mVaayoo API
Ver 1.2.0

IMImobile

DOCUMENT RELEASE NOTE	
mVaayoo API **Ver 1.2.0**	
Author(s): Sriram Gopal Reddy K	Date: 21/10/2009
Reviewer(s): Dipto Mukherjee	Date: 21/10/2009
Approved by:	Date:

REVISION HISTORY			
Document No: No./IMI/SM/ADG/T16	Document Title: mVaayoo API Ver 1.2		
Revision No.	Revision Date	Change Details	Approved by

Table of Contents

mVaayoo API

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)&receipientno=(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

Parameter Name	Description	Type	Example
			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 - <0B0504158A00000003920301,300000002010000481C01FFFFFFFFFFFFFFFFFFFFFAFFFFFFFFFFFFFFFFF57FFFFB>
state	This specifies the response types **state description** 0 - custom message	Optional	Ex- state=1

Parameter Name	Description	Type	Example
	1 - csv supported transaction id 2 - job id 3 - job id with csv supported transaction id		
resmsg	Customized response to the user. **Note:** This **resmsg** parameter used only whenever user using state=0 in compose url	Optional	Ex. resmsg= Thanks for submitting.

Output Response

Response	Description
Response message is based on User's using state parameter provided in compose url. Following are the supported response types 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)	ex: Status=0, Thanks for submitting ex: Status=0, <trans_id1>, <trans_id2> ex: Status=0, <job_id> ex: Status=0, <job_id>, <trans_id1>, <trans_id1>……….
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

Response	Description
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

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)*

2.2   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

2.2.1 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)&receipientno=(da)&sdtime=(starttime)&edt
ime=(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 (yyyy-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 (yyyy-MM-dd HH:mm:ss) Simple date format and URL encoded.	Optional	Ex- 2008-11-04 03:40:30

Output Parameters

Response	Description

Status=0, Your Request Has been Processed	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,	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.

2.2.1 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/urlpattern?
userid=(userid)&oa=(replynumber)&da=(receipientno)&dtime=(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.

Response message types

0 = custom msg

1 = csv supported transaction id

2 = job id

3 = job id with csv supported transaction id

3   About IMImobile

IMImobile is a next-generation end-to-end enabler of mobile Value Added Services for Mobile Operators, Media Companies and Enterprises. The Company has developed core VAS platforms and Service Delivery Frameworks that include carrier grade messaging platforms and gateways, content management system, and voice platforms such as interactive portals and ring back tone systems. IMImobile couples its robust technology capabilities with a wide variety of content aggregated from an array of local and international content providers to offer a turnkey wireless voice, video and data solution. The Company delivers these mobile applications and services from its domestic and international data center locations under a managed services model. IMImobile is based in Hyderabad, India, and has a global presence across India, Europe, Latin America, Middle East and Africa.

For more information, visit: www.imimobile.com
For Sales queries, e-mail us at: sales@imimobile.com