



# MobiWeb

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## **2-Way Messaging and SIM Hosting Manual**

Version 2.2

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## INTRODUCTION

This document describes MobiWeb's 2-way Messaging service. In 2-way Messaging, one or more keywords are assigned to a long number. This applies whether the service is with SIM Hosting or Virtual Number Hosting. Responses are transmitted by our Messaging gateway to your system via and HTTP GET request.

## HTTP PROTOCOL

The Hypertext Transfer Protocol (HTTP) is the most common networking protocol used by all Web applications. HTTP is the foundation of data communication for the World Wide Web. It is based on requests for resources made with URLs and responses to them. The requests are made by clients (e.g. Web Browsers) and the responses are delivered by Servers (e.g. Website). Below you can find some basic terminology of the HTTP Protocol:

**URL:** A Uniform Resource Locator specifies where an identified resource is available and the mechanism for retrieving it. That is the address of the resource.

e.g. `http://www.domain.com/test.html`

Here the URL is 'http://www.domain.com/test.html'

**Parameters:** The parameters supplied to the URL. These begin at the end of the resource with the character '?' and are separated by character '&'.

e.g. `http://www.domain.com/test.html?paramA=1&paramB=testvalue`

Here the parameters are paramA with the value of '1' and paramB with the value of 'testvalue'.

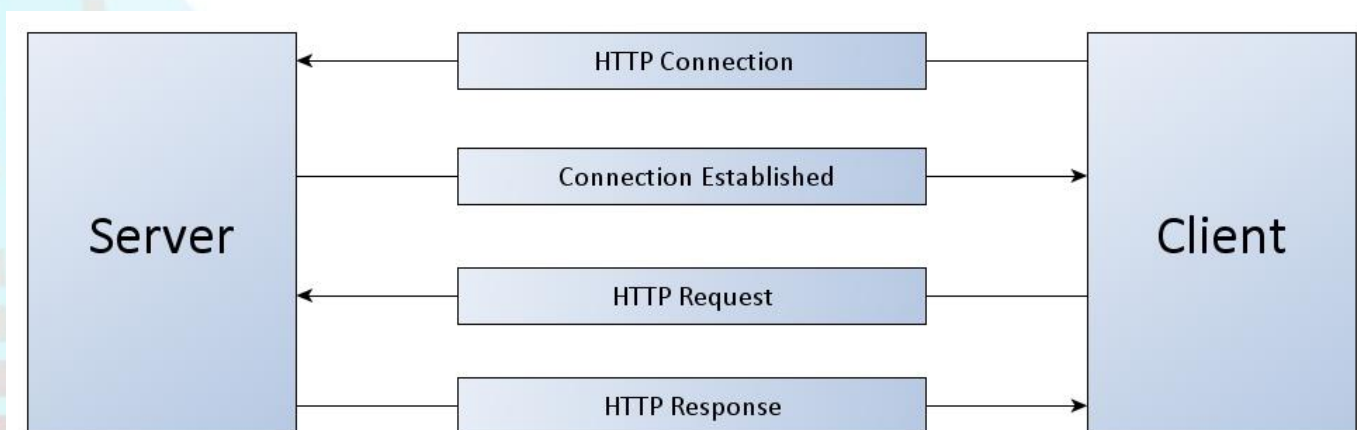


Figure 2 – HTTP Protocol

In order to make an HTTP GET call, you can use any programming language since they all offer a function to make HTTP GET requests.

In PHP you can execute the following:

e.g. `echo file_get_contents("http://www.domain.com/test.html");`

In a UNIX shell you can execute the following command (if libcurl is installed):

e.g. `curl 'http://www.domain.com/test.html'`

In a UNIX shell you can execute the following command (if lynx is installed):  
 e.g. `lynx -dump 'http://www.domain.com/test.html'`

## HOW TO USE

A keyword, a set of keywords (for a shared number) or all keywords (for a dedicated number) are assigned to the user's account. When responses are received for the dedicated number or user's set of keywords, they are transmitted by MobiWeb's 2-way Messaging gateway to the URL that the user defined.

**Note:** The URL to which the responses are transmitted is the URL that the user asked to his Account Manager. If you are not sure of your system's receiving URL, please contact your Account Manager.

An example URL is:

e.g. `http://www.test_server/test_page.php`

When an incoming message is received, the message is forwarded to the user specified URL with the following parameters.

e.g.

`http://www.test_server/test_page.php?mobile=44xxxxxxx&keyword=quiz&msgrest=start&fulltext=quiz+start`

Parameter	ExampleExplanation
mobile	e.g. 44xxxxxxxxxx
	The full international number of the response's sender mobile device. This excludes the leading '+'.
keyword	e.g. quiz
	The campaign keyword of the response.
msgrest	e.g. the message without keyword
	The rest of the response message. This excludes the keyword.
fulltext	e.g. a message with keyword
	The exact message received (keyword and the rest of text).

Table 1 – Response URL Parameters



MobiWeb's 2-way Messaging Gateway will send out responses based on the following schedule:

AUTOMATIC RESPONSE FORWARDING SCHEDULE	
Attempt	Time
1	Instantly sent when message is received.
2	After 5 minutes.
3	After 15 minutes
4	After 30 minutes
5	After 1 hour.
6	After 5 hours.
7	After 24 hours.
Resolution	No more attempts.

Table 2 – Automatic Response Scheduler

#### 2-WAY AUTOMATIC RESPONSE EXAMPLE

[http://www.test\\_server/test\\_page.php?mobile=44xxxxxxxx&keyword=quiz&msgtext=155](http://www.test_server/test_page.php?mobile=44xxxxxxxx&keyword=quiz&msgtext=155)

The Automatic Response URL call delivers the information to the user at his custom web server page. In this example the URL is [http://www.test\\_server/test\\_page.php](http://www.test_server/test_page.php). The response information is delivered to the above location with the following as parameters:

```
mobile=44xxxxxxxx
keyword=quiz
msgtext=155
```

The URL has to return the string 'OK' after storing and handling the received response.

**Note:** Users are required to acknowledge the correct receipt of the response information by returning the string 'OK' to MobiWeb's 2-way Messaging Gateway. If that is not carried out then a retry scheme is followed as specified in Table 2.

#### CONTROL PANEL

Users can access their control panel and view extensive statistics and the response messages. The access information (Username, password, ip address) is sent by the Account Managers when the service is activated.

**Note:** If you are unsure of your account's access information please contact your Account Manager.

## ABOUT MOBIWEB

Since its establishment in 1999, MobiWeb Group of companies set as it's mission to provide high quality Voice telecommunication services and SMS messaging solutions to enterprises, operators, aggregators and SME. Headquartered in Hong Kong, MobiWeb has offices in Belize, Brazil, Cyprus, Greece, Romania, Turkey, UK and USA.



Associate  
Member



Using direct connections with telecommunication carriers and operators in the largest cloud data centers spanning over 4 continents, MobiWeb provides high quality communication solutions to billions of subscribers in 229 countries. MobiWeb is backed up by a second to none technical team.

Driven by excellence MobiWeb has already established a strong customer base in Europe, Latin America, Africa and Asia through the provision of telecommunication solutions.

Playing an important role at the telecom and marketing industry, MobiWeb is an associate member of the GSMA Association.

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