



1. Overview

Short codes are available in South Africa. These may be used for standard rate and premium rate MO (mobile originated) messaging.

Mobile originated messaging is when the mobile user is billed at a standard rate or premium rate every time they send a message to a shortcode. This is available on Vodacom, MTN, Cell C and Virgin.

Clickatell offers dedicated short codes and a shared short code-keyword service (MO only). You must first decide which of the above suits your needs. Please review the documents below for more information:

- Clickatell SA short code MO pricing & revenue share document

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 **SA MO Shortcode**

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/keyword and service approval

Once a successful payment has been received, a number will be allocated. If the number is already configured on our system your number will be activated within 24 hours. Otherwise it may take up to 10 days. 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:

- SA short code MO technical guide

Step 5: Configure your number/ keyword (if required)

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.
- Revenues will be paid to you around 90 days or earlier. This is dependant on when the operator pays Clickatell.

Important: There are a number of rules and regulations that you are bound to when doing premium rate messaging in South Africa. For more information visit the Clickatell website:

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

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