Abstract

These application notes describe the configuration steps required for WEBTEXT SMS Gateway Service 3.0 with Avaya Proactive Outreach Manager 3.0.1 and Avaya Aura® Experience Portal 7.0.2. The Service allows Proactive Outreach Manager Campaigns to send and receive Short Message Service (SMS) messages.

Readers should pay attention to Section 2, in particular the scope of testing as outlined in Section 2.1 as well as any observations noted in Section 2.2, to ensure that their own use cases are adequately covered by this scope and results.

Information in these Application Notes has been obtained through DevConnect compliance testing and additional technical discussions. Testing was conducted via the DevConnect Program at the Avaya Solution and Interoperability Test Lab.
1. Introduction

These application notes describe the configuration steps required for WEBTEXT SMS Gateway Service (SMS Gateway Service) 3.0 with Avaya Proactive Outreach Manager (POM) 3.0.1 and Avaya Aura® Experience Portal (Experience Portal) 7.0.2. The Service allows Proactive Outreach Manager Campaigns to send and receive SMS messages.

2. General Test Approach and Test Results

The general test approach was to configure the SMS Gateway Service as Short Message Peer-to-Peer (SMPP) connection in Experience Portal as implemented on a customer’s premises. See Figure 1 for a network diagram. The interoperability compliance testing included feature and serviceability testing. The feature testing verified the ability of the SMS Gateway Service to route SMS messages to mobile telephone. Responses were prompt and accurate. The serviceability testing introduced failure scenarios to see if SMS Gateway service can resume after a failure.

DevConnect Compliance Testing is conducted jointly by Avaya and DevConnect members. The jointly-defined test plan focuses on exercising APIs and/or standards-based interfaces pertinent to the interoperability of the tested products and their functionalities. DevConnect Compliance Testing is not intended to substitute full product performance or feature testing performed by DevConnect members, nor is it to be construed as an endorsement by Avaya of the suitability or completeness of a DevConnect member’s solution.

2.1. Interoperability Compliance Testing

The testing included:

- Verification of connectivity between SMS Gateway Service and Experience Portal.
- Verification that (outbound) SMS Messages route promptly to the correct recipient via the SMS Gateway Service.
- Verification that (inbound) SMS Messages route promptly to Experience Portal/POM platform from recipients via the SMS Gateway Service.
- Link Failure/Recovery was also tested to ensure successful reconnection after link failure.
- Scenarios included:
  - Sending long, short, blank messages
  - Receiving inbound messages
  - Sending non alphanumeric characters messages
  - Recovery from disconnect of service

2.2. Test Results

Tests were performed to ensure full interoperability between SMS Gateway Service and Experience Portal. The tests were all functional in nature and performance testing was not included. All the test cases passed successfully.
2.3. Support
For technical support for WEBTEXT, please use the following:
TOLL FREE (USA/CA) + 1.855.247.3232
TEL (UK) +44 (0)203 3285053
TEL (IRL) +353 (0)1 247 9000
Email: support@webtext.com
Web: www.webtext.com

3. Reference Configuration
Figure 1 illustrates the network topology used during compliance testing. The Avaya solution consists of Experience Portal and POM. The Experience Portal is configured to connect to SMS Gateway Service via SMPP.

Figure 1: Avaya Aura® Experience Portal, Proactive Outreach Manager and WEBTEXT SMS Gateway Service Reference Configuration
4. Equipment and Software Validated

The following equipment and software were used for the sample configuration provided:

<table>
<thead>
<tr>
<th>Equipment/Software</th>
<th>Release/Version</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avaya Aura® Experience Portal running on a virtual server</td>
<td>7.0.2.0.0304</td>
</tr>
<tr>
<td>Avaya Proactive Outreach Manager running on a virtual server</td>
<td>POM.03.00.01.00.150</td>
</tr>
<tr>
<td>Webtext SMS Gateway Service</td>
<td>v3.0</td>
</tr>
</tbody>
</table>

5. Configure Avaya Aura® Experience Portal

Configuration and verification operations on the Experience Portal illustrated in this section were all performed using either the Experience Portal Management web interface or SSH connection to the server. The information provided in this section describes the configuration of the Experience Portal for this solution. It is implied a working system is already in place, including Media Processing Platform, Apache Tomcat application Server. Installation of POM applications is also out with the scope of this document. For all other provisioning information such as initial installation and configuration, please refer to the product documentation in Section 9. The configuration operations described in this section can be summarized as follows:

- Add SMS Processor
- Add SMPP Connection
- Edit AvayaPOMSMS application attributes
5.1. Add an SMS Processor

To allow Proactive Outreach Manager to run an SMS Campaign Experience Portal requires an SMS processor.

Log in to the Experience Portal Manager web interface using appropriate credentials.

From the left hand menu go to Multi-Media Configuration → SMS. On the SMS Processors tab click on Add.
Select the Primary Experience Portal from the **Name** drop down and click on **Save** to commit the changes.
5.2. Add SMPP Connection.

Click on the SMPP Connections tab and click on Add.

Connection details for the SMS Gateway Service will be provided by WEBTEXT and used here to establish the connection. Give the SMPP Connection a Name. Enter the Host Address, Port, User Name and Password of the SMS Gateway Service. Select the SMS Processor added above and Set From field to: to Short Code. Enter the number provided by WEBTEXT under Short Code/Long Number. Click on Save to commit changes.
5.3. Configure Application Settings.

The Short Code number above must now be entered in the AvayaPOMSMS application that will have been added as part of POM installation. From the left hand menu select System Configuration → Application. Click on the AvayaPOMSMS application.

In the Application Launch section set the application to Inbound, Number and enter the number used for Short Code in the SMPP configuration in the Short Code / Long Number box and click on Add to move it to the numbers that can be used. Click on Save to commit changes (not shown).

Note: When using multiple SMS Campaigns, multiple numbers can be used by this application to allow Proactive Outreach Manager to route SMS message replies depending on reply number. These numbers must be activated by WEBTEXT.
When returned to the Applications page click on the AvayaPOMSMS application Configurable Application Variables (little Pencil Icon). These variables are used to route calls back to the POM Campaign when a reply is made. Enter an Attribute Name, the Campaign Name configured in Section 6.X, the Completion Code sent to the POM Campaign and the Web Service IP Address (IP address of the server running POM). Click Save to commit the changes.
6. Configure Proactive Outreach Manager campaign

This section will describe the steps required to create a basic campaign for sending SMS Messages using the SMS Gateway Service.

From the left hand menu select POM → POM Home. Under Campaigns select Campaign Manager.

On the Campaign Manager page, click on Add to create a new campaign.
On the **Add a Campaign** screen, type in a **Name** and click on **Continue**.

The Campaign must now be defined and a **Campaign Strategy** and **Contact List** must be created.
6.1. Create Campaign Strategy
First, under Campaign Strategy click on the add icon to bring up the Campaign Strategy Editor.

![Campaign Strategy Editor](image)
Move the Notification Text icon from the Selected Node box across to the Campaign Strategy box using drag and drop.

Click on the Notification Text icon in the right hand box. A variables box will appear to the right hand side. Enter a valid ID for this Notification Text.

Click on the Text Item icon. A variables box will appear on the right hand side. On entering a Name the icon changes to this entry (Initial Text). Enter a Subject and Text that will be sent out in the SMS messages.
Now click on **Handler** and from the **Selected Node** box drag the **SMS** icon across to the Campaign Strategy box.

Click on **SMS** (shown as **initialSMS**). In the Variable box enter the **Senders Address** as the number provided for Short Code in **Section 5.2**. Under APPLICATIONS select the **AvayaPOMSMS** application from the drop down.

Next click on the **Avaya Notify** icon and Select the Notification **Text ID** added above in the right hand Variable box.
Next, click on the **Result Processors** icon and in the Variable box set **Next State to done** using the drop down menu.

Click on **SAVE** and close the windows to return to the New Campaign creation screen.

Note: An example of a reply strategy is shown in Appendix 1.

### 6.2. Create Contacts list

Before creating the Contacts list for the campaign a list of contact must be created as a comma delimited .csv file in the following format. For simple SMS messages no further information is required.

```
id,firstname,lastname,phonenumber2,phonenumber1,email
1,Contact,One,12125550100,12125550100,contact1@avaya.com
2,Mobile,One,12125550101,12125550101,mobile1@webtext.com
3,Bob,Dylan,12125550102,12125550102,bobby@hotmail.com
4,SMS,One,12125550103,12125550103,SMS@avaya.com
```

From the Define Campaign (not shown) screen under **Contact List** click on the add icon
Give the Contacts list a **Name** and click on **Save**.

Now upload the contacts in the .csv file created. Click on **Upload Contacts now**
Click on File to upload and select the .csv file created and select **Automatically update time zone for phone numbers**. Click on Continue to upload the contacts and go back to the Define Campaign screen.
6.3. Complete the Campaign Creation

In this section the campaign creation is completed. Only screens where changes need to be made are mentioned and otherwise just clicking **Next** to move to the next screen is sufficient.

On the Media Servers and Media Specific Parameters screen, check that the EPM Zone Name is selected and click **Next**.

On The Completion Code Association screen, move all Available Completion Codes to Selected. Click on **Next** to continue.
Finally, on **Processing Parameters** screen, click on **Finish** to save the campaign.

**Processing Parameters (optional)**

Define actions to be taken after a Campaign is finished or stopped and miscellaneous Campaign processing parameters.

**Export Data**

Export Contacts on completion

**Custom Post Processing**

Enter the fully resolved class name (e.g. com.avaya.pom.custom.myPostProcessor) implementing the custom post processing interface.

Campaign post processor class

**Miscellaneous**

Batch size decides the number of records that Campaign Manager will fetch from database for processing in a single batch.

Batch size

600

[Cancel] [Previous] [Finish] [Help]
7. Configuring WEBTEXT SMS Gateway Service
An SMPP Account must be obtained from WEBTEXT. You will need to open port 2775 and provide WEBTEXT with your public facing IP address before attempting to connect to the WEBTEXT SMS Gateway via SMPP or HTTP(s).
8. Verification Steps
This section provides tests that can be performed to verify correct configuration of the Proactive Outreach Manager, Experience Portal and SMS Gateway Service solution

8.1. Verify SMPP Connection is Established
Establish an SSH connection to the Experience Portal server and su to a privileged user.
- use cd /opt/Avaya/Experience Portal/Support/VP-Tools
- use bash TestSMPPConnection SMS Gateway IP 2775 user password

```bash
Fri Dec 18 01:02:51 PST 2015 SmppSession::SmppSession --> host: 10.10.10.10
Fri Dec 18 01:02:51 PST 2015 SmppSession::SmppSession <-- _session:
Fri Dec 18 01:02:57 PST 2015 Received event:
Fri Dec 18 01:03:07 PST 2015 Connection is functioning correctly.
Testing Completed.
```

9. Conclusion
These Application Notes describe the compliance tested configuration used to validate WEBTEXT SMS Gateway Service v3.0 with Avaya Aura® Experience Portal Version 7.0.2 and Avaya Proactive Outreach Manager 3.0.1. A set of feature and functional test cases were performed during Compliance testing. All of the test cases passed with any issues and observations outlined in Section 2.2.

10. Additional References
These documents form part of the Avaya official technical reference documentation suite. Further information may be had from [http://support.avaya.com](http://support.avaya.com) or from an Avaya representative.

1 [Avaya Aura® Experience Portal 7.0.2 Overview and Specification](#)
2 [Deploying Avaya Aura® Experience Portal 7.0.2 in an Avaya Customer Experience Virtualized Environment](#)
3 [Proactive Outreach Manager 3.0.1 Overview and Specification](#)
4 [Implementing Proactive Outreach Manager 3.0.1](#)

WEBTEXT documentation can be obtained by using the contact details listed in Section 2.3.
Appendix 1

This is a flow chart and example of a Proactive Outreach Manager Campaign Strategy.

![Flow Chart Diagram]