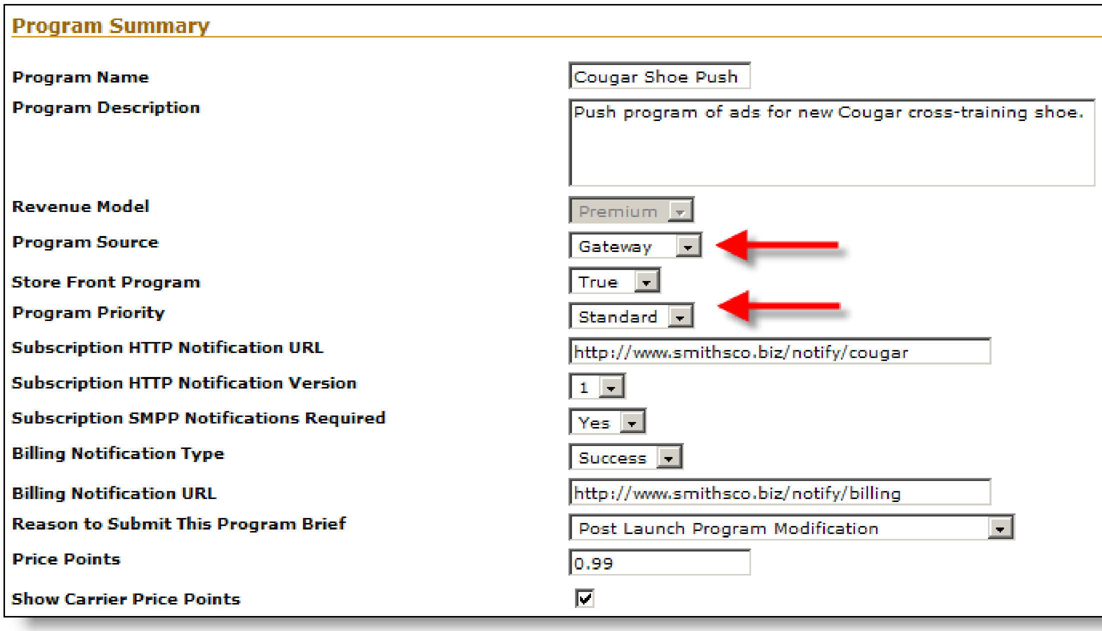
   The program source is reflective of the contract under which the program falls. For example, if VeriSign's Interactive team is writing the program, you choose Interactive. If the program will be housed by the client, you choose Gateway.
5. Select a priority for the program.

   Priority is an internal "flag" that tells VeriSign employees how important the program is at a particular time. Priority can change over time. A program's priority has no effect on how iQ Navigator handles it.

   A good rule of thumb to use when determining which priority to choose is to answer the following questions: How much revenue will the program generate? How much revenue does the client currently generate?

   Talk to the Gateway practice leader if you have questions about which priority to choose.
6. Click **Save**.

Note: Program Source and Program Priority do not appear on the Program Summary tab when a client or carrier logs into iQ Navigator. Read instructions about all other sections of the Program Summary tab in the Creating a New Campaign section of the *iQ Navigator User Guide*.



Program Source and Program Priority on the Program Summary Tab

Designating a Store Front Program

You designate a campaign as a Store Front program on the Program Summary tab of the Edit Campaign page or New Campaign page.

To designate a campaign as a Store Front program:

1 Click the **My Campaigns** link or the **Inbox** link on the Short Code Programs tab.

2 Click a program name in the Campaign List area of the My Campaigns page or the Work Items List area of the Inbox.

The Edit Campaign page appears.

3 Click the Program Summary tab.

4 Select "True" next to Store Front Program.

A drop-down menu appears next to the price point for each carrier.

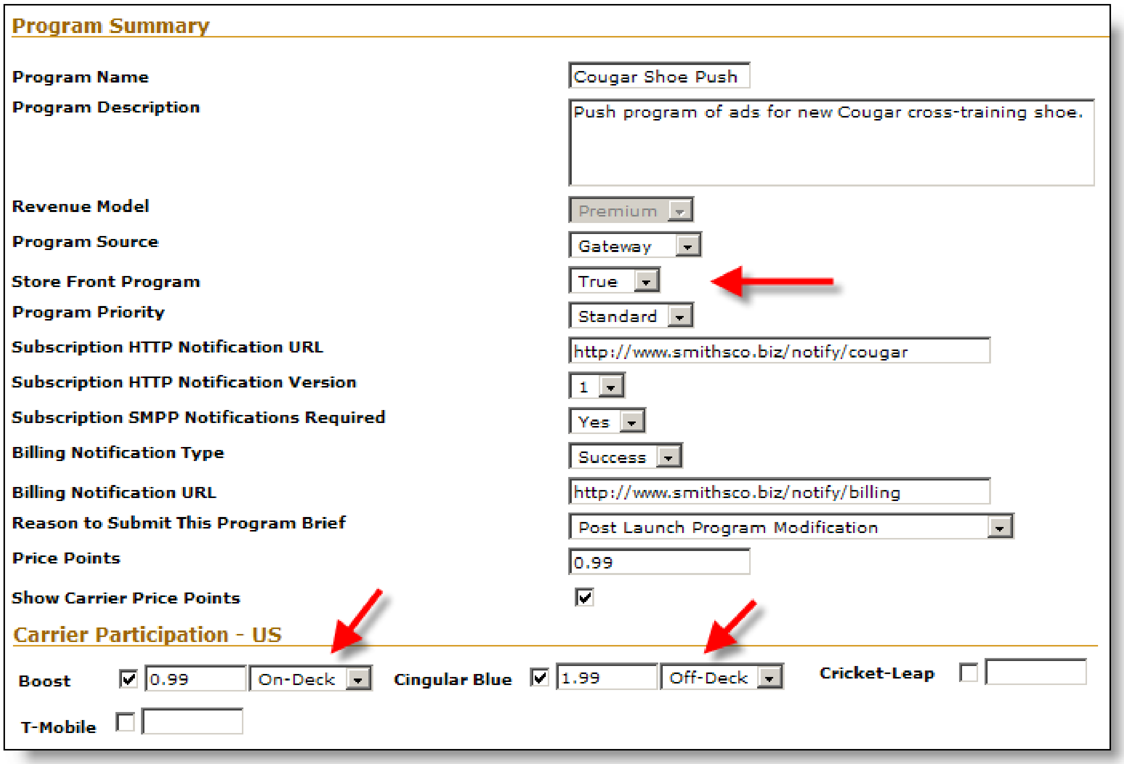
5 Select "On-Deck" or "Off-Deck" for each carrier.

You choose "On-Deck" if the subscriber will download the content to a mobile device.

You choose "Off-Deck" if the subscriber will access hosted content.

6 Click **Save**.

Note: The fields mentioned in this section do not appear on the Program Summary tab when a client or carrier logs into iQ Navigator. Read instructions about all other sections of the Program Summary tab in the Creating a New Campaign section of the *iQ Navigator User Guide*.



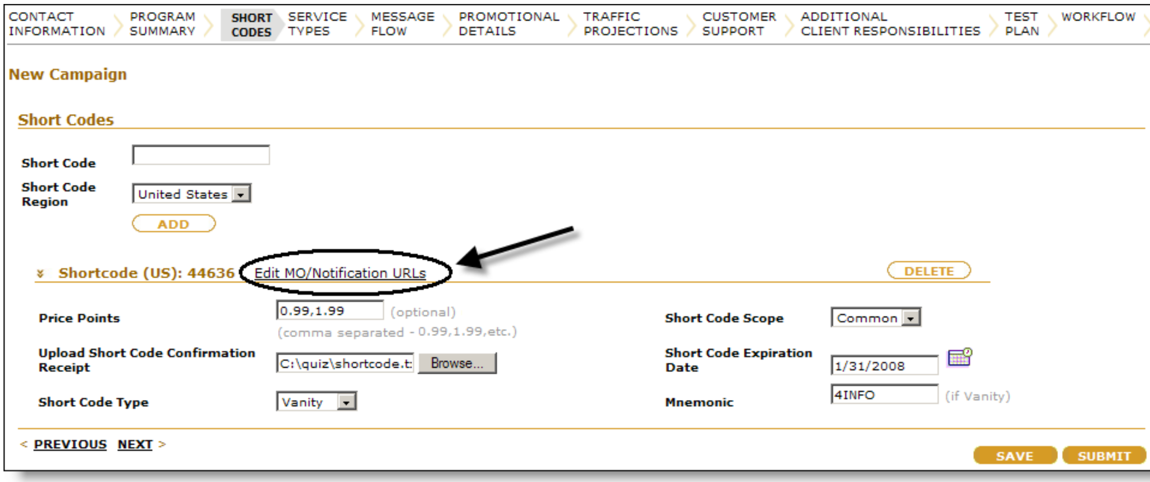
Designating a Store Front Program on the Program Summary Tab

Adding Notification URLs

Administrator users can add URLs used to send messages to the content provider. These URLs are editable only by iQ Navigator super users because they are stored per short code per region (rather than per program, per IPC, or per short code reservation), regardless of organization. That means that if two organizations in the same region shared a short code, they would both receive messages intended for just one of them.

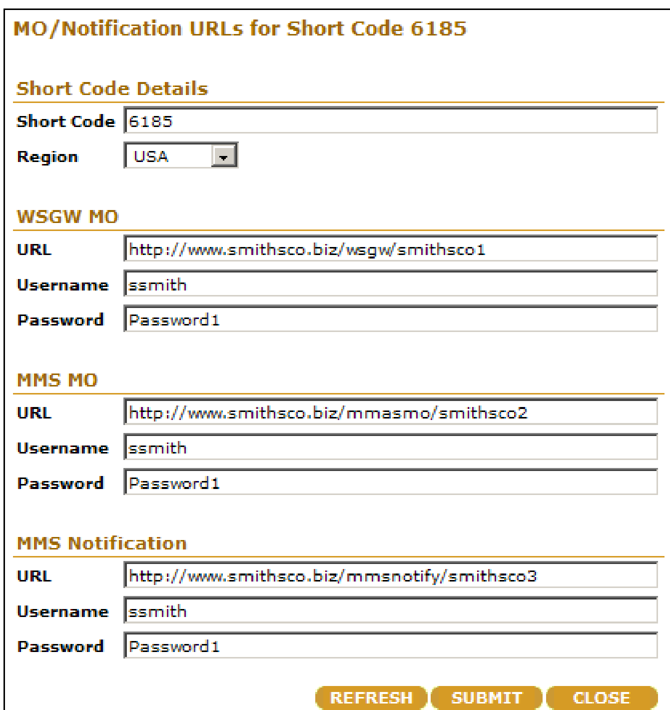
To add or edit notification URLs:

1 Click on the **Edit MO/Notification URLs** link near the middle of the Short Codes Tab.



Edit MO/Notification URLs link on the Short Codes Tab

The Short Code URL Window appears.



Short Code URL Window

The short code appears in the Short Code field.

2 Select the region.

3 Enter URLs in the appropriate URL fields. All fields are optional, except the URL field for MMS Notification. Be sure to include `http://` at the beginning of each URL.

WSGW MO
Web Services Gateway Mobile-Originated. VeriSign sends alerts about MO deliveries to this URL. This takes the place of the Studio `sendMessage` feature.

MMS MO
Multimedia Messaging Service Mobile-Originated. Similar to the WSGW MO, VeriSign sends alerts about MO deliveries to this URL. An example of the type of MO delivery for which VeriSign might record a confirmation is a video posted on YouTube.

MMS Notification
Multimedia Messaging Service Notification. VeriSign posts delivery notifications at this URL for MM7 interface clients.

1 Click **Submit**.

A confirmation appears above the “MO/Notification URLs for…” title.

2 Click **Close**.

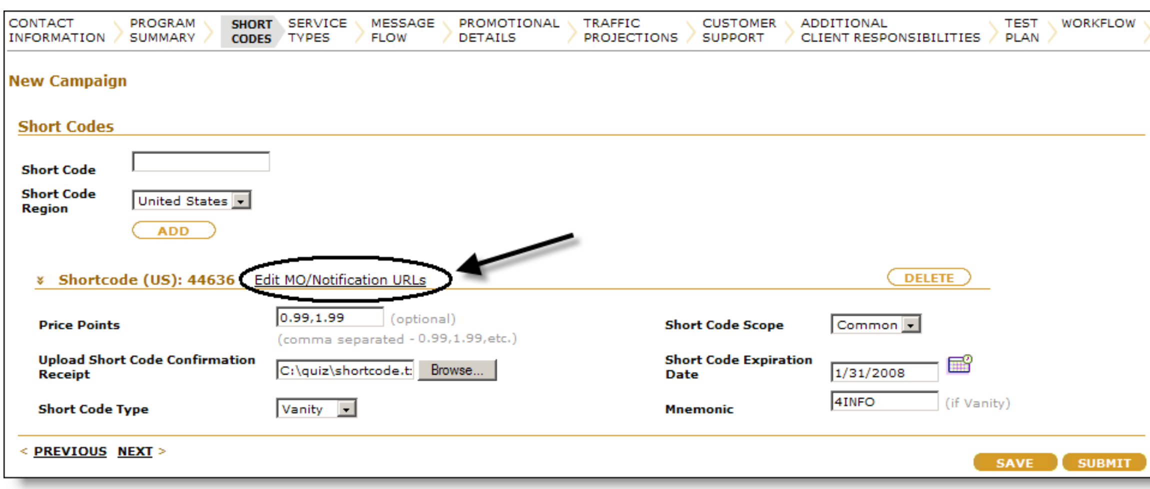
The window closes.

Sharing Short Codes

VeriSign employees who test short codes can configure shared short codes for content providers who are simultaneously testing in a production environment and a staging environment.

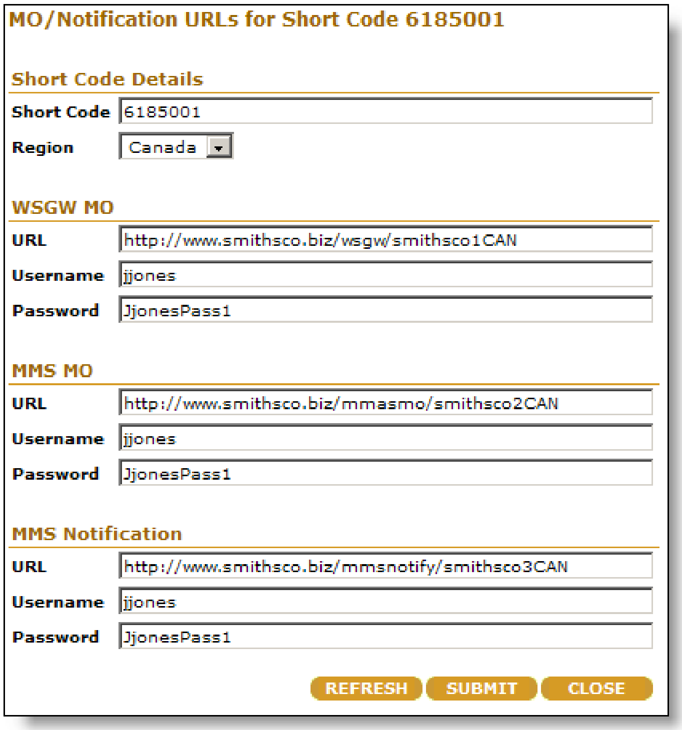
To share a short code:

1 Click on the **Edit MO/Notification URLs** link near the middle of the Short Codes Tab.



Edit MO/Notification URLs link on the Short Codes Tab

The Short Code URL Window appears.



Short Code URL Window with Shared Short Code

iQ Navigator populates all fields with any data previously entered for the short code associated with that campaign.

2 Add an extension to the short code, for example 001.

3 Select a region.

4 Modify URLs as necessary.

5 Click **Submit**.

A confirmation appears above the “MO/Notification URLs for…” title.

To confirm the addition:

1 Enter a short code in the Short Code field.

2 Select a region.

3 Click **Refresh**.

The notification URLs, usernames, and passwords for that combination of URLs and passwords appear.

4 Click **Close**.

The window closes.

Generating Product Codes

The Provisioning team generates a coded description of a campaign to associate with a campaign brief. You generate this description on the Product Codes tab of the Edit Campaign page.

Note: If you do not see the short code you want to use in the Short Code menu, click **Save**. Then click on **My Campaigns** in the Navigation frame. Select the campaign by clicking its title. The Edit Campaign page appears. Click the Product Codes tab.

To generate a purchase description:

1 Select a short code.

2 Select an internal product code.

3 Click the right arrow icon ( ).

A code appears in the box to the right.

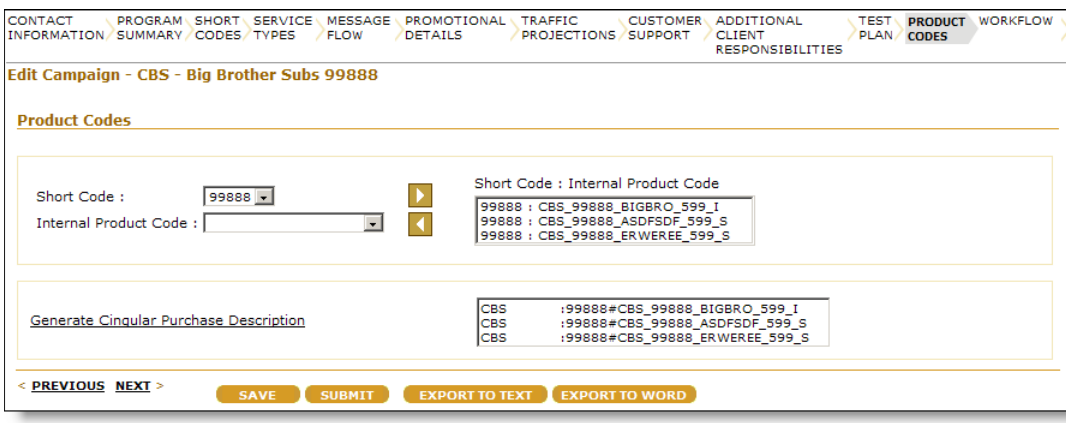
4 If you make an error, click the left arrow icon ( ) to remove the code in the box to the right.

5 Repeat steps 1 through 3.

6 Optionally, to see the purchase description, click the **Generate Purchase Description** link.

A code appears in the box to the right.

7 Click **Submit**.



New Campaign Product Codes

To learn more about product codes, see Chapter 7: Understanding Product Codes.

Exporting a Campaign Brief

iQ Navigator allows you to export campaign brief data in HTML or text format. To ease the process of formatting the data, you can save the file in Microsoft Word format.

To export a campaign brief to HTML:

1 Search for a campaign brief as described in the Searching for Campaigns section of the *iQ Navigator User Guide*.

2 Click on the campaign brief's name.

The Edit Campaign page appears.

3 Click **Export to HTML**.

An HTML version of the campaign brief data appears in a new browser window.

4 From the File menu, select "Save As" in Internet Explorer or Save Page As in Mozilla Firefox.

5 Save the file as HTML.

6 Open the file in Microsoft Word.

7 Save the file as a Microsoft Word document.

You are now able to edit and format the data as needed.

To export a campaign brief to text:

1 Search for a campaign brief as described in the Searching for Campaigns section of the *iQ Navigator User Guide*.

2 Click on the campaign brief's name.

The Edit Campaign page appears.

3 Click **Export to Text**.

A new browser window opens with a text-formatted version of the campaign brief data.

4 From the File menu, select "Save As" in Internet Explorer or Save Page As in Mozilla Firefox.

5 Save the file as text.

6 Open the file in Microsoft Word.

7 Save the file as a Microsoft Word document.

You are now able to edit and format the data as needed.

5 Managing Organizations

Clients and carriers can view and update their own organizations. Certain VeriSign users have access to the additional functions of adding other organizations, searching for other organizations, and updating other organizations.

Note: Before entering a brief for a client, be sure that the client's user profile and the organization's details are complete. (See the Managing Users and Organizations chapter in the *iQ Navigator User Guide*.) If the information in the user's profile or organization's details is not complete, you will not be able to submit the campaign brief.

This chapter covers the following topics:

Adding Organizations

Searching for Organizations

Updating Other Organizations

Adding Organizations

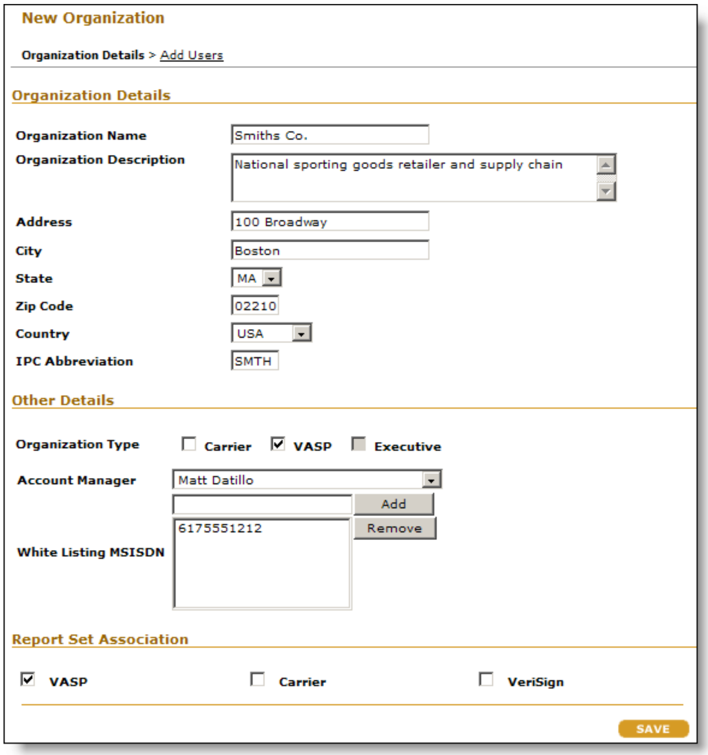
You can add a new VASP or carrier using iQ Navigator.

To add a VASP:

1 Click the User Management Tab.

2 Select "New Organization" from the Organizations menu in the Navigation frame.

The New Organization page appears.



New Organization Page

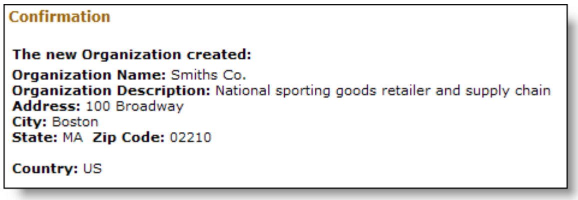
3. Enter the name of the organization.
4. Enter the address of the organization.

Note: The State field is optional.

5. Enter the IPC abbreviation for the organization. Use up to five capital letters.
6. In the Other Details section, select “VASP.”
7. Select the account manager associated with that VASP.
8. Add any white listing numbers.
9. In the Report Set Association section, select “VASP.” This ensures that when users from this organization sign into iQ Reports using their iQ Navigator login credentials they see only those reports relevant to VASPs.
10. If you want to add users to the organizations, click **Next**.

    The Add Users functionality is described in the Creating a New User Profile section of the *iQ Navigator User Guide*.
11. Click **Submit**.

    A confirmation page appears.



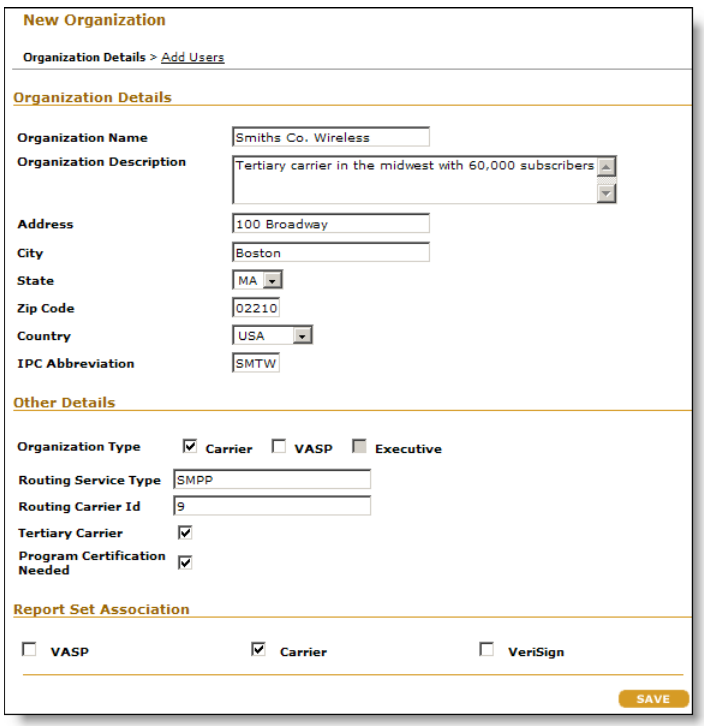
New Organization (VASP) Confirmation Page

To add a Carrier:

1 Click the User Management Tab.

2 Select “New Organization” from the Organizations menu in the Navigation frame.

The New Organization page appears.



New Organization Page

3 Enter the name of the organization.

4 Enter the address of the organization.

5 Enter the IPC abbreviation for the organization. Use up to five capital letters.

6 Select “Carrier.”

7 Enter the routing service type. This is the type of bind that VeriSign has with the carrier. Examples include COGA and SMPP.

8 Enter the routing carrier ID.

9 Select the Tertiary Carrier check box if this carrier is a third-tier carrier, which is filed with Syniverse.

10 Select the Program Certification Needed check box if the carrier requires program certification.

This creates extra steps in the approval workflow. To learn more about the approval workflow, see the Program Pre-Launch Process section of the *iQ Navigator User Guide*.

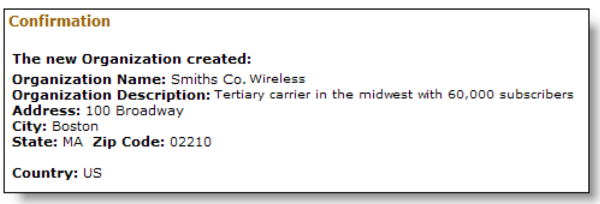
11 In the Report Set Association section, select “Carrier.” This ensures that when users from this organization sign into iQ Reports using their iQ Navigator login credentials they see only those reports relevant to carriers.

12 If you want to add users to the organizations, click **Next**.

The Add Users functionality is described in the Creating a New User Profile section of the *iQ Navigator User Guide*.

13 Click **Submit**.

A confirmation page appears.



New Organization (Carrier) Confirmation Page

14 Add a carrier product code (CPC) for this carrier. See Creating a New Carrier Product Code.

Searching for Organizations

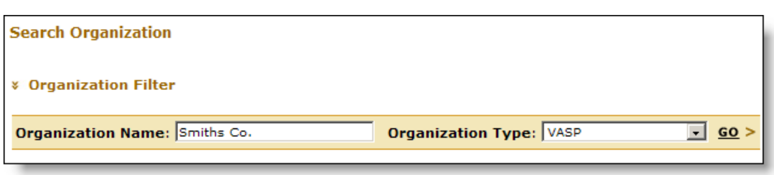
You can search for organizations using iQ Navigator.

To search for an organization:

1 Click the User Management Tab.

2 Select “Search” from the Organizations menu in the Navigation frame.

The Search Organization page appears.



Search Organization Page

3 Enter the name or part of the name of the organization.

4 Select whether to search carriers, VASPs, or both.

5 Click **Go**.

A list of organizations that match the search criteria appears.

Search Organization Page with Results

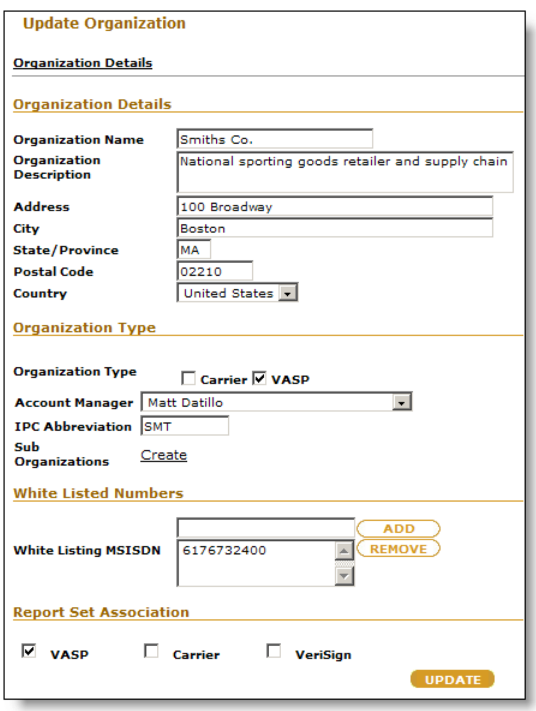
Updating Other Organizations

After searching for an organization as described in the Searching for Organizations section, you can view and update the organization's details.

To update an organization's details:

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

The Update Organization page appears.

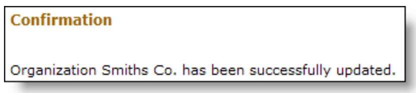


Update Organization Page

2 Make changes to the organization's details.

3 Click **Submit**.

A confirmation page appears.



Update Organization Confirmation Page

Note: To read about modifying your own organization, see the Modifying Your Organization section of the *iQ Navigator User Guide*.

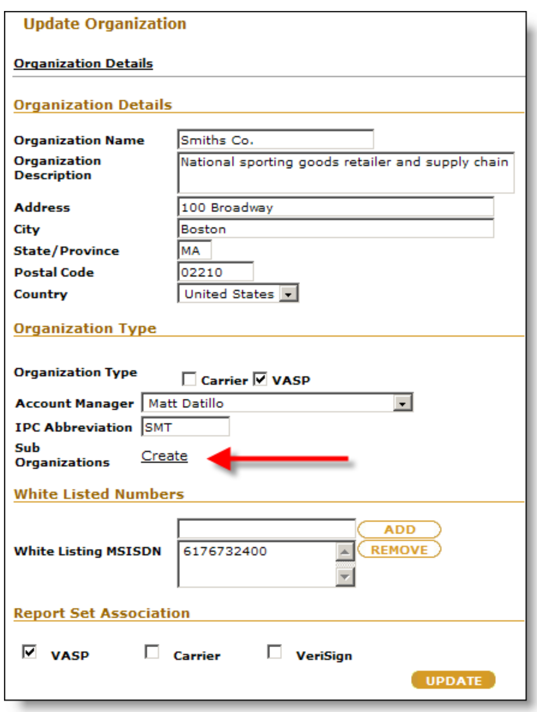
Creating a Sub Organization

After finding an organization as described in the Searching for Organizations section, you can create a sub organization.

To create a sub organization:

1 Click the Update icon ( ) in the Action column next to the parent organization.

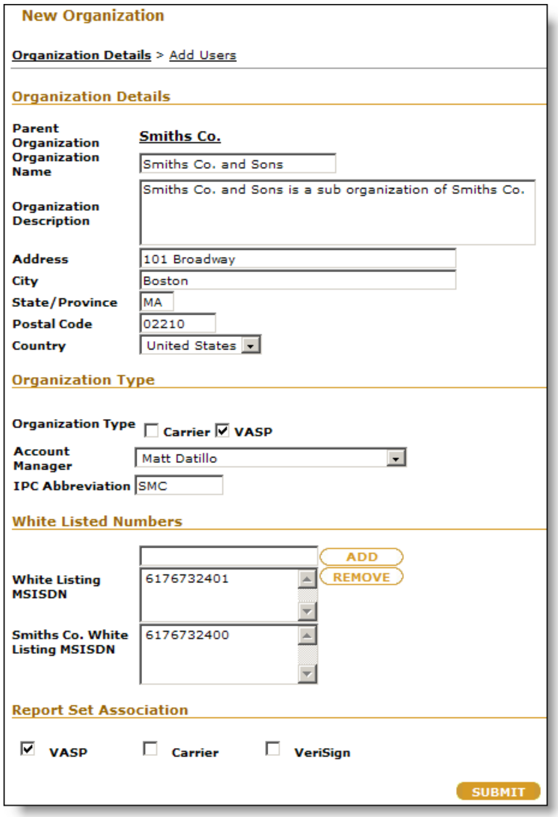
The Update Organization page appears for the parent organization.



Update Organization Page

2 Click the **Create** link next to Sub Organizations.

The New Organization page appears.



New Organization page for Sub Organization

Note: The New Organization page for sub organizations differs from that for parent organizations in the following ways: the parent organization's name is a link to that organization's Details page, and all white listed numbers for the parent organization appear on this page because the white listing also applies to the sub organization.

3 Complete all details for the sub organization, following the steps in the Adding Organizations section of this document.

4 Click **Submit**.

A confirmation page appears.

Configuring Carriers

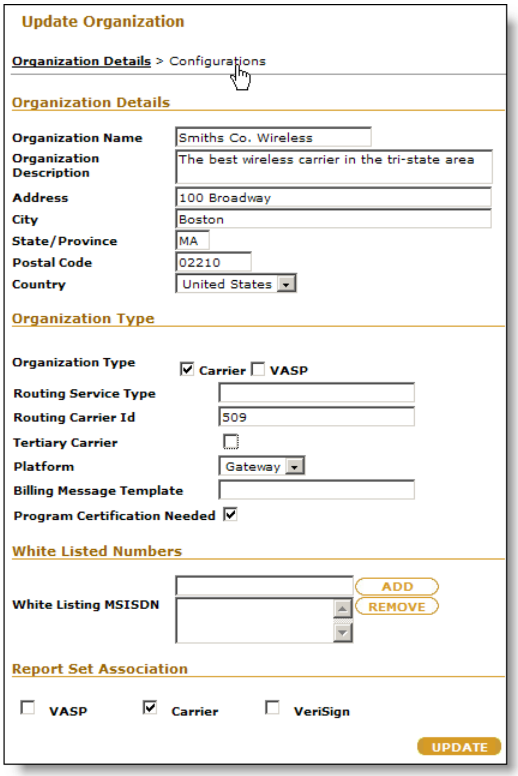
After searching for a carrier as described in the Searching for Organizations section, super users can configure that carrier.

Note: Only super users have access to this functionality.

To configure a carrier:

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

The Update Organization page appears.

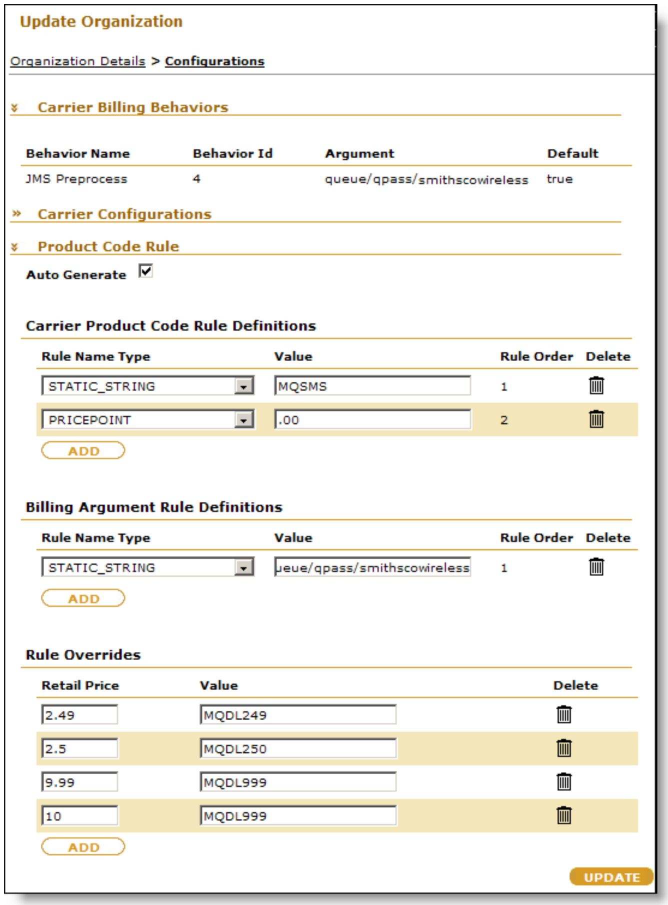


Update Organization Page – Carrier with Configurations Link

2 Click the Configurations link near the top of the page.

Note: The Configurations link only appears for super users.

The Configurations page appears.



Configurations Page

3 Add, delete, and make changes as necessary to the rules, definitions, and overrides using the provided drop-down menus, text boxes, Add buttons, and Delete icons.

4 Click **Update** to save all changes.

5 To cancel your changes, navigate away from the page without clicking **Update**.

Disabling Other Organizations

After searching for an organization as described in the Searching for Organizations section, super users can disable (archive) an organization.

Note: Only super users have access to this functionality.

To disable an organization:

1 Click the trashcan icon ( ) in the Action column next to the organization that you wish to disable.

Note: The trashcan icon only appears for super users.

2 A message appears asking whether you are sure that you want to disable the organization.

3 Click **OK.**

The organization no longer appears in the list of active organizations.

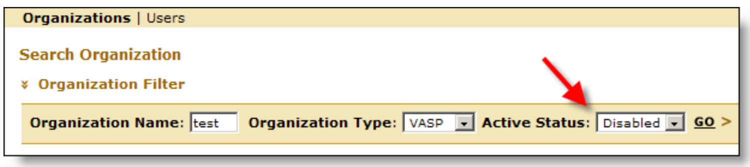
Enabling Disabled Organizations

Super users can enable disabled (archived) organizations.

Note: Only super users have access to this functionality.

To enable a disabled organization:

1 Search for an organization as described in the Searching for Organizations section, selecting "Disabled" in the Active Status menu.



Search Organization Page

2 Click **OK.**

A list of disabled organizations appears.

3 Click the enable icon ( ) in the Action column next to the organization that you wish to enable.

Note: The enable icon only appears for super users.

4 A message appears asking whether you are sure that you want to re-enable the organization.

5 Click **OK.**

The organization no longer appears in the list of inactive organizations.

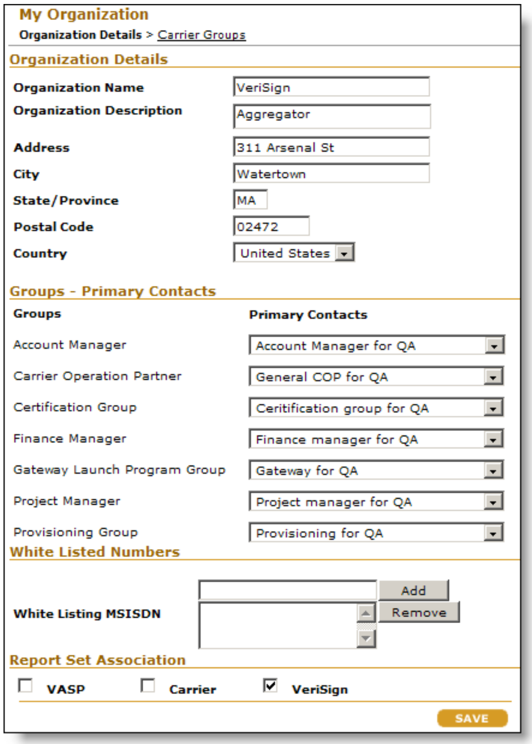
Viewing the VeriSign Organization

All VeriSign users of iQ Navigator can view the VeriSign organization. Only super users can modify the VeriSign organization.

To view the VeriSign organization:

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

The My Organization page appears.



My Organization Page

2 If you have super user privileges, you can modify the organization’s details.

3 If you have super user privileges, you can select a primary contact for each group within the organization.

4 Click **Save**.

A page confirming your changes appears.

6 Managing Users

This section explains how VeriSign users of iQ Navigator can manage users.

Viewing User Profiles from Other Organizations

Unlike carriers and VASPs, VeriSign users are able to view user profiles from other organizations.

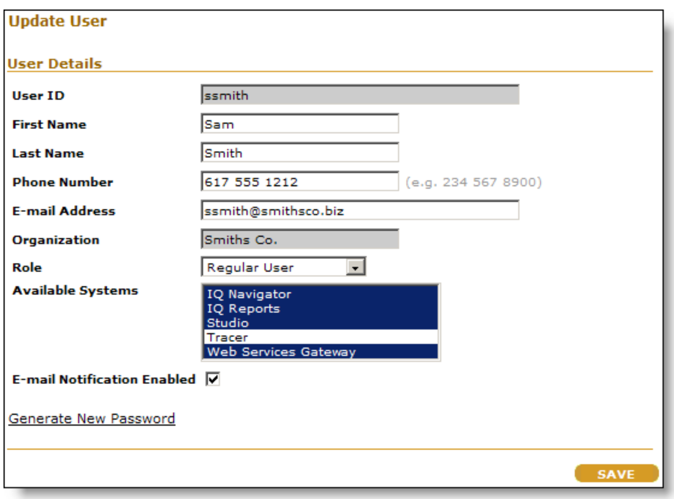
To view another user's profile:

1. Search for the user. Follow the instructions in the Searching for User Profiles section of the Managing Users and Organizations chapter in the *iQ Navigator User Guide*.

Note: Search results display both active and inactive users.

2. Click the Update icon ( ) in the View/Update column of the Users List.

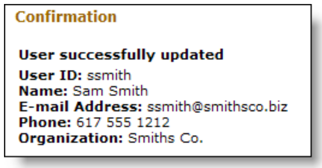
The Update User page appears.



Update User Page

3. Make any necessary changes.
4. Click **Save**.

A confirmation page appears.



Update User Confirmation Page

7 Understanding Product Codes

As described in the Generating Product Codes section of Chapter 4: Editing a Campaign, the Provisioning team generates a coded description of a campaign to attach to a campaign. The Connectivity team and Carrier Operations Partners (COPs) are the most likely users of the product codes-related features of iQ Navigator described in the following sections.

Product codes are internal labels for campaign briefs. They indicate information, such as the price point and the carrier associated with a particular campaign brief or briefs to which they are attached.

There are two main types of product codes: internal and carrier. Internal product codes (IPCs) can be used across carriers. It's a many-to-one relationship. Carrier product codes (CPCs) are specific to a carrier. It's a one-to-one relationship.

The following chapters discuss product codes:

Chapter 8: Working with Internal Product Codes

Chapter 10: Working with Carrier Product Codes

Chapter 9: Using the IPC Wizard

8 Working with Internal Product Codes

An internal product code is a coded description of a campaign that you attach to a campaign brief. You use this internal label to indicate information, such as the organization name, the short code, and the price point.

This chapter contains the following sections:

Understanding the Internal Product Code Format

Creating a New Internal Product Code

Searching for Internal Product Codes

Understanding the Internal Product Code Format

You create an internal product code in the following format: `ORGNM_SRTCD_DESCRPT_PRICE_S`.

You use the first set of characters to indicate the organization name, for example `ESPN`. Only use up to five characters for the organization name. Use a letter for the first character. You may use letters or numbers for the other four characters. Do not use any spaces.

The next set of characters is the first numbers of the short code, for example `12345`. Only use the first five digits of the short code.

You use the middle set of characters to indicate a keyword (sometimes called a "short product code") used to describe a subscription. For example, you might enter `WLLDNLD` to indicate a wallpaper download. Only use seven characters for this part of the product code.

Do not use any of the following characters anywhere in the product code: a space ( ), a comma (,), a period (.), an ampersand (&), a hyphen (-), a backslash (\), a forward slash (/), or an apostrophe (').

Note: For an MMS campaign, the last three characters of the keyword must be `MMS`. In the example above, you might change `WLLDNLD` to `WLLDMMS`.

The next set of characters indicates the retail price without a decimal, for example `199` indicates $1.99. Only use up to four digits for the price.

You use the character to indicate whether the campaign is for an item or a subscription that uses subscription APIs. For example, `S` indicates a subscription that uses VeriSign subscription APIs and `I` indicates an item. Only use one character, `S` or `I`, to indicate subscription or item in this part of the product code.

Important: If the campaign is a subscription, but it does not use VeriSign subscription APIs, use `I`. If you use `S` to indicate a subscription that does not use VeriSign subscription APIs, you will receive an error.

The final internal product code might look like the following:

```
ESPN_12345_WLLDNLD_199_S
```

If it were an MMS campaign, the final internal product code might look like the following:

```
ESPN_12345_WLLDMMS_199_S
```

Note: You cannot submit a copied (also called "cloned") campaign as-is because it is using the internal product code of the original campaign. You must change the internal product code before submitting the copied campaign.

Creating a New Internal Product Code

This section explains how to create a new internal product code.

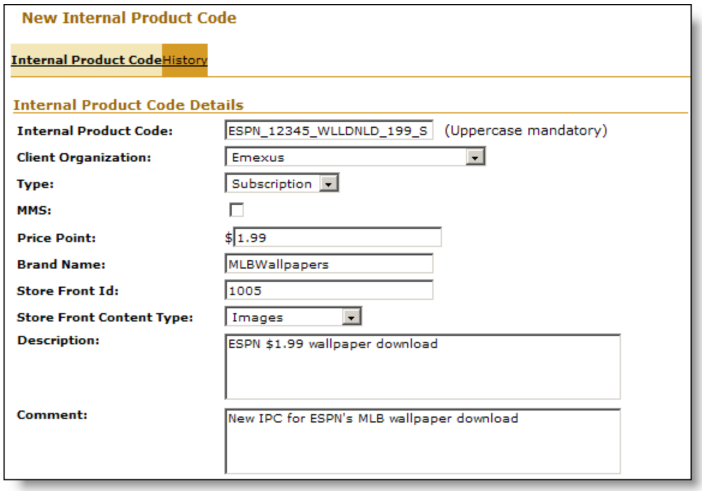
To create a new internal product code:

1. Click the Product Codes tab in the Tab frame.
2. Select "New Internal Product Code" from the Internal Product section of the Navigation frame.

   The New Internal Product Code page appears.
3. In the internal product code details section, enter a product code using all capital letters. Follow the `ORGNM_SRTCD_DESCRPT_PRICE_S` format as described in Chapter 7: Understanding Product Codes. Do not use any of the following characters:
   a space ( ), a comma (`,`), a period (`.`), an ampersand (&), a hyphen (-), a backslash (\), a forward slash (/), or an apostrophe (`'`).
4. Select a client organization.
5. Select "Subscription" or "Item."

   If you select "Item," skip to the description of the Carrier Association section below.
6. Enter the price point.

   When you enter the price point, the check boxes next to any of the carriers in the Carrier Association section (described below) that do not have a carrier product code with a retail price matching that price or one cent more than that price are grayed out.
7. Optional. Enter a brand name. This name appears in billing information for AT&T subscribers.
8. Optional. Enter the store front ID if the client uses a store front API.
9. Select a store front content type. Selecting the first choice, which is blank, indicates that the IPC has no content type, and is therefore not a store front campaign.
10. Enter a description. If this is an MMS campaign, begin the description with `OFFNET`.
11. Enter a comment.



New Internal Product Code Page – Details Section

12 In the Subscription Product Details section, enter the full name that is 64 characters or less. This name is entered on the store front.

13 Enter a display name that is 64 characters or less. This name displays on the subscriber's handset.

14 Enter a keyword that is 32 characters or less. This is the word the subscriber will send to subscribe to the campaign.

15 Enter the maximum combined downloads allowed across all content types (audio, video, images, and so on).

If there is no maximum (the client allows infinite downloads), enter `-1`.

16 Select a renewal interval of daily, weekly, or monthly. Be aware that some carriers only support one type of renewal.

Note: `Monthly Renewals` is the only functioning option for most carriers.

17 Select an opt-in behavior. The default is "NONE." Select "NONE" if the client is configuring the opt-in logic. Select "MO" if the client wants VeriSign to configure the opt-in logic.

18 Enter 160 characters or less of text into the following required fields:

- Opt-In Message
- Subscribe Message
- Unsubscribe Message
- Billing Failure Message
- Help Message

Note: T-Mobile requires inclusion of next release date information in the Help message. To comply with this requirement, include the following code to indicate the next release date: `[NRD]`. iQ Navigator's billing server turns this code into the next release date in month/day (M/D) format. For more information, see the

Subscription Next Renewal Date in Help Message section of the *Billing Server Operations Guide*.

19 Place a check next to Auto Renew if the campaign is to renew automatically after the subscription runs out. The default is to not auto renew.

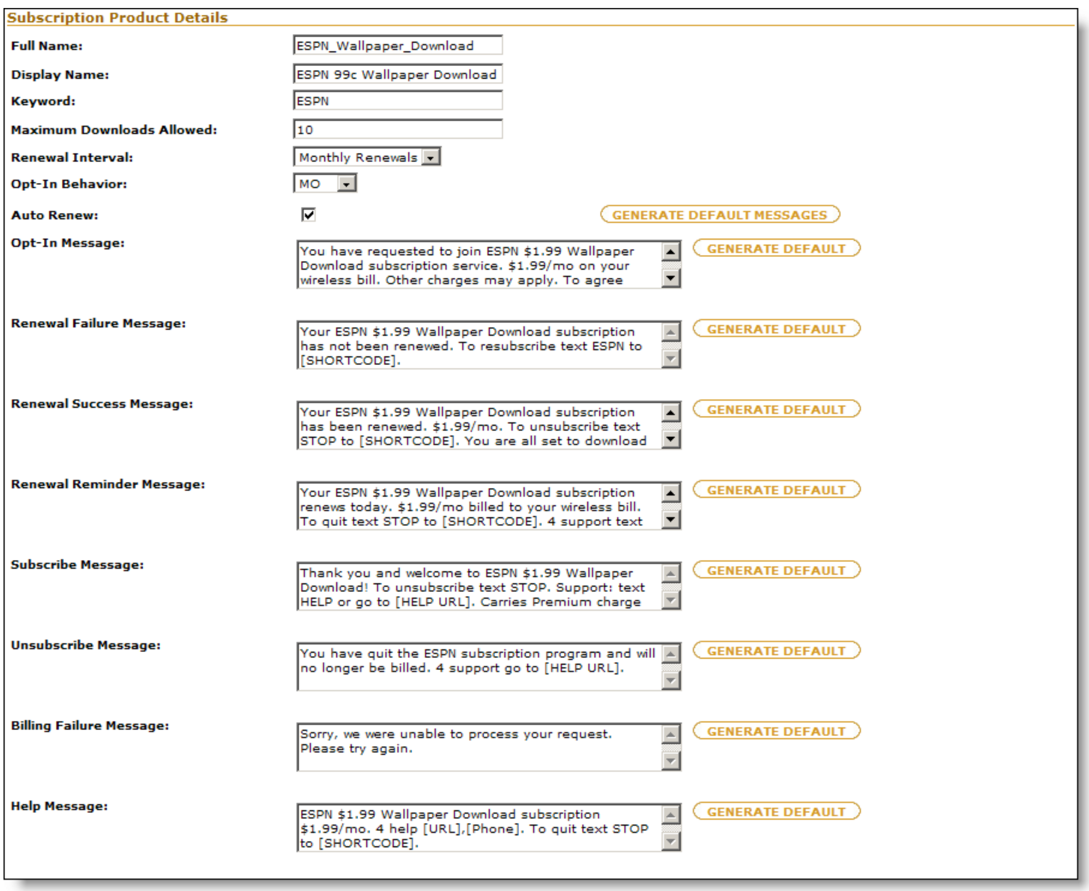
20 If you selected "Auto Renew," enter 160 characters or less of text into the following required fields:

- Renewal Failure Message
- Renewal Success Message
- Renewal Reminder Message

21 If you did not select "Auto Renew," enter 160 characters or less of text into the following required fields:

- Renewal Failure Message
- Renewal Success Message

Note: To use default messages in all fields, click **Generate Default Messages**. To use a default message in any one of the message text areas, click **Generate Default** next to the message type. You can then edit the default messages. Each field must contain 160 characters or less.



New Internal Product Code Page – Subscription Product Details Section

22 In the Subscription Content Details section, enter the client's terminology for one type of content, such as "music," "audio," "mp3," "video," "wallpaper," and so on. Limit the term to 10 characters or less.

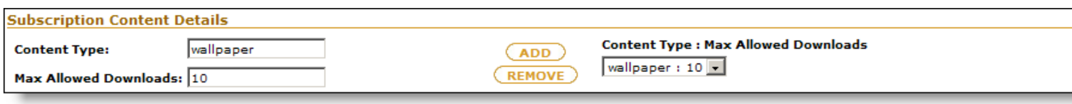
23 Enter the maximum number of allowed downloads for that type of content.

24 Click **Add**.

25 If you make an error, click **Remove** to remove code in the box to the right.

26 Repeat these steps for each type of content.

Note: Ensure that the total number of maximum allowed downloads equals the number in the Maximum Downloads Allowed field in the Subscription Product Details area.



New Internal Product Code Page – Subscription Content Details Section

27 In the Carrier Association section, place a check next to each carrier to which you want to associate this internal product code.

28 If you select AT&T as one of the carriers, enter a carrier campaign ID.

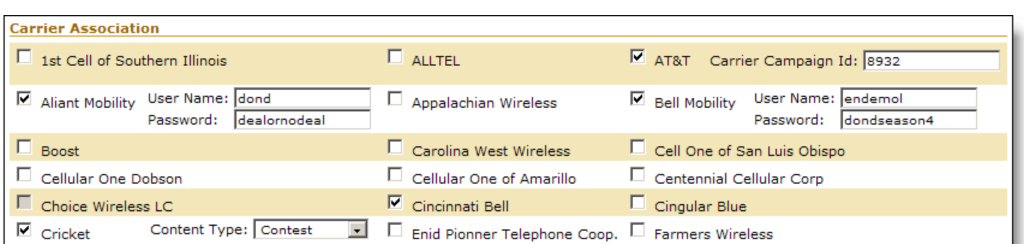
"Carrier Campaign ID" is an AT&T-specific term. The VeriSign carrier operations partner (COP) working with AT&T typically provides the carrier campaign ID.

29 If you select a carrier with a Content Type menu, select a content type from the menu.

As of this printing, the Content Type menu only appears next to Cricket (formerly "Cricket-Leap"), VMC (Virgin Mobile Canada), and USCC (United States Cellular Corp.).

1 If you select a carrier with User Name and Password fields, enter a user name and password.

Note: The Content Type menu and the Carrier Campaign ID, User Name, and Password fields might or might not be required based on the request of the individual carrier. As of this printing, the only way to determine which fields are required is to receive an error message for all empty fields that were required after you click **Submit**.



New Internal Product Code Page – Carrier Association Section

2 In the Product Code Association section, select a carrier product code.

Note: If you accidentally select the wrong carrier product code in the Product Code Association section, deselect the carrier in the Carrier Association section. Select the carrier again. All the carrier product codes reappear in the Product Code Association section.

3 Click **Add** to associate the internal product code with a carrier product code.

Two lines appear below the Add button, the first showing the default billing behavior.

4 To change the billing behavior for this internal product code only, select one here.

Note: Only one carrier product code per carrier can be associated to one internal product code, but one carrier product code can be associated multiple times with different billing behaviors.

5 Enter an argument. The following are some examples and guidelines:

If the product code uses a Qpass billing behavior, enter `queue/qpass/` followed by the carrier name in all lowercase letters and without punctuation as an argument.

If the product code uses a short code billing behavior, enter the short code with the prefix or suffix required by the carrier as a billing argument. For example, many carriers require a prefix of four digits representing the charge in pennies. For a campaign using one of the carriers with a price point of $1.99 and a short code of 12345, you enter `019912345` as the argument.

6 If media verification is necessary, place a check in the Need Media Verification column.

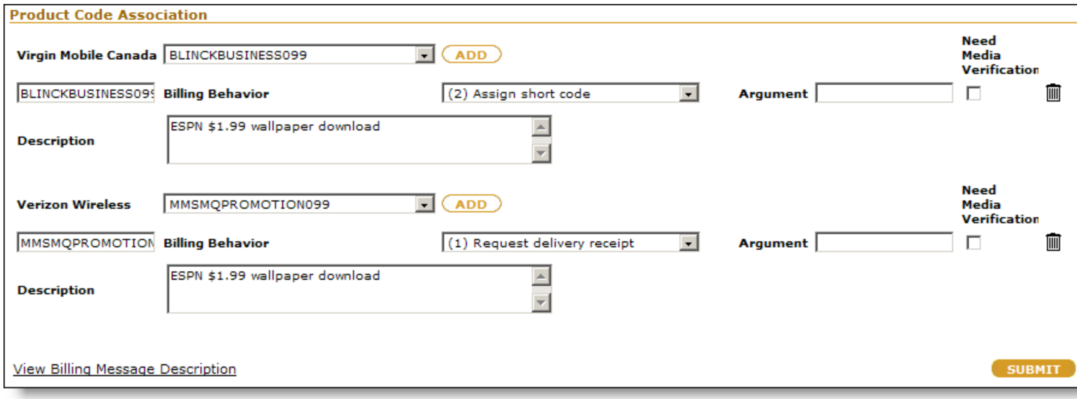
If checked, the content provider sends a message about media verification to the handset when the subscriber attempts to subscribe to the campaign.

Note: The term "media verification" refers to sending a sample file (of the same type used in the campaign) to the handset to verify whether the handset can publish that type of content. Some carriers require media verification.

7 To remove a carrier product code association, click the trashcan icon.

Note: The View Billing Message Description link displays the billing data from the last time the IPC was saved, not the current data. Therefore, it will not show useful data when creating a new IPC.

8 Click **Submit**.



New Internal Product Code Page – Product Code Association Section

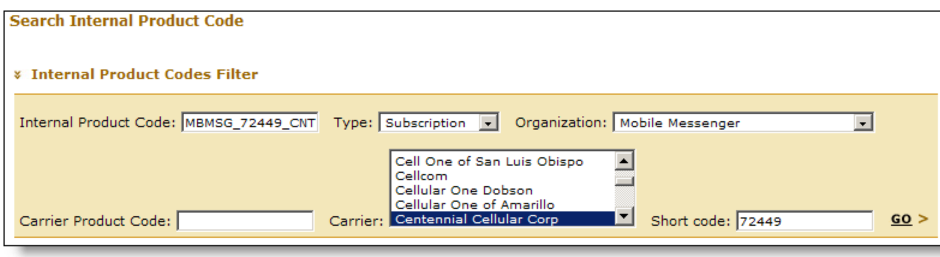
Searching for Internal Product Codes

You can search for internal product codes using iQ Navigator.

To search for an internal product code:

1 Click the Product Codes Tab.

The Search Internal Product Code page appears.



Search Internal Product Code Page

2 Enter a product code or part of a product code.

3 Select whether to search subscriptions or items.

4 Select an organization.

5 Enter a carrier product code that is associated with the internal product code.

6 Select the associated carrier.

7 Click **Go**.

A list of product codes that match the search criteria appears.

Search Results (3)

Internal Product Code	Type	Carrier Product Code	Program	Shortcode	Organization	View/Update
MBMSG_72449_CNTNWAL_999_S 9.99	subs	T-Mobile PMT72449 Centennial Cellular Corp MBMSG_72449 AT&T mqu_0999_subs Cellular One Dobson MQDL999 Nextel MQ_999 Sprint MM_RGR_999_72449 Cingular Blue mqu_0999_item Verizon Wireless MMSMQPROMOTION999 Virgin Mobile USA MM_ALT_999_72449	Mobile Messenger - Mojotones	72449	Mobile Messenger	
MBMSG_72449_CNTNWAL_1999_S 19.99	subs	T-Mobile PMT72449 Centennial Cellular Corp MBMSG_72449 AT&T mqu_1999_subs Cingular Blue mqu_1999_item Virgin Mobile USA MM_ALT_1999_72449	Mobile Messenger - Mojotones	72449	Mobile Messenger	
MBMSG_72449_CNTNWAL_599_S 5.99	subs	T-Mobile PMT72449 Centennial Cellular Corp MBMSG_72449 AT&T mqu_0599_subs Cellular One Dobson MQSMS599 Nextel MQ_599 Sprint MM_ALT_599_72449 Cingular Blue mqu_0599_item Boost MQ_599	Mobile Messenger - Mojotones	72449	Mobile Messenger	

Search Internal Product Code Page with Results

Note: Clicking on the name of the program in the Program column navigates to the program with which the IPC is associated.

9 Using the IPC Wizard

iQ Navigator provides a wizard-type feature that allows users to manually or auto-generate a batch of internal product codes (IPCs).

This chapter contains the following sections:

Manually Creating a Batch of Internal Product Codes

Updating an Internal Product Code

Updating Internal Product Codes' Descriptions

Auto-Generating a Batch of IPCs

Manually Associating CPCs with IPCs

Automatically Associating CPCs with IPCs

Editing and Removing CPC and IPC Associations

Adding Carriers to IPCs

Manually Creating a Batch of Internal Product Codes

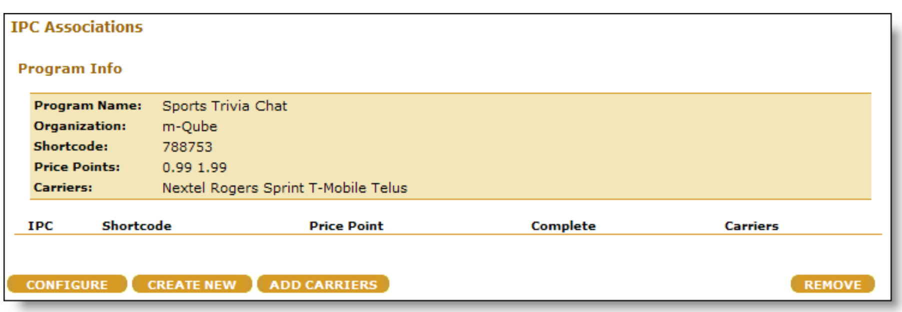
iQ Navigator provides a wizard-type feature that allows users to manually create large amounts of IPCs quickly.

To create a batch of internal product codes:

1 Search for a campaign as described in the Searching for Campaigns section of the *iQ Navigator User Guide*.

2 Click the IPCs icon ( ) in the Action column.

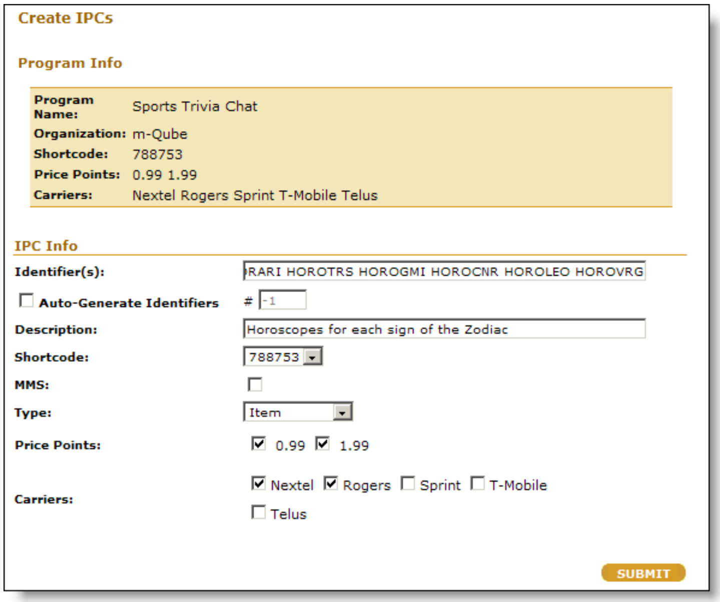
The IPC Associations page appears.



IPC Associations Page

3 Click **Create New**.

The Create IPCs page appears.



Create IPCs Page

4 Enter one or more identifiers separated by spaces. Identifiers must be seven characters long.

5 Do not check the Auto-Generate Identifiers box.

6 Enter a description.

7 Select a short code.

8 If this is an MMS campaign, check the MMS box.

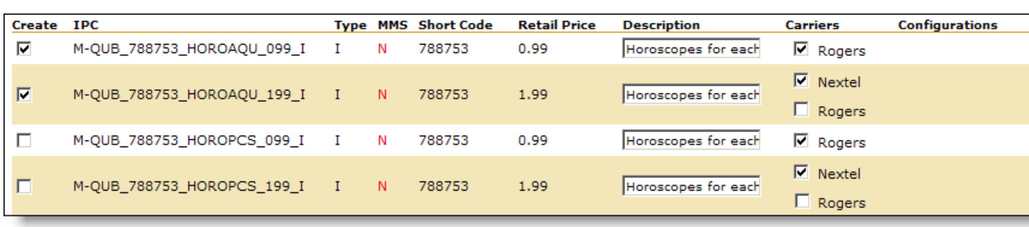
9 Select “Item” or “Subscription” as appropriate.

10 Select the necessary price points.

11 Select the associated carriers.

12 Click **Submit**.

The Suggested IPCs appear on the lower section of the Create IPCs page.



Create	IPC	Type	MMS	Short Code	Retail Price	Description	Carriers	Configurations
☑	M-QUB_788753_HOROAQU_099_I	I	N	788753	0.99	Horoscopes for each	☑ Rogers	
☑	M-QUB_788753_HOROAQU_199_I	I	N	788753	1.99	Horoscopes for each	☑ Nextel ☐ Rogers	
☐	M-QUB_788753_HOROPCS_099_I	I	N	788753	0.99	Horoscopes for each	☑ Rogers	
☐	M-QUB_788753_HOROPCS_199_I	I	N	788753	1.99	Horoscopes for each	☑ Nextel ☐ Rogers	

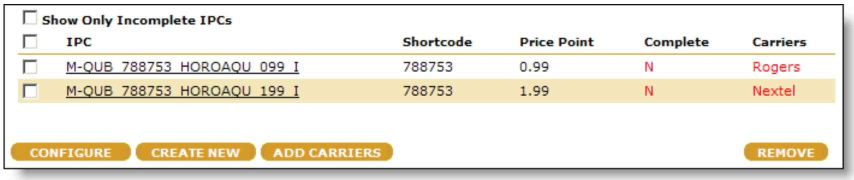
Suggested IPCs

13 Remove the check next to any IPC you do not wish to create.

14 Remove the check next to any carrier you do not wish to be associated with a particular IPC and price point.

15 Click **Submit**.

The newly created IPCs appear on the lower section of the Create IPCs page.



Newly Created IPCs

Updating an Internal Product Code

After searching for an internal product code as described in the Searching for Internal Product Codes section, you can view and update the product code.

Note: You can update internal product codes that are not associated with a campaign brief. You can view (but not update) internal product codes that are associated with a campaign brief.

To update an internal product code:

1. Click an IPC in the IPC column.

   The Update Product Code page appears. This page is identical to the New Internal Product Code page.

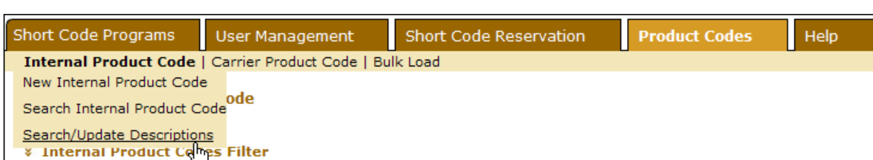
2. Make changes to details of the product code.
3. To use a default message, click **Generate Default** next the message type.
4. Click **Submit**.

Updating Internal Product Codes' Descriptions

iQ Navigator allows you to update the descriptions of several IPCs on one screen.

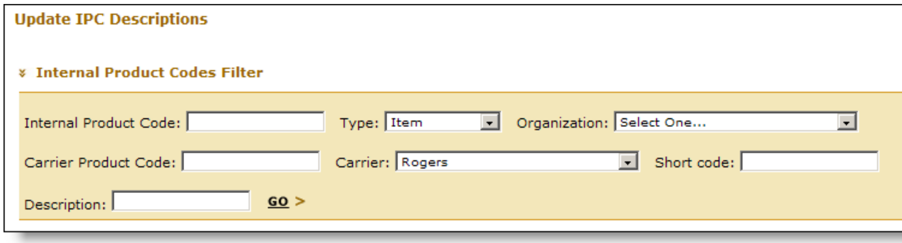
To update internal product codes' descriptions:

1. Click the Product Codes tab.
2. In the Navigation frame, select the Search/Update Descriptions link from the Internal Product Codes link.



Search/Update Descriptions Link

The Update IPC Descriptions screen appears.



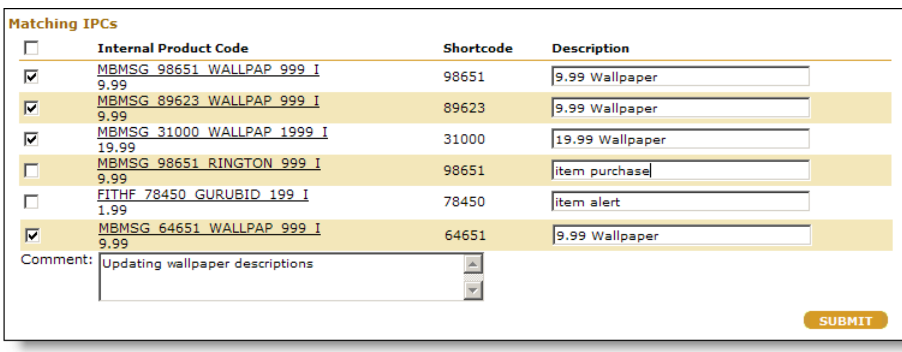
Update IPC Descriptions Screen

3 Enter search criteria in any of the fields.

4 Click **Go**.

The search results appear below the Update IPC Descriptions screen.

Note: The format of the search results differ if you select a carrier. The updates you make here only apply to that carrier.



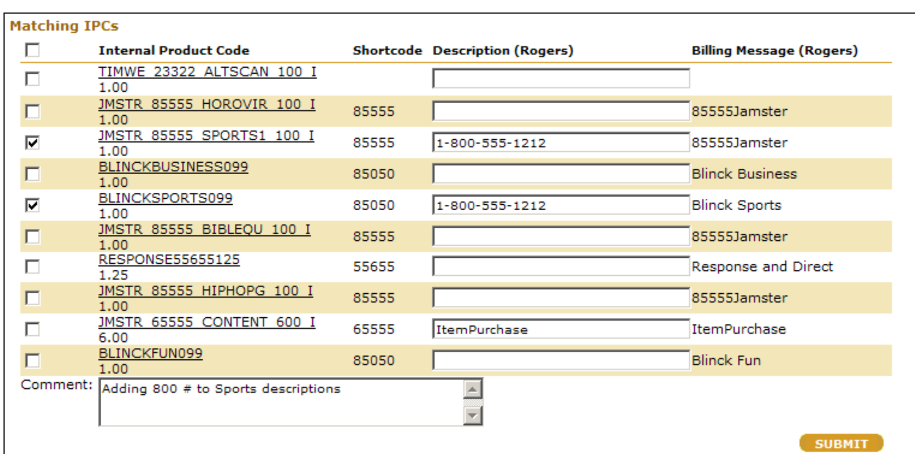
Matching IPCs

☐	Internal Product Code	Shortcode	Description
☑	MBMSG_98651_WALLPAP_999_I 9.99	98651	9.99 Wallpaper
☑	MBMSG_89623_WALLPAP_999_I 9.99	89623	9.99 Wallpaper
☑	MBMSG_31000_WALLPAP_1999_I 19.99	31000	19.99 Wallpaper
☐	MBMSG_98651_RINGTON_999_I 9.99	98651	item purchase
☐	FITHF_78450_GURUBID_199_I 1.99	78450	item alert
☑	MBMSG_64651_WALLPAP_999_I 9.99	64651	9.99 Wallpaper

Comment: Updating wallpaper descriptions

SUBMIT

Update IPC Descriptions Screen Search Results without Carrier Filter



Matching IPCs

☐	Internal Product Code	Shortcode	Description (Rogers)	Billing Message (Rogers)
☐	TIMWE_23322_ALTSCAN_100_I 1.00			
☐	JMSTR_85555_HOROVIR_100_I 1.00	85555		85555Jamster
☑	JMSTR_85555_SPORTS1_100_I 1.00	85555	1-800-555-1212	85555Jamster
☐	BLINCKBUSINESS099 1.00	85050		Blinck Business
☑	BLINCKSPORTS099 1.00	85050	1-800-555-1212	Blinck Sports
☐	JMSTR_85555_BIBLEQU_100_I 1.00	85555		85555Jamster
☐	RESPONSE55655125 1.25	55655		Response and Direct
☐	JMSTR_85555_HIPHOPG_100_I 1.00	85555		85555Jamster
☐	JMSTR_65555_CONTENT_600_I 6.00	65555	ItemPurchase	ItemPurchase
☐	BLINCKFUN099 1.00	85050		Blinck Fun

Comment: Adding 800 # to Sports descriptions

SUBMIT

Update IPC Descriptions Screen Search Results with Carrier Filter

5 Review the Billing Message column, which only appears if you search by carrier. This text is what appears on a subscriber's bill. The billing message displayed in this column comes from the default IPC description, which displays on the Create IPC page (see screen shot under Manually Creating a Batch of Internal Product Codes) and in the Description column on this page if you search without a carrier filter.

6 Enter new descriptions or change default descriptions as needed.

7 Remove the check next to IPCs that you do not want to update.

8 In the large text box, enter one comment that applies for all checked IPCs.

9 Click **Submit**.

A confirmation message appears at the top of the Update IPC Descriptions screen.

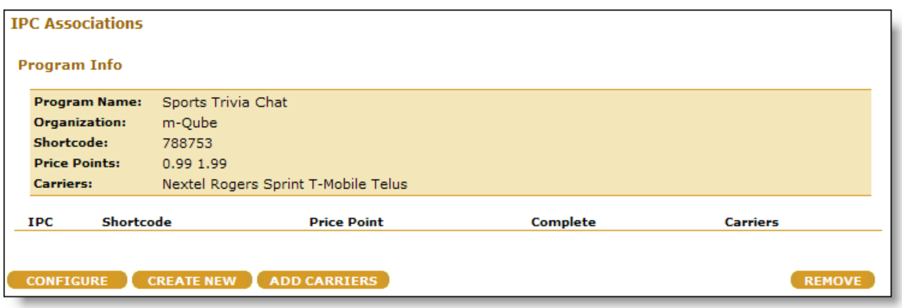
Auto-Generating a Batch of IPCs

To auto-generate a batch of internal product codes:

1 Search for a campaign as described in the Searching for Campaigns section of the *iQ Navigator User Guide*.

2 Click the IPCs icon ( ) in the Action column.

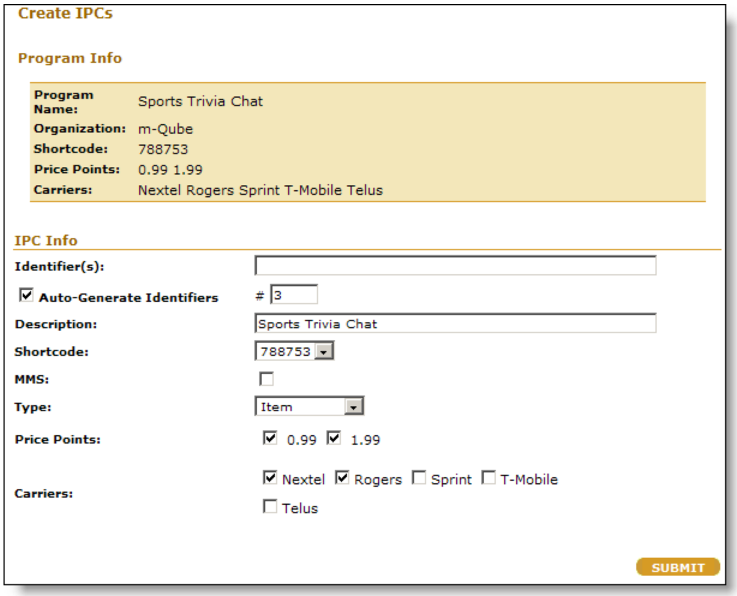
The IPC Associations page appears.



IPC Associations Page

3 Click **Create New**.

The Create IPCs page appears.



Create IPCs Page

4 Check the Auto-Generate Identifiers box.

5 Enter the number of IPCs per price point you want iQ Navigator to create.

6 Enter a description.

7 Select a short code.

8 If this is an MMS campaign, check the MMS box.

9 Select “Item” or “Subscription” as appropriate.

10 Select the necessary price points.

11 Select the associated carriers.

12 Click **Submit**.

The Suggested IPCs appear on the lower section of the Create IPCs page.

Create	IPC	Type	MMS	Short Code	Retail Price	Description	Carriers	Configurations
☑	M-QUB_788753_AAAAAA_099_I	I	N	788753	0.99	Sports Trivia Chat	☑ Rogers	
☑	M-QUB_788753_AAAAAA_199_I	I	N	788753	1.99	Sports Trivia Chat	☑ Nextel ☐ Rogers	
☑	M-QUB_788753_AAAAAB_099_I	I	N	788753	0.99	Sports Trivia Chat	☑ Rogers	
☑	M-QUB_788753_AAAAAB_199_I	I	N	788753	1.99	Sports Trivia Chat	☑ Nextel ☐ Rogers	
☐	M-QUB_788753_AAAAAC_099_I	I	N	788753	0.99	Sports Trivia Chat	☑ Rogers	
☐	M-QUB_788753_AAAAAC_199_I	I	N	788753	1.99	Sports Trivia Chat	☑ Nextel ☑ Rogers	

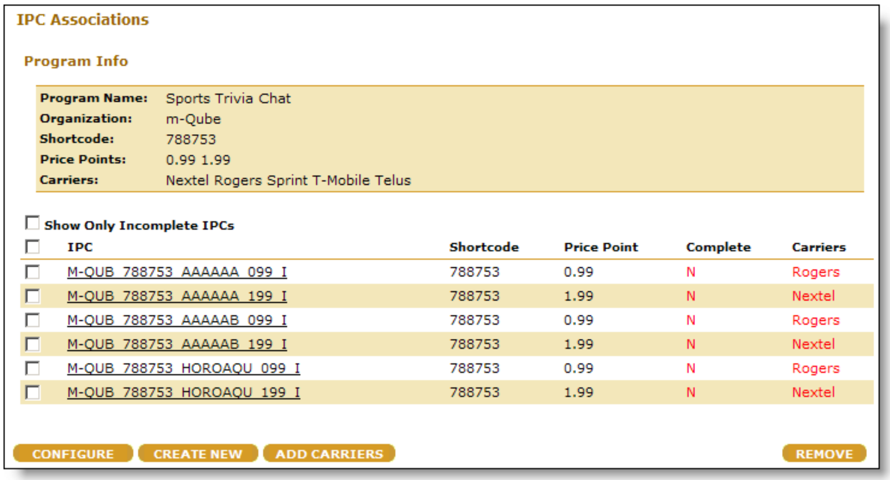
Suggested IPCs

13 Remove the check next to any IPC you do not wish to create.

14 Remove the check next to any carrier you do not wish to be associated with a particular IPC and price point.

15 Click **Submit**.

The newly created IPCs appear on the lower section of the Create IPCs page.



Newly Created IPCs

Manually Associating CPCs with IPCs

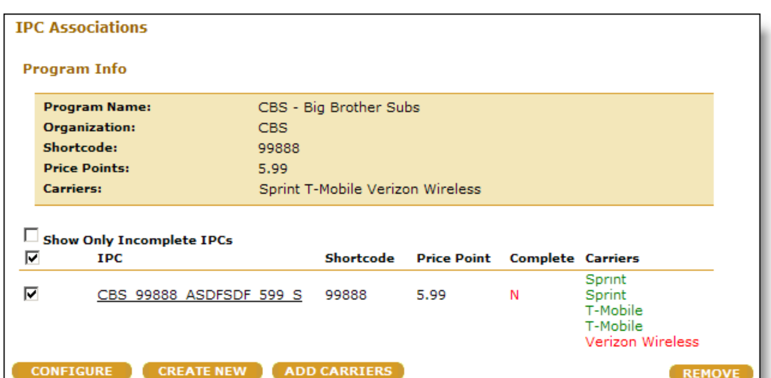
iQ Navigator provides a wizard-type feature that allows users in VeriSign's Connectivity group to associate carrier product codes (CPCs) with internal product codes (IPCs) of the same price point.

To associate CPCs with IPCs:

1 Search for a campaign as described in the Searching for Campaigns section of the *iQ Navigator User Guide*.

2 Click the IPCs icon ( ) in the Action column.

The IPC Associations page appears.

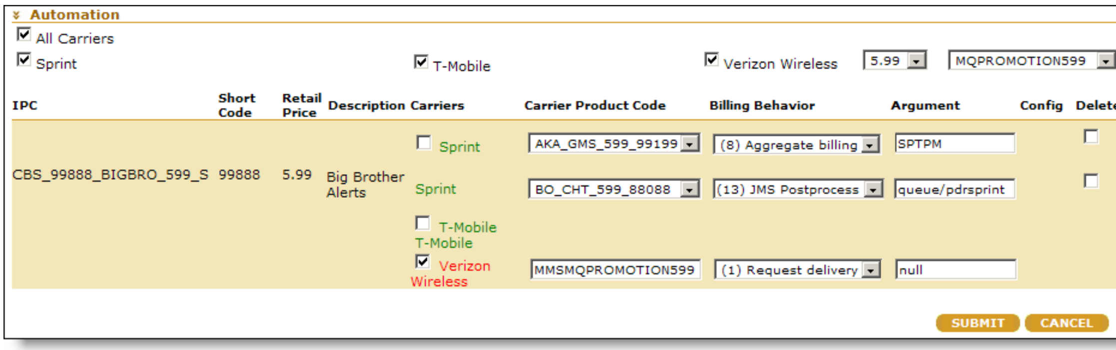


IPC Associations Page

3 Select any number of IPCs that have an N in the Complete column. An IPC that is not complete is one with no CPC associated with it.

4 Click **Configure**.

The incomplete IPCs appear below.



IPC Associations Page - Associate CPCs with IPCs Section

5 Click **Submit**.

Understanding Carrier Name Colors

Note that carrier names appear in green, blue, or red on many of the IPC-related pages in iQ Navigator. Each color signifies actions you can or cannot take with that carrier.

Green: Carriers whose names appear in green have already been associated with the IPC, and the CPC is already in the iQ Navigator database.

Blue: iQ Navigator can auto-generate CPCs for carriers whose names appear in blue.

Red: iQ Navigator cannot auto-generate a CPC for carriers whose names appear in red because that CPC is not in the iQ Navigator database.

Automatically Associating CPCs with IPCs

Use the Automation section that appears above the incomplete IPCs to automate many of the steps required to associate carrier product codes with internal product codes.

To automatically associate CPCs with IPCs:

1 In the Automation section of the IPC Associations page, check each carrier that you want to associate CPCs, except for those that are already associated, being associated to their respective internal product code.

Alternatively, place a check next to All Carriers to select all carriers that are not already associated to their respective IPCs.

2 Select a billing behavior for all carriers with multiple default carrier billing behaviors. In the example shown here, Verizon Wireless and Sprint have multiple billing behaviors.

If a carrier has more than one CPC matching the retail price point of the IPC, that carrier's matching CPCs appear in a drop-down menu in the Automation section. Verizon Wireless has more than one CPC matching the retail price point of the IPC in the example shown here.

3 Select a price point from the drop-down menu in the Automation section next to each carrier with more than one CPC matching the retail price point of the IPC.

4 Select the CPC you want to associate with that price point. This pre-selects all the appropriate CPCs matching the retail price in the section below the Automation section.

Note: If a carrier has CPCs that are already associated to an IPC, the automated CPC selection by price point does not work. If you wish to make changes to that carrier's association, check that carrier in the Carrier column.

5 Select the content type in the drop-down menu next to any carrier that requires a content type. However, if a carrier is already associated to the IPC, you must first manually place a check next to that carrier in the Carrier column.

6 Click Submit.

Editing and Removing CPC and IPC Associations

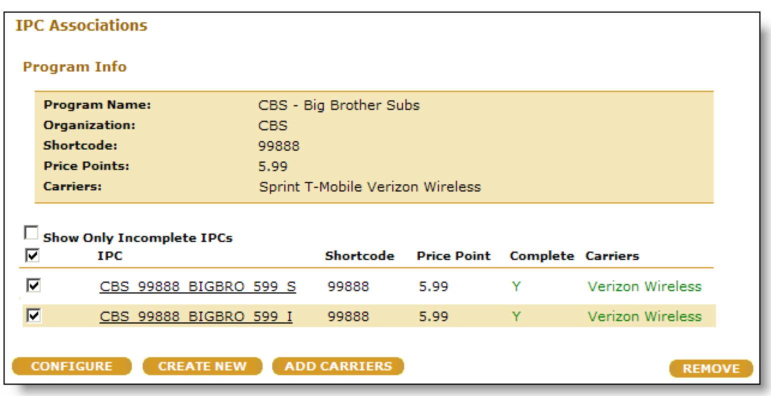
Similar to the way users in VeriSign's Connectivity group associate carrier product codes (CPCs) with internal product codes (IPCs), these users can also edit and delete these associations.

To edit the associations between CPCs and IPCs:

1 Search for a campaign as described in the Searching for Campaigns section of the *iQ Navigator User Guide*.

2 Click the IPCs icon ( ) in the Action column.

The IPC Associations page appears.

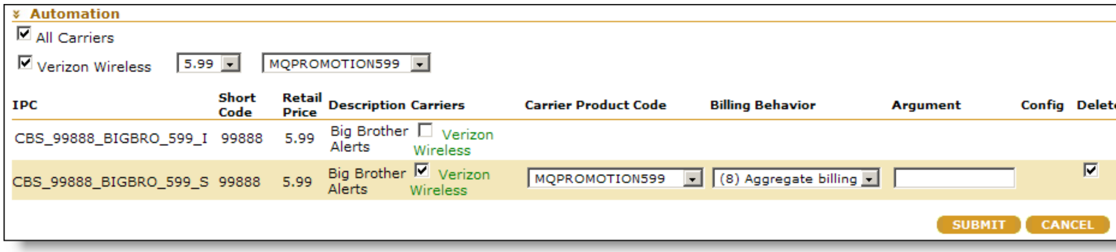


IPC Associations Page

3 Select any number of IPCs that have a Y in the Complete column. An IPC that is complete is one with at least one CPC associated with it.

4 Click **Configure**.

The complete IPCs appear below.



IPC Associations Page - Associate CPCs with IPCs Section

5 Place a check next to any carrier for which you want to delete or edit its CPC association with the IPC.

6 Select different CPCs, billing behaviors, and enter arguments as needed.

7 Place a check in the Delete column for any associations you want to delete.

8 Click **Submit**.

Adding Carriers to IPCs

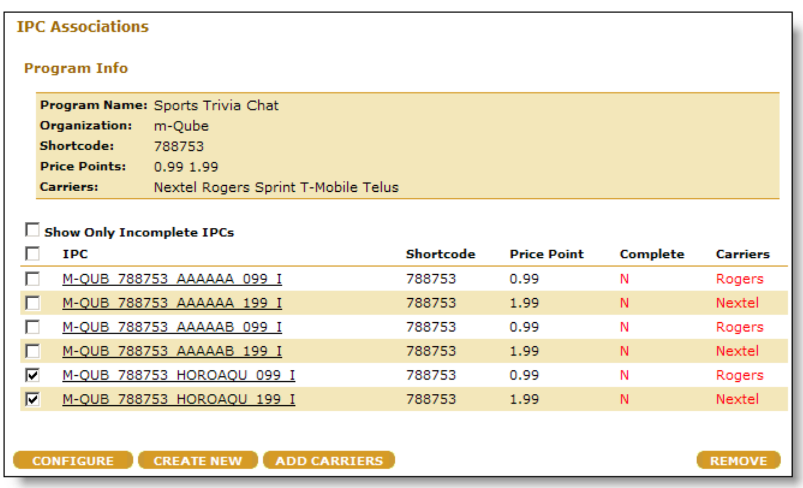
iQ Navigator provides an interface for users in VeriSign's Connectivity group to add carriers to internal product codes (IPCs).

To add carriers to an IPC:

1 Search for a campaign as described in the Searching for Campaigns section of the *iQ Navigator User Guide*.

2 Click the IPCs icon (IPCs) in the Action column.

The IPC Associations page appears.

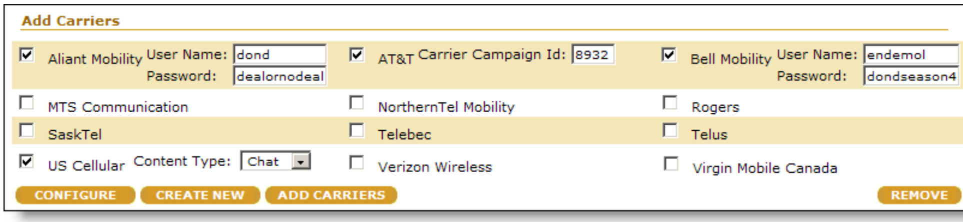


IPC Associations Page

3 Select any number of IPCs.

4 Click **Add Carriers**.

The Add Carriers to IPCs section appear below.



IPC Associations Page – Add Carriers Section

5 In Add Carriers section, place a check next to each carrier to which you want to associate the internal product codes.

6 If you select AT&T as one of the carriers, enter a carrier campaign ID.

"Carrier Campaign ID" is an AT&T-specific term. The VeriSign carrier operations partner (COP) working with AT&T typically provides the carrier campaign ID.

7 If you select a carrier with a Content Type menu, select a content type from the menu.

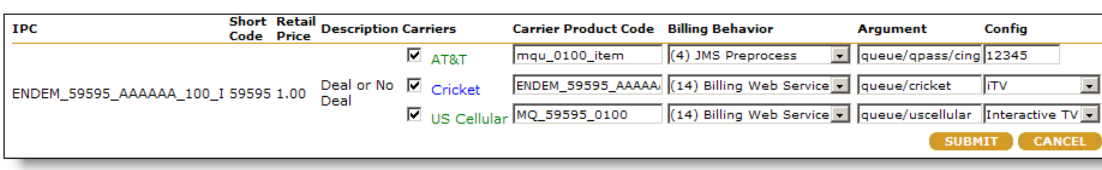
As of this printing, the Content Type menu only appears next to Cricket (formerly "Cricket-Leap"), VMC (Virgin Mobile Canada), and USCC (United States Cellular Corp.).

1 If you select a carrier with User Name and Password fields, enter a user name and password.

Note: The Content Type menu and the Carrier Campaign ID, User Name, and Password fields might or might not be required based on the request of the individual carrier. As of this printing, the only way to determine which fields are required is to receive an error message for all empty fields that were required after you click **Configure**.

2 Click **Configure**.

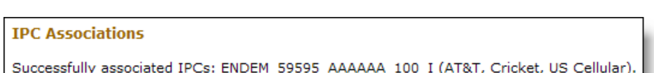
The IPCs appear below with auto-generated CPCs.



IPC Associations Page - Associate CPCs with IPCs Section

3 Click **Submit**.

A confirmation message appears below the heading IPC Associations.



IPC Associations Page – Confirmation Message

10 Working with Carrier Product Codes

Carrier product codes (CPCs) are labels for campaign briefs. They indicate information, such as the price point and the carrier associated with a particular campaign brief or briefs to which they are attached.

This chapter contains the following sections:

Creating a New Carrier Product Code

Searching for Carrier Product Codes

Updating a Carrier Product Code

Creating a New Carrier Product Code

Carrier operations partners (COPs) can use iQ Navigator to create a new carrier product code.

Note: You cannot use iQ Navigator to add or update Verizon carrier product codes. You must use the Verizon product code request process.

To create a new carrier product code:

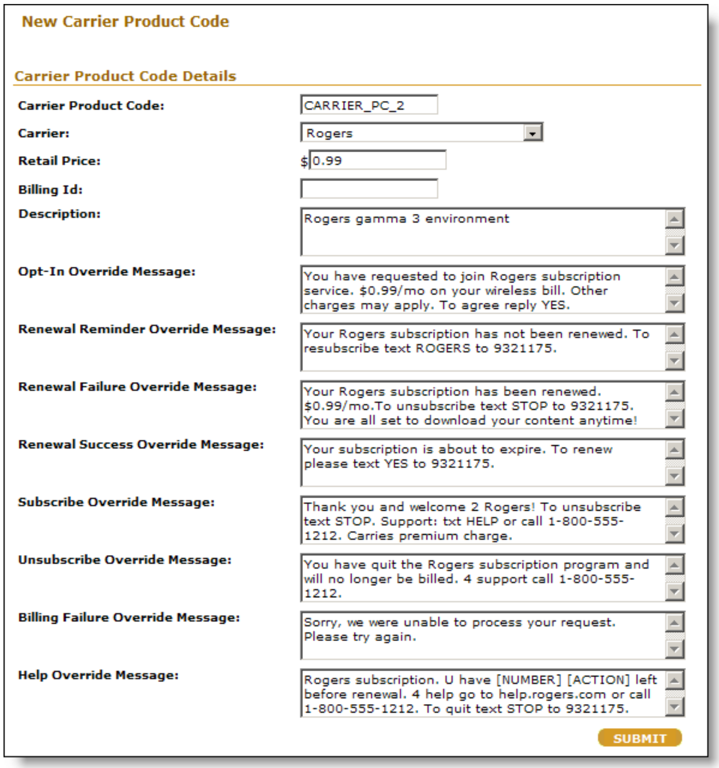
1. Click the Product Codes tab in the Tab frame.
2. Select "New Carrier Product Code" from the Carrier Product section of the Navigation frame.

   The New Carrier Product Code page appears.
3. Enter a code. This field is required. Enter a 32-character or less product code using all capital letters. Do not use any of the following characters: a space ( ), a comma (,), a period (.), an ampersand (&), a hyphen (-), a backslash (\), a forward slash (/), or an apostrophe (').
4. Select a carrier. This field is required.
5. Enter a retail price. This field is required.

Note: iQ Navigator uses this retail price to list this carrier product code (CPC) as a potential match for an internal product code (IPCs) with the same price point (retail price) when users manually associate the two as described in Manually Associating CPCs with IPCs.

6. Enter a billing ID. This field is not required.
7. Enter a description. This field is required.
8. Enter an opt-in override message, a renewal reminder override message, a renewal failure override message, a renewal success override message, a subscribe override message, an unsubscribe override message, a billing failure override message, and a help override message.

   None of these fields are required. Each of these messages must be 160 characters or less.
9. Click **Submit**.



New Carrier Product Code Page

Searching for Carrier Product Codes

You can search for carrier product codes using iQ Navigator.

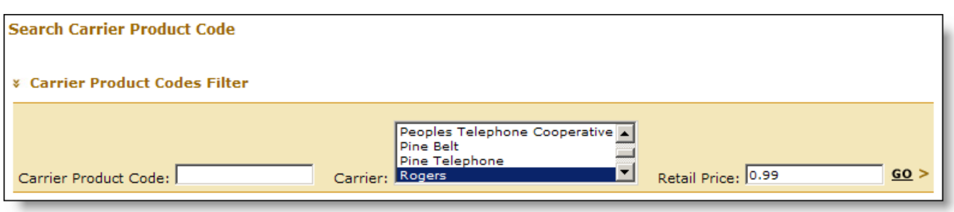
To search for a carrier product code:

1 Click the Product Codes Tab.

The Search Internal Product Code page appears.

2 Click **Carrier Product Codes** in the Navigation frame.

The Search Carrier Product Code page appears.



Search Carrier Product Code Page

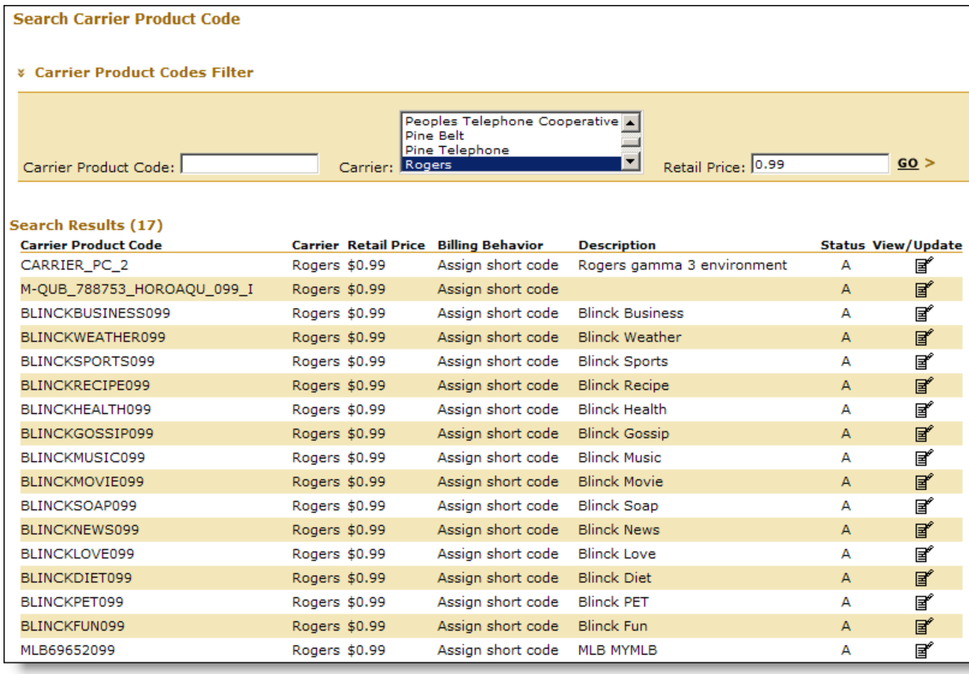
3 Optional. Enter a product code or part of a product code. This field is case sensitive. For example, a search for `carrier_pc_2` will not return results that contain `CARRIER_PC_2`.

4 Select whether to search a specific carrier or all carriers.

5 Optional. Enter a retail price. Do not include a dollar sign ($).

6 Click **Go**.

A list of product codes that match the search criteria appears.


Search Carrier Product Code

Carrier Product Codes Filter

Carrier Product Code: Carrier: Peoples Telephone Cooperative / Pine Belt / Pine Telephone / Rogers Retail Price: 0.99 GO >

Search Results (17)

Carrier Product Code	Carrier	Retail Price	Billing Behavior	Description	Status	View/Update
CARRIER_PC_2	Rogers	$0.99	Assign short code	Rogers gamma 3 environment	A	
M-QUB_788753_HOROAQU_099_I	Rogers	$0.99	Assign short code		A	
BLINCKBUSINESS099	Rogers	$0.99	Assign short code	Blinck Business	A	
BLINCKWEATHER099	Rogers	$0.99	Assign short code	Blinck Weather	A	
BLINCKSPORTS099	Rogers	$0.99	Assign short code	Blinck Sports	A	
BLINCKRECIPE099	Rogers	$0.99	Assign short code	Blinck Recipe	A	
BLINCKHEALTH099	Rogers	$0.99	Assign short code	Blinck Health	A	
BLINCKGOSSIP099	Rogers	$0.99	Assign short code	Blinck Gossip	A	
BLINCKMUSIC099	Rogers	$0.99	Assign short code	Blinck Music	A	
BLINCKMOVIE099	Rogers	$0.99	Assign short code	Blinck Movie	A	
BLINCKSOAP099	Rogers	$0.99	Assign short code	Blinck Soap	A	
BLINCKNEWS099	Rogers	$0.99	Assign short code	Blinck News	A	
BLINCKLOVE099	Rogers	$0.99	Assign short code	Blinck Love	A	
BLINCKDIET099	Rogers	$0.99	Assign short code	Blinck Diet	A	
BLINCKPET099	Rogers	$0.99	Assign short code	Blinck PET	A	
BLINCKFUN099	Rogers	$0.99	Assign short code	Blinck Fun	A	
MLB69652099	Rogers	$0.99	Assign short code	MLB MYMLB	A	

Search Carrier Product Code Page with Results

Updating a Carrier Product Code

After searching for a carrier product code as described in the Searching for Carrier Product Codes section, you can view and update those product codes with an Inactive (I) or New (N) status. You cannot update carrier product codes with an Active (A) status.

Note: You cannot use iQ Navigator to add or update Verizon carrier product codes. You must use the Verizon product code request process.

To update a carrier product code:

1 Click the Update icon ( ) in the View/Update column.

The Update Carrier Product Code page appears. This page is identical to the New Carrier Product Code page except that you cannot edit the Carrier Product Code field and the Carrier field.

2 Make changes to details of the product code.

3 To use a default message, click **Generate Default** next the message type.

4 Click **Submit**.

11 Creating Billing Behaviors

iQ Navigator super users can create new billing behaviors, which explain how VeriSign bills for specific types of services used on a particular carrier's network.

This chapter contains the following sections:

Creating a New Billing Behavior

Creating a New Carrier Billing Behavior

Searching for a Carrier Billing Behavior

Creating a New Billing Behavior

iQ Navigator super users can create a new billing behavior.

To create a new billing behavior:

1 Click the Product Codes tab in the Tab frame.

2 Select "New Billing Behavior" from the Billing Behavior section of the Navigation frame.

Note: This option only appears for iQ Navigator users with super user privileges.

The New Billing Behavior page appears.

New Billing Behavior Page

3 Enter an identifier for the billing behavior.

4 Enter a name for the billing behavior.

5 Click **Submit**.

A confirmation page appears.

New Billing Behavior Confirmation Page

Creating a New Carrier Billing Behavior

iQ Navigator super users can create a new carrier billing behavior.

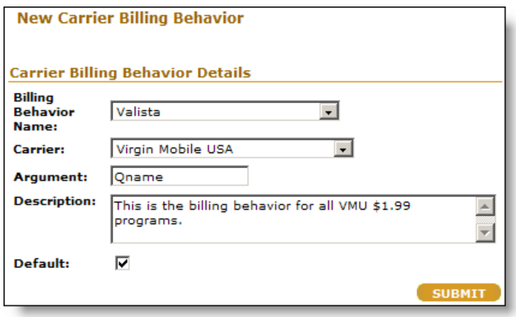
To create a new carrier billing behavior:

1 Click the Product Codes tab in the Tab frame.

2 Select “New Carrier Billing Behavior” from the Carrier Billing Behavior section of the Navigation frame.

Note: This option only appears for iQ Navigator users with super user privileges.

The New Carrier Billing Behavior page appears.



New Carrier Billing Behavior Page

3 Select a billing behavior name.

4 Select a carrier name.

5 Enter an argument.

An argument is technical information that helps in the execution of the billing behavior at runtime.

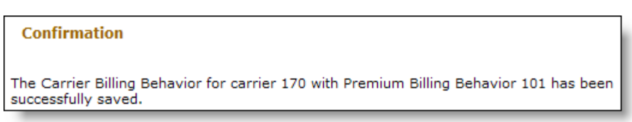
6 Enter a description.

7 Select “Default” if you want this billing behavior to be the default billing behavior for this carrier.

Note: A carrier can have more than one default billing behavior because some carriers require that more than one billing behavior be run in sequence.

8 Click **Submit**.

A confirmation page appears.



New Carrier Billing Behavior Confirmation Page

Searching for a Carrier Billing Behavior

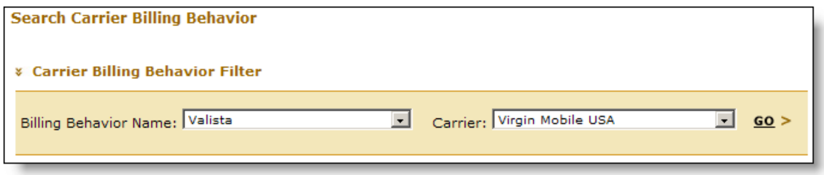
iQ Navigator super users can search for a carrier billing behavior.

To search for a carrier billing behavior:

1. Click the Product Codes tab in the Tab frame.
2. Select "Search Carrier Billing Behavior" from the Carrier Billing Behavior section of the Navigation frame.

Note: This option only appears for iQ Navigator users with super user privileges.

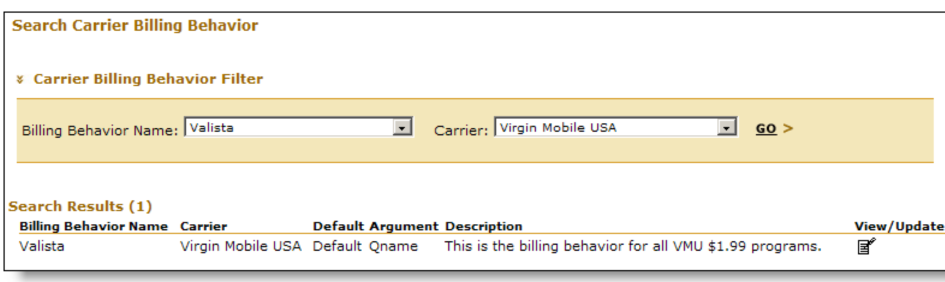
The Search Carrier Billing Behavior page appears.



Search Carrier Billing Behavior Page

3. Select a billing behavior name.
4. Select a carrier.
5. Click **Go**.

A list of carrier billing behaviors that match the search criteria appears.



Search Carrier Billing Behavior Page with Results

6. To update the carrier billing behavior, click the Update icon ( ) in the View/Update column.

The Carrier Billing Behavior page appears. This page is identical to the New Carrier Billing Behavior page, except that you cannot edit the Billing Behavior Name field and Carrier field.

See the Creating a New Carrier Billing Behavior section for an explanation of how to modify a carrier billing behavior.

12 Updating the Help Tab

iQ Navigator users in VeriSign's Documentation department can add and remove documents from the iQ Navigator and iQ Reports Help tabs. The iQ Reports interface does not allow modification. You must use the interface on the iQ Navigator Help tab to make changes to the iQ Reports Help tab.

This chapter includes the following sections:

Creating New Document Types

Adding Documents

Updating Documents

Removing Documents

Deleting Document Types

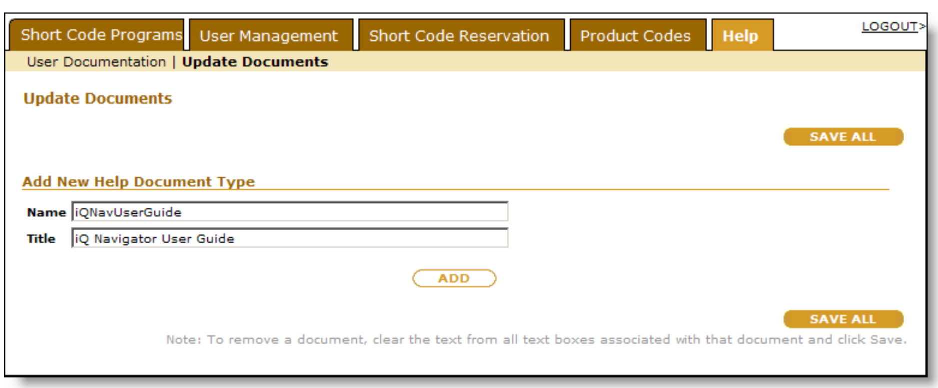
Creating New Document Types

Before uploading documents to the Help tab, you need to create a document type, which acts as a container for each guide. You can have multiple formats of each guide within one document type.

To create a new document type:

1 Click the **Update Documents** link below the Help tab.

The Update Documents page appears.



Help Tab - Update Documents Page

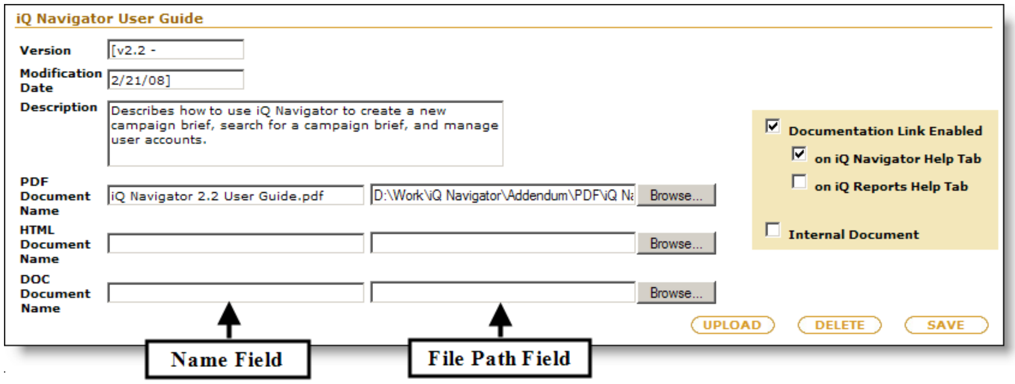
2 Enter a document type name, such as `iQNavUserGuide`.

Do not include spaces in the name. Only use letters and numbers. This name is only an identifier for the database. It is the directory name where iQ Navigator stores the files on the server. Users do not see or use the document type name.

3 Enter a title, such as `iQ Navigator User's Guide`. This title will display on the Help tab as the title of the document.

4 Click **Add**.

The Document Details section appears above the Add New Help Document Type section. This is where you add documents.



Help Tab - Document Details Section

Adding Documents

iQ Navigator provides an interface for uploading documents and creating links to those documents that users see on the Help tab.

To add documents to the Help tab:

1 Click the **Update Documents** link below the Help tab.

The Update Documents page appears.

2 In the Version field, enter a left bracket, a lowercase "V," the version number, a space, a hyphen, and a space. For example, `[v2.2 -`. See the figure titled Help Tab - Document Details Section for an example.

3 In the Modification Date field, the date in M/D/YY format and a right bracket. For example, `2/9/08]`. See the figure titled Help Tab - Document Details Section for an example.

This date should match the "Last modified" date that appears on the legal page of the document. The legal page is the second page of the PDF version.

4 Enter a description.

You can copy and paste the description from SharePoint, or use a modified version of the introductory paragraph in the document.

5 Browse to the file.

6 Copy and paste only the file name into the Name field to the left of the File Path field.

7 Click **Upload**.

This copies the file to the server, and a confirmation message appears near the top of the page, for example, "The 'PDF' file for 'iQNavUserGuide' type has been successfully uploaded."

8 Place a check in the Documentation Link Enabled box.

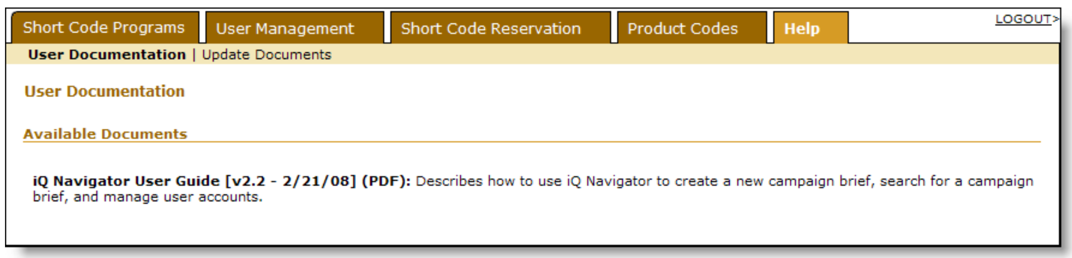
9 Place a check to indicate on which Help tabs you want a link to the document to appear.

10 If you only want VeriSign users to be able to access the document, place a check next to Internal Document.

11 Click **Save**.

A confirmation message appears near the top of the page, for example, “Help Document ‘iQ Navigator User Guide’ has been successfully updated.”

12 Click the **User Documentation** link to see how other users will see the link you created.



Help Tab - User Documentation Page

Updating Documents

Follow these steps to replace a link to a document with a new version of a document.

1 Click the **Update Documents** link under the Help tab.

The Update Documents page appears.

2 Delete the text in the Name field of the document you want to update.

3 Click **Save**.

A confirmation message appears near the top of the page, for example, “Help Document ‘iQ Navigator User Guide’ has been successfully updated.”

4 Browse to the new document.

5 Copy and paste only the new document’s file name in the Name field.

6 Click **Upload**.

A confirmation message appears near the top of the page, for example, “The ‘PDF’ file for ‘iQNavUserGuide’ type has been successfully uploaded.”

7 Make any necessary changes to the version number or description.

8 Click **Save**.

A confirmation message appears near the top of the page, for example, “Help Document ‘iQ Navigator User Guide’ has been successfully updated.”

The link to the new document now appears on the User Documentation page.

Removing Documents

iQ Navigator provides an interface for removing documents that appear on the Help tab.

To remove documents from the Help tab:

1. Click the **Update Documents** link under the Help tab.

   The Update Documents page appears.

2. Delete the text from all text boxes associated with that document.
3. Click **Save**.

   The link to the document no longer appears on the User Documentation page.

Deleting Document Types

If you wish to remove a guide completely from the Help tab, you delete the document types.

To delete document types from the Help tab:

1. Click the **Update Documents** link under the Help tab.

   The Update Documents page appears.

2. Click **Delete** next to the document type.

   A confirmation message appears. The document type is no longer available.

13 Understanding Billing Message Descriptions

A billing message description is a text string used to describe a service. Carriers might include this text on subscribers' bills.

This chapter includes the following sections:

Finding Billing Message Descriptions

Understanding How iQ Navigator Forms Billing Message Descriptions

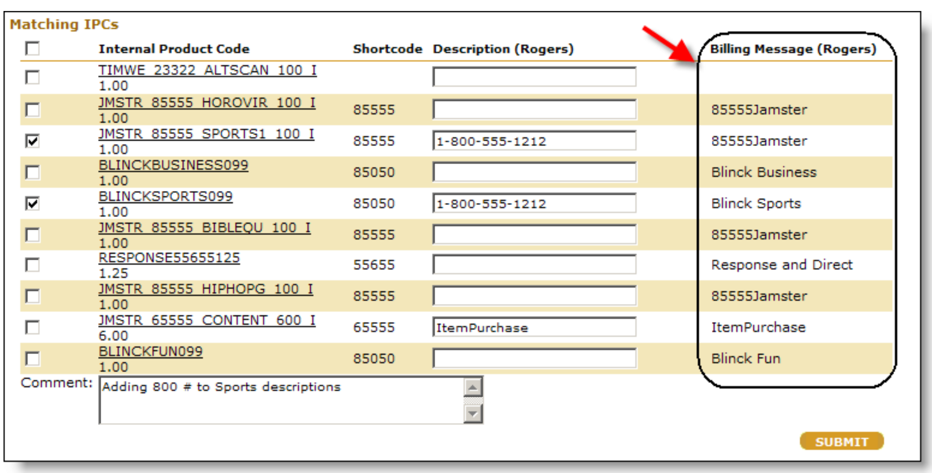
Modifying Billing Message Descriptions

Finding Billing Message Descriptions

You can find a billing message description for a particular IPC on a particular carrier in one of the following ways.

Follow the steps in the Updating Internal Product Codes' Descriptions section of Chapter 9: Using the IPC Wizard. Billing message descriptions appear in the Descriptions field on the Matching IPCs section of the Update IPC Descriptions screen if you include a carrier in your search.

Note: You must include a carrier in your search to view the billing message descriptions.


Matching IPCs

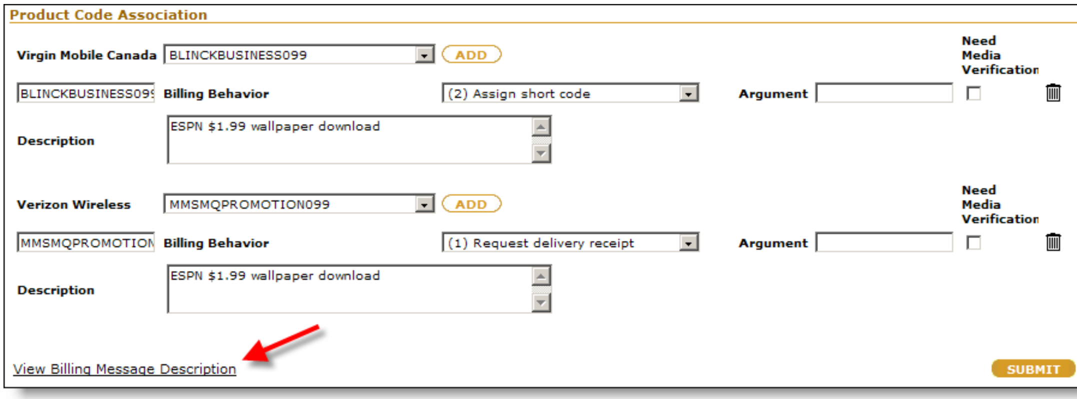
	Internal Product Code	Shortcode	Description (Rogers)	Billing Message (Rogers)
☐	TIMWE_23322_ALTSCAN_100_I 1.00			
☐	JMSTR_85555_HOROVIR_100_I 1.00	85555		85555Jamster
☑	JMSTR_85555_SPORTS1_100_I 1.00	85555	1-800-555-1212	85555Jamster
☐	BLINCKBUSINESS099 1.00	85050		Blinck Business
☑	BLINCKSPORTS099 1.00	85050	1-800-555-1212	Blinck Sports
☐	JMSTR_85555_BIBLEQU_100_I 1.00	85555		85555Jamster
☐	RESPONSE55655125 1.25	55655		Response and Direct
☐	JMSTR_85555_HIPHOPG_100_I 1.00	85555		85555Jamster
☐	JMSTR_65555_CONTENT_600_I 6.00	65555	ItemPurchase	ItemPurchase
☐	BLINCKFUN099 1.00	85050		Blinck Fun

Comment: Adding 800 # to Sports descriptions

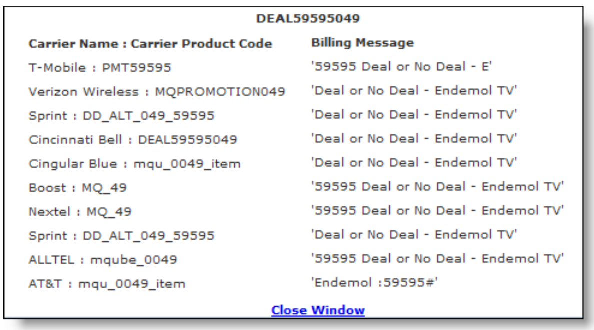
SUBMIT

Billing Message Descriptions on the Update IPC Descriptions Screen

Another way to view billing message descriptions is to click the View Billing Message Description link in the lower left of the IPC Association section of the IPC page as described in the Creating a New Internal Product Code section of Chapter 8: Working with Internal Product Codes.



New Internal Product Code Page – Product Code Association Section



New Internal Product Code Page – View Billing Message Description Window

Understanding How iQ Navigator Forms Billing Message Descriptions

iQ Navigator creates billing message descriptions from a combination of elements. These elements might include one or more of the following:

- brand name
- carrier override description
- content provider name
- IPC description
- short code

iQ Navigator forms each billing message description in one of several ways, depending on the carrier. The following table shows which elements iQ Navigator uses to form a billing message description for each carrier.

Carrier	Billing Message Description Format
Alltel Boost Dobson Nextel T-Mobile	(short code) + (carrier override description or IPC description)
AT&T	(brand name or content provider name) + (short code) + (carrier campaign ID)
All other carriers	(carrier override description or IPC description)

For example, when iQ Navigator forms a billing message description for a program running on Verizon, it follows the "All other carriers" method. It attempts to use the carrier override description. If one doesn't exist, it uses the IPC description instead.

If the same program were running on T-Mobile, iQ Navigator would add the short code before the carrier override description or the IPC description.

If the same program were running on AT&T, iQ Navigator would add the brand name first. If no brand name exists, it uses the content provider's name. It follows this description with the short code and the carrier campaign ID.

Modifying Billing Message Descriptions

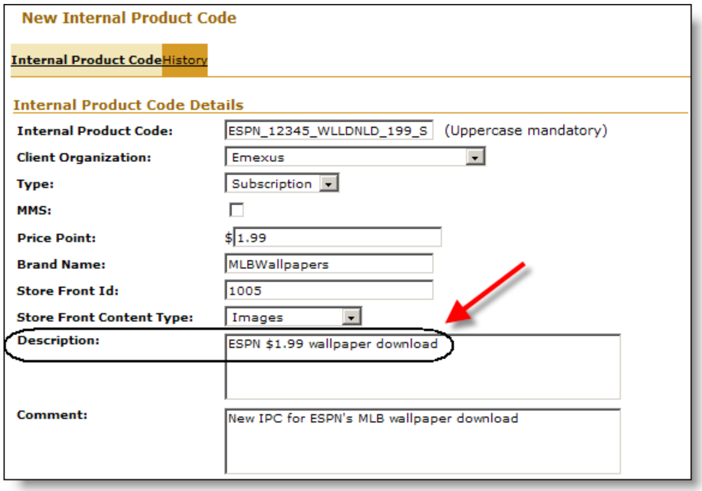
Since billing message descriptions can appear on subscribers' bills, content providers might wish to modify them so that they provide subscribers with the most relevant information. To modify a billing message description, a VeriSign user must individually edit each element used to compose a billing message description within iQ Navigator.

VeriSign's Connectivity team can edit the elements that compose a billing message description in any of the following areas in iQ Navigator:

- New Internal Product Code page
- IPC Wizard
- Update IPC Descriptions screen

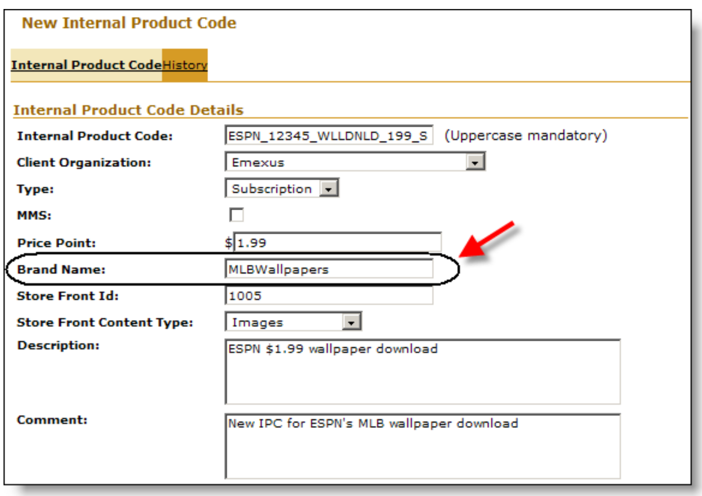
Editing Billing Message Descriptions Elements on the New Internal Product Code Page

Edit the internal product code (IPC) description by modifying the Description field on the New Internal Product Code Page as described in Creating a New Internal Product Code in Chapter 8: Working with Internal Product Codes.



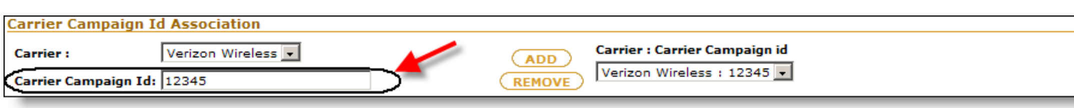
IPC Description on the New Internal Product Code Page – Details Section

Edit the brand name by modifying the Brand Name field on the New Internal Product Code Page as described in Creating a New Internal Product Code in Chapter 8: Working with Internal Product Codes.



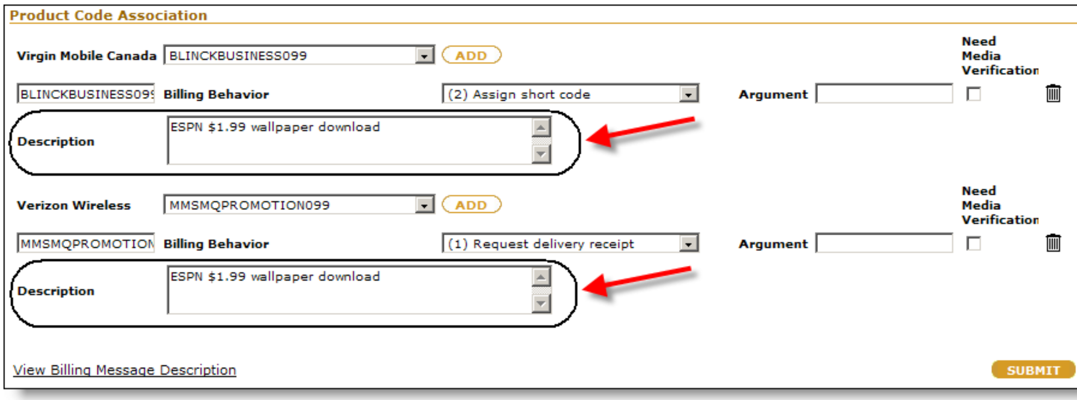
Brand Name on the New Internal Product Code Page – Details Section

Edit the carrier campaign ID by modifying the Carrier Campaign ID field in the Carrier Campaign ID Association section on the New Internal Product Code Page as described in Creating a New Internal Product Code in Chapter 8: Working with Internal Product Codes.



Carrier Campaign ID on the New Internal Product Code Page – Carrier Campaign ID Association Section

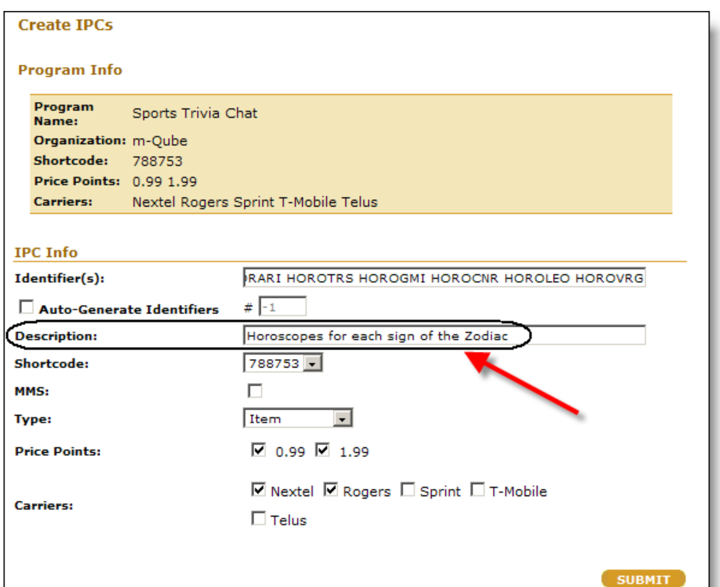
Edit the carrier override description by modifying the Description field in the Product Code Association Section on the New Internal Product Code Page as described in Creating a New Internal Product Code in Chapter 8: Working with Internal Product Codes.



Carrier Override Description on the New Internal Product Code Page – Product Code Association Section

Editing Billing Message Description Elements in the IPC Wizard

Edit the internal product code (IPC) description by modifying the Description field on the Create IPCs page as described in the Updating Internal Product Codes' Descriptions section in Chapter 9: Using the IPC Wizard.

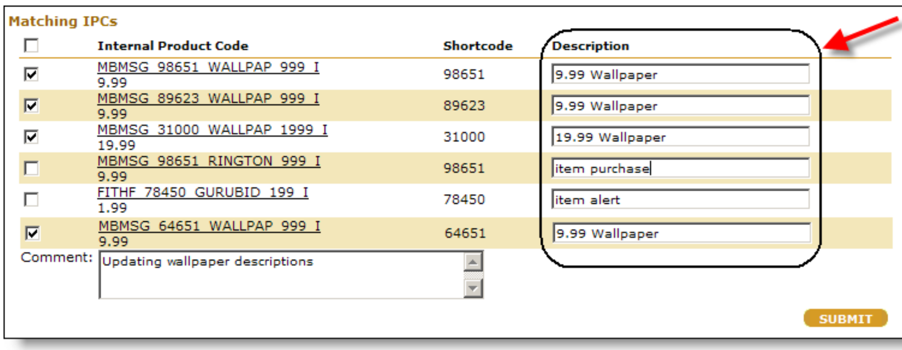


IPC Description Field on the Create IPCs Page

Editing Billing Message Description Elements on Update IPC Descriptions Screen

Edit the internal product code (IPC) description in the Matching IPCs section of the Update IPC Descriptions Screen as described in the Updating Internal Product Codes' Descriptions section of Chapter 9: Using the IPC Wizard when you do not include a carrier in your search.

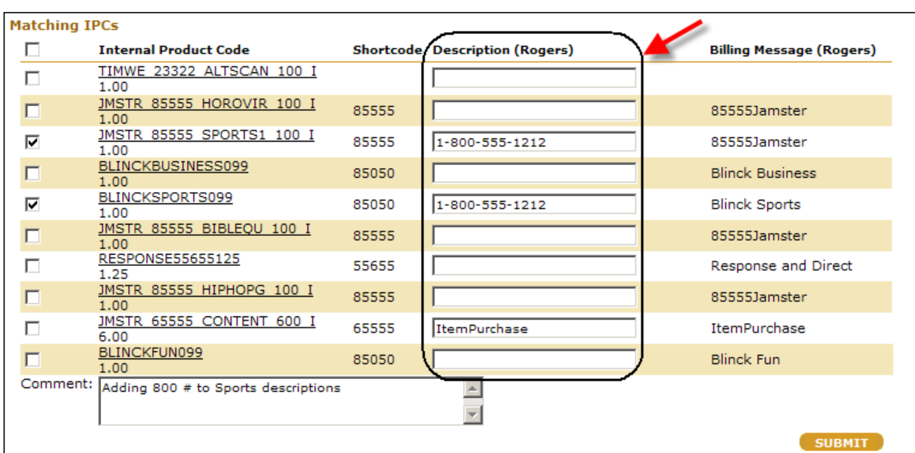
Note: You must not include a carrier in your search to view and edit the IPC descriptions.



IPC Descriptions on the Update IPC Descriptions Screen

Edit the carrier override description in the Matching IPCs section of the Update IPC Descriptions Screen as described in the Updating Internal Product Codes' Descriptions section of Chapter 9: Using the IPC Wizard when you include a carrier in your search.

Note: You must include a carrier in your search to view and edit the carrier override descriptions.



Carrier Override Descriptions on the Update IPC Descriptions Screen

Edit the brand name in the Matching IPCs section of the Update IPC Descriptions Screen as described in the Updating Internal Product Codes' Descriptions section of Chapter 9: Using the IPC Wizard when you include AT&T as a carrier in your search.

Note: You must include AT&T as a carrier in your search to view and edit the brand name.