



1. Overview

Short codes are available in Australia. These may be used for standard rate MO (mobile originated) messaging, which are available on Hutchinson/3, Optus, Telstra, Virgin and Vodafone.

2. Getting started in 6 easy steps

Step 1: Register

First you need to apply:

Step 1: Log into Clickatell Central: <http://clickatell.com/login>

Step 2: Manage My Products>>Application Forms

Step 3: Select **Australian MO Short Code**

Step 4: Fill in the Microsoft Word document and email it to sales@clickatell.com.

Note: You will receive confirmation via e-mail.

Step 2: Make payment

Clickatell will contact you within two (2) working days. If your application is successful you will be required to make payment. The amount will be dependant on the number type chosen. Payment may be made by wire transfer, deposit or by credit card.

Step 1: Log into Clickatell Central: <http://www.clickatell.com/login>

Step 2: Choose **Buy SMS Credits** from the button at the top right of your screen.

Step 3: Enter the required amount and choose your payment method.

Step 4: Follow the instructions presented to you.

Step 5: Email accounts@clickatell.com stating amount and reason. If applicable please attach proof of payment. You can also send a fax to +27(21)9107701.

Step 3: Wait for allocation of number and service approval

Clickatell's goal is to catch all non-compliant elements – ideally when the carrier reviewers see it, they will approve it immediately. However, if carriers return the application with comments and additional requirements, Clickatell passes these onto you and you must make corrections as needed. If you delay in making corrections to your web site or system functionality, the review process can take several weeks in addition, until all the carrier requirements are satisfied. Most carriers test within two weeks, but some can take up to 6 weeks to test. Once the service is successfully tested, the program is considered live on that carrier. Some carriers do not test and launch the program directly after provisioning.

Service launch on all carriers is estimated to take 6-12 weeks from the time of submission of a completed application. You will be contacted via e-mail when your number has been activated.

Although Clickatell endeavours to obtain your requested code across all networks, the network/s may not be able to activate that code for you. If this is the case, we will need to provide you with another short code.

Please do not advertise or print promotional materials prior to your requested short code being **approved** and **going live**. Should you begin advertising and printing promotional materials, this will have a detrimental effect on your campaign if you are then allocated a different short code to the one you applied for.

Step 4: Integrate with application

Integrate your chosen Clickatell API into your system. For more information, please visit the Clickatell website: <http://www.clickatell.com/products/shortcode.php> and read the relevant documentation:

- Australian short code MO technical guide

Step 5: Configure your number

Once your number is activated you can configure it online.

Step 1: Log into Clickatell Central: <http://www.clickatell.com/login>

Step 2: Choose **Manage my Products** from the menu at the top

Step 3: Select **Two-Way Messaging**. Here you can configure where inbound messages will be sent and any reply message you may require, may also be set.

Step 6: Go live

- Reporting tools within Clickatell Central allow you to monitor your number.

Important: There are a number of rules and regulations that you are bound to when doing two-way messaging in Australia. For more information visit the Clickatell website:

<http://www.clickatell.com/products/shortcode.php>

Visit http://www.clickatell.com/downloads/Clickatell_AU_short_code_getting_started_guide.pdf to check for updates to this document.