



1. Overview

Premium rate mobile originated (inbound) and mobile terminated (outbound) services are offered by Orange, O₂, T-Mobile, Vodafone, Virgin and Hutchison 3G UK.

Clickatell offers standard and premium rated messaging on both MO and MT, with MO being supported through the use of short codes. Premium MO is when a user is charged a premium fee for sending a SMS from a handset to a premium rated short code, while Premium MT refers to a mobile subscriber being billed at a premium rate for receiving a MT SMS on their handset.

To decide which of the above suits your needs, please review the documents below for more information:

- Clickatell UK short code pricing & revenue share
- Clickatell UK messaging guidelines

Here are 7 easy steps to get you started:

Step 1: Register one or more short codes of your choice at www.short-codes.com

Step 1: Select either SEARCH CODE or BROWSE RANGES. SEARCH CODE allows you to search on a specific code, and BROWSE RANGES displays the full range of short codes, for instance all codes in range 69xxx, and indicates which are reserved, active, available, etc.

Step 2: Reserve your chosen code by clicking on the RESERVE button.

Step 3: Fill in the displayed form with your details. In the 'aggregator' field enter "Clickatell".

Step 2: Register for a UK short code with Clickatell

Once you have registered your short code:

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

Step 2: **Manage My Products>>Application Forms**

Step 3: Select **UK 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 3: Make payment

Clickatell will contact you within two (2) working days. If your application is provisionally accepted we will request payment. Payment may be made by wire transfer, deposit or by credit card. To make payment:

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

Step 2: Choose the **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 4: Wait for allocation of number/ keyword and service approval

Once a successful payment has been received, we will process your application and submit it to ICSTIS (where required) and the operators for approval. Once approval has been received we will activate your number with the operators. Note your service can only go live subject to compliance with the various UK regulations. You will be contacted via e-mail when your number has been activated. This process may take around 6-8 weeks.

Step 5: Integrate with application

Integrate your chosen Clickatell API into your system. For more information, please visit the Clickatell website, click on **Products>>Clickatell Gateway** and read the “UK short code technical guide.”

Step 6: Configure your number

Once your number is activated you can configure it online.

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

Step 2: Choose **Manage my Products** from the menu at the top and then **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 7: Go Live

- Reporting tools within Clickatell Central allow you to monitor your number and view any inbound messages received.
- Revenue-shares will be paid to you approximately 90 days or earlier. This is dependant on when the operator pays Clickatell.

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