

# **CLOUD BASED WEB APPLICATION & SMS API FOR TWO WAY SMS COMMUNICATION SUPPORTING LOCAL / INTERNATIONAL SMS.**

Rates are invited from reputed Software Development companies for the development of Cloud based Web Application Portal & SMS API for two way SMS communication supporting Local/International SMS.

## **Introduction:**

The Institute of Business Administration, Karachi requires a Cloud based Web Application Portal & SMS Service that supports two way SMS communication to send and receive local and international SMS. The Application and API will be used to send User Credentials Alert Notifications, Upcoming events, Public Announcements and Reminders.

## **Scope:**

The scope of this application covers two way SMS communication to enable application users to send and receive SMS from customers of Local / International cellular service.

## **Service Description:**

### **1. Sending SMS (Push Service)**

- i. The SMS are generated by making a dynamic query on the database through an ODBC interface.
- ii. The information is converted into SMS and stored in MSSQL Server / MySQL / Oracle DB for future usage. A rule engine application runs on specific time to complete the task.
- iii. The MSSQL / MySQL / Oracle database is periodically checked (e.g. every 1 or 2 minutes or less) for outbox messages. New messages are sent automatically.
- iv. The platform can also be configured to send event based messages.
- v. Service provider to use standard Http /Https port for sending SMS. For high security service provider must also supports SSL layer for transferring information.
- vi. SMS API must have compatibility with Oracle PeopleSoft Campus and Financial ERP Applications.
- vii. SMS API should be easily configurable to run with other PHP based custom applications as per our requirement.

### **2. Receiving SMS (Pull Service)**

- i. Incoming SMS can be sent by mobile phones on a virtual number provided by service provider.
- ii. Virtual numbers could be SHORT CODE (4 Digit number) or LONG CODE (10 Digit Virtual GSM Number).
- iii. Charges for replying SMS will not be deducted from users.
- iv. Masking Code for SMS

### **3. Web Based SMS Portal**

- i. Must offer Interactive and Intuitive Graphical User Interface.
- ii. Send one SMS to multiple mobile numbers or address-book contacts (Bulk SMS feature).
- iii. Get Delivery or Failure status for each message.
- iv. Feature for scheduling SMS jobs to send SMS after office hours or early morning without user intervention.
- v. Create, Edit, Reply, Forward, Export, Delete or Send SMS messages.
- vi. Use familiar MS outlook like user interface. Should have Outbox and Sent Items folders.
- vii. Mail Merge sort of Functionality to send same SMS to multiple users with their respective Title Name, Designation, User ID etc
- viii. All the possible exceptions have to be handled.
- ix. Send SMS messages to user-defined groups of individuals.
- x. Feature to Import Contacts through CSV or Excel files.
- xi. Reports and Dashboards to view sent/received/pending status of SMS.
- xii. Statistical reports for utilization of local and international SMS.

## **Service Delivery Attributes:**

### **Quality of Service**

Service provider will ensure a high quality of service. Servers deployed should have in-built redundancy and failover mechanism. The service provider should have operational connectivity agreements with mobile operators globally.

### **Documentation**

Service provider will provide IBA, Karachi with documentation in the form of User Guides to run the Application smoothly.

### **Confidentiality**

Service Provider will undertake that it shall not disclose, divulge or reveal any information, including the mobile number and the text of SMS sent and shall ensure that all the data of IBA, Karachi is kept secret and confidential at all times.

### **Technical Support**

Service provider would provide technical support on all working days over the phone and email. For the same, IBA, Karachi would be provided with a contact number and a contact mail id at which the contact person can get in touch in case of any problems with regard to the service of sending/receiving SMS.