



API Integration Document

Table of Contents

1	Introduction to API	3
2	Services	3
2.1	Message Compose	3
2.2	Campaign Status	8
2.3	Reply Message	9
2.3.1	Client Request	9
3	About mVaayoo	12

mVaayoo

1 Introduction to API

mVaayoo API allows clients and external agencies to integrate ERP or SAP systems with two-way SMS Platform. This API enables clients to compose messages, obtain replies for various campaigns. Registered mVaayoo users can intimate Sales personnel or contact sales@mvaayoo.com for the requirement of APIs.

2 Services

mVaayoo APIs are geared to provide various features of web-based SMS platforms to clients. This includes ability to compose message, view message replies.

2.1 Message Compose

This API is used to push bulk messages. To use this API the user should be registered with mVaayoo.com as well as mVaayoo API. The user has to call the following URL with the mandatory parameters. User can replace all the parameters or user can use post method to pass the mandatory parameters to the API. Only mVaayoo API registered users can access this API.

Message campaign URL

[http://api.mVaayoo.com/mvaayooapi/MessageCompose?user=\(userId:password\)&senderID=\(oa\)&receiptno=\(da\)&udhi=\(0,1\)&msgtype=\(0,2,7\)&dcs=\(DCS\)&ishex=\(0,1\)&msgtxt=\(message\)&state=\(0,1,2,3\)&resmsg=\(Thanks for submitting\)](http://api.mVaayoo.com/mvaayooapi/MessageCompose?user=(userId:password)&senderID=(oa)&receiptno=(da)&udhi=(0,1)&msgtype=(0,2,7)&dcs=(DCS)&ishex=(0,1)&msgtxt=(message)&state=(0,1,2,3)&resmsg=(Thanks for submitting))

Input Parameters

Parameter Name	Description	Type	Example
user	User id and Password with (:) separated.	Mandatory	This user id must be registered with mVaayoo API, ex: xyz@test.com:password
senderID	Source Address, It should be a valid Reply number or sender name	Mandatory	This senderID must be registered with mVaayoo, and the default sender id is "mVaayoo" Number, ex: 56263 or Test
receipientno	Destination Address, It should be a valid mobile number. This parameter supports csv separated msisdns	Mandatory	Ex- 9849355641 or 919849355641, 919866740479, 9866740478
msgtype	Message type, It specifies the type of message. Default is 0 for text message. (Mandatory parameter for Binary and Flash message)	Optional	Ex-> 0 - Text Message 2 - Binary Message 7 - Flash Message
dcs	Data Coding Schema. Default is 0.	Optional	0 - Text Message 240 - Flash Message 245 - Binary Message
ishex	It specifies the message is hexadecimal or text. Default is 0 for text message. (Mandatory parameter for Binary message)	Optional	0 - Text OR Flash Message 1 - Binary Message
msgtxt	This is the message. In case of binary message use <udh, ud> format.	Mandatory	Text or Flash Message - <Testing> Binary Message - <0B0504158A00000003920301,300000002010000481C01FFFFFFFFFFFFFFFFFFFFFAFFFFFFFFFFFFFFFFFF57FFFFB>

state	<p>This specifies the response types</p> <p>0 - User can add a custom message of his/her choice, e.g. "Thanks for submitting your response".</p> <p>1 - User can send sms to multiple numbers (9810028310, 9837371812...), unique transaction id are generated for each mobile number on successful submission.</p> <p>2 - On sending messages to multiple numbers, this will return a unique Job ID for the campaign.</p> <p>3 - On sending messages to multiple numbers, this will return a unique Job ID for the campaign along with multiple Transaction id</p> <p>4 - User can send messages to a single mobile number; on successful submission a unique Transaction id is generated.</p>	Optional	Ex- state=1
resmsg	<p>Customized response to the user.</p> <p>Note: This resmsg parameter used only whenever user using state=0 in compose url</p>	Optional	Ex. resmsg= Thanks for submitting.
schedule_date	Campaign schedule date	Optional	Ex. schedule_date=2009-10-27
schedule_time	Campaign schedule time	Optional	Ex. schedule_time=09:00:00

Output Response

Response	Description
<p>Response message is based on User's using state parameter provided in compose url.</p> <p>Following are the supported response types</p> <ol style="list-style-type: none"> 1. Customized Response Message (state=0) 2. CSV supported transaction ids (state=1) 3. Job id (state=2) 4. job id with CSV supported (state=3) 	<p>ex: Status=0, Thanks for submitting</p> <p>ex: Status=0, <trans_id1>, <trans_id2></p> <p>ex: Status=0, <job_id></p> <p>ex: Status=0, <job_id>, <trans_id1>, <trans_id1>.....</p>
Status=1, Invalid User Id	Invalid User Id
Status=1, Invalid Password	Invalid Password
Status=1, Invalid User Details	Invalid user details.
Status=1, Invalid OA	Invalid Source Address
Status=1, Invalid Reply Number	Invalid Reply Number
Status=1, Invalid Sender Name	Invalid Sender Name
Status=1, Invalid Recipient Number	Invalid Destination Address
Status=1, Invalid Message	Invalid Message
Status=1, Invalid Data Type	Invalid Data Type
Status=1, No Sufficient Credits	User does not have sufficient credits
Status=1, Internal or External Network Error	Any network error
Status=1, User Blocked Due to Wrong Credentials	User Blocked on third continuous wrong Credentials.
Status=1, Invalid Hex Message	Message is not in hexadecimal format
Status=1, Invalid Message Type	Unsupported Message type
Status=1, Invalid State	Invalid State
Status=1, Invalid Schedule date time	Invalid Schedule date time
<campaign id>, Campaign is scheduled to start at <schedule date time>	Ex: bcamp_12566270782020001, Campaign is scheduled to start at 2009-10-27 12:36:00

Note:

1. The Dynamic IP user will be blocked after continuous submission of wrong password with the same user id.
2. Any response other than above is to be considered as failure.
3. IF user not specifying state and resmsg we are sending default response type(state=4) and default response message(resmsg=Success)
4. In the case of schedule later we are giving campaign id as a response back to the user.

mVaaloo

2.2 Campaign Status

This API is used to fetch schedule campaign status. To use this API the user should be registered with mVaayoo.com as well as mVaayoo API. The user has to call the following URL with the required parameters. Only mVaayoo API registered users can access this API

Campaign Status URL:

http://api.mVaayoo.com/mvaayooapi/CampaignStatus?campid=<campaign_id>

Input Parameters

Parameter Name	Description	Type	Example
campiid	Schedule Campaign id for getting campaign status.	Required	ex: <u>bcamp_ins1971_12565594006710007</u>

Client should response as status, <Status of campaign>

Response	Description
Status=0,Campaign completed	Campaign completed
Status=0,Campaign yet to start	Campaign yet to start
Status=0,Campaign in process	Campaign in process
Status=0,Campaign stopped	Campaign stopped
Status=0,Campaign canceled	Campaign canceled
Status=0,Campaign rejected	Campaign rejected
Status=1,Not defined	Not defined
Status=1,Invalid CampaignId	Invalid Campaign Id

2.3 Reply Message

This API is used to fetch reply messages. To use this API the user should be registered with mVaayoo.com as well as mVaayoo API. The user has to call the following URL with the required parameters. User can replace all the parameters or user can use post method to pass the required parameters to the API. Only mVaayoo API registered users can access this API.

2.3.1 Client Request

The user has to call the following URL with the required parameters. User can replace all the parameters or user can use post method to pass the required parameters to the API. Based on the user request user's Reply URL (as provided by the user) is called. User has to get all the parameters at their end. In case of any errors in the client URL there would not be any retries from system, client has to put in a fresh request.

Reply message URL:

[http://api.mVaayoo.com/mvaayooapi/MessageReply?user=\(userId:password\)&senderID=\(oa\)&recipientno=\(da\)&sdtime=\(starttime\)&edtime=\(endtime\)](http://api.mVaayoo.com/mvaayooapi/MessageReply?user=(userId:password)&senderID=(oa)&recipientno=(da)&sdtime=(starttime)&edtime=(endtime))

Input Parameters

Parameter Name	Description	Requirement	Example
User	User id and Password in Base64 encrypted form with (:) separated.	Required	This user id must be registered with API, ex: xyz@test.com :password
senderID	Source Address, It should be a valid Reply number	Required	This senderID must be registered with , ex: 56263
recipientno	Destination Address, It should be a valid mobile number.	Optional	Ex- 9849355641 or 09849355641 or 919849355641
Sdtime	This is the Start time, it should be in (yyy-MM-dd HH:mm:ss) Simple date format and URL encoded	Required	Ex- 2008-11-04 03:40:30
Edtime	This is the End time, it should be in (yyy-MM-dd HH:mm:ss) Simple date format and URL encoded.	Optional	Ex- 2008-11-04 03:40:30

Output Response

Response	Description
Status=0, Your Request Has been Processed Successfully	SUCCESS
Status=1, Invalid UserId	Invalid User Id
Status=1, Invalid Password	Invalid Password
Status=1, Invalid User Details	Invalid user details.
Status=1, Invalid Reply Number	Invalid Reply Number
Status=1, Invalid Start Datetime	Invalid Start Datetime
Status=1, Invalid Start or End Datetime	Invalid Start or End Datetime
Status=1, Invalid Reply URL	Invalid Reply URL
Status=1, Reply Number and Recipients Number, Both cannot be NULL	Reply Number and Recipient number are null.
Status=1, Internal or External Server Error	Any Unknown Error
Status=1, User Blocked Due to Wrong Credentials	User Blocked on third continuous wrong Credentials.

Response to Client

The Client will get response for his request to his configured Reply URL. Client should design his application (jsp/servlet) to accept below parameters. There will not be any retry, if client URL is not working.

The Example Client URL:

[http://userip:port/uripattern?userid=\(userid\)&oa=\(replynumber\)&da=\(receipientno\)&dttime=\(datetime\)&msgtxt=\(message\)](http://userip:port/uripattern?userid=(userid)&oa=(replynumber)&da=(receipientno)&dttime=(datetime)&msgtxt=(message))

Response Parameters

Parameter Name	Description	Type	Example
userid	Client's mVaayoo User id.	Required	This user id is registered with mVaayoo API, ex:xyz@test.com
oa	Source Address, This is a valid Reply number which is allocated to the client and client got reply on this Reply number.	Required	This senderID must be registered with mVaayoo. ex: 56263
da	Customer mobile number, This is a valid mobile number from which client got reply.	Required	Ex- 9849355641 or 09849355641 or 919849355641
dtime	This is the time, when client got the Reply, it will be in Simple date format and URL encoded	Required	Ex- 2008-11-04 03:40:30
msgtxt	This is the message.	Required	Ex- Hi Testing

Client should response as status=0 <success>

Note:

1. The Dynamic IP user will be blocked after continuous submission of wrong password with the same user id.
2. The response other than above consider as failure.

3 About mVaayoo

Communication in the business environment has metamorphosed in many ways. It is no longer enough to derive strategies to reach out to people in the spectrum: consumers, stakeholders, associates and employees through traditional mode of communication. Today, brand communication is all about individually connecting with people and retaining that connect.

Managing and maintaining this connect in the highly competitive market is a complex and an expensive task. IMI mobile's unique combination of robust technology and innovative commercial model allows us to offer compelling propositions for our clients. The result is mVaayoo the cost effective End-to-End Enterprise Mobile Messaging Service with high service level availability that is unmatched in the industry. mVaayoo provides both 1-Way & 2-Way communication and empowers customers with best quality, technologically advanced and highly secure customizable services.

Our Services encompass the whole gamut of mobility solutions adding immense value to enterprises by:

- Increasing the communication speed which in turn increases the efficiency of an organization
- Reducing the external as well as internal communication costs considerably
- Personalizing all the communication
- Introducing the new customer touch point

For more information, visit: www.mVaayoo.com

For Sales queries, e-mail us at: sales@mVaayoo.com