

# **SMS Longcode Service** **(Virtual Mobile Number, VMN)**

**9711981981**

**Integration guide to help you integrate  
with your web-applications**

**It's easy, customizable and fast...**

**W**elcome to the world of SMS communication over SMS Longcode. Snowebs is leader in SMS Longcode Service with proven track record of providing Longcode service in India, with its latest technology and state of the art infrastructure with all in-house developed software for Longcode service offer best level of service all the times.

This document will help you to understand, how URL forwarding system work for our SMS Longcode Service.

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## What is Longcode?

Longcode is Virtual Mobile Number which is hosted on a server and process SMS only. When SMS is sent to Longcode number then it process the SMS based on the keyword. Snowebs Shared Longcode Number is 9711981981, For international customers it is +919711981981

## What is keyword?

Keyword is a prefix to a SMS text, it can be alphanumeric (min. 2 characters) and can't have special characters. It is not case-sensitive. For example: SNOWEBS on 9711981981  
 For customers who have taken dedicated Longcode, keyword is not required as in dedicated Longcode, our application Forward all incoming SMS without processing any rules on it.

## Features of service:

- ✓ 99.09% Uptime 24 X 7 X 365
- ✓ No data loss if SMS is received at Snowebs end
- ✓ Email Notification for each SMS received
- ✓ Control Panel: Web Based
- ✓ Auto-Welcome: An SMS will be send to the customer who will send SMS to your long code.
  - [First 1000 SMS/Month are FREE, after that message reply is chargeable at 10P/SMS]
  - [Above said SMS will be sent to India only]
- ✓ Reports: Real Time Web-based
- ✓ Database: Database of received SMS will be available in your account with us. (Web Based)
- ✓ Auto-Forward: To SMS (An SMS will be sent to desired number with Sender's Mobile Number, Keyword)
  - [You will be charged for SMS on actual basis ]
  - To email (An email will be sent to desired email id with Sender's Mobile Number, Keyword)
- ✓ Network Support: All India + All operators across the globe

## What is URL forwarding?

URL forwarding is a simple web-page address with parameter(s), it consist of three main parts.

1. Website Address (e.g. <http://www.snowebs.co.in/>)
2. A web-page on website address (e.g. autoreply.php on the root of website)
3. Parameter(s), posted on web-page (e.g. ?mb=#msisdn#)



## Information posted on URL using URL forwarding

Our application post mobile number or sender id of the message sender along with the entire message sent by the user. Below are the variables which are posted

#msisdn# is senders mobile number  
 #msg# is message sent by user

## Format For URL Forwarding using SMS Longcode

`http://www.yourserver.com/thepage.php?mb=#msisdn#&ms=#msg#`

#msisdn# is senders mobile number  
 #msg# is message sent by user



Note: #msisdn# and #msg# will be HTML encoded, when you retrieve these values, you need to HTML decode them.

## Expected response of URL forwarding

When our application hits your URL, then it must revert back as @success@ as the response without any HTML formatting. Incase you want to send auto reply, then add your message along with @autoreply@ after @success@



Note: You need to send us the notification to enable auto-reply on your keyword.

Expected response when our application hits your URL: @success@ @autoreply@ This is reply SMS.  
 Incase you don't want to send a auto reply to the sender then only respond with @success@

Note: @success@ and @autoreply@ are case-sensitive.

Sample Link:

<http://www.snowebs.co.in/autoreply.php?mb=%2b919810318906&ms=SNOWEBS> [you can click to see it in browser]

Incase your server does not respond with the above mentioned expected response then our system put your data in waiting que and sends an email to your administrator's email id (as specified by customer at the time of registration) regarding the non-working of your URL, it also keep trying to post the data after every 15 minutes and during this wait time of 15 minutes, our application does not post any data which comes in between and put those record in the que as well. We keep the data on hold up to 48 hrs.

This is a very unique feature of Snowebs service, no other vendor is offer such level of service which ensures 100% data posting, even if your server is not live for few minutes then also your chances of loosing data is not there.



“When you are developing your application then you can call the URL in browser (IE, Opera, Chrome, Firefox) with variables and their values and on screen you can see the response generated by your application on the data posted by you. Incase you are running on Linux Os on your server then please use the lowercase name for your web-page.”

## How to send reply SMS to the sender

It's very easy with Snowebs, when our application hits your URL then you can add a syntax @autoreply@ after @success@ followed by the message you want reply back to the sender.

For example: You want to send the reply message “Thank you for registering your coupon code. Sorry you are not a winner this time, please buy another chocolate box and send your unique code. Good Luck!”

Create response from your application as per the below given details:

@success@ @autoreply@ Thank you for registering your coupon code. Sorry you are not a winner this time, please buy another chocolate box and send your unique code. Good Luck!

If you do not add @autoreply@ then reply will not be sent.

@autoreply@ is case-sensitive, please ensure you set it as it is illustrated here.

## Troubleshoot

Got the error, don't worry we are here to help you.

### I am not getting data posted on my server

First ensure that you have sent the correct URL to us, as URL forwarding URL can only be set by Snowebs network administrator not by you using online control panel.

Check the URL response by typing the complete URL in browser with parameters and any default values for that. When you hit the URL then it must respond with expected response as described under **Expected response for URL forwarding** on *Page 3*

For example:

<http://www.snowebs.co.in/autoreply.php?mb=%2b919810318906&ms=SNOWEBS>

If you are using Linux server or your server is case-sensitive then ensure that you have sent us the correct URL with upper and lower case.

Please check if your service is live as after the expiry date of service our application does not post the data to clients URL. For renewal, please visit [www.snowebs.co.in](http://www.snowebs.co.in)

## I am getting Email from Snowebs regarding Error in URL

If you are getting Email (automated) from Snowebs then it means that your server is not responding with expected response as described on Page 3, in the email our system sends the URL which was not responding with expected response. You can call the URL sent in email and see what is wrong, it is the error generated at your end so Snowebs cannot solve it. Or may be your server is down at the time when our application hit the URL, usually our system call the URL again after 15 minutes.

## How can I retrieve values on my web-page posted by Snowebs

You can retrieve the values on your web application using query string retrieving concept of the programming platform used by you.

For example, if you are developing application in ASP then you need to use the below given code to retrieve the values:

```
<%  
Mobile=request.querystring("mb")  
Message=request.querystring("msg")  
'NOW YOU HAVE GOT THE VALUES, FIRST DO HTML DECODE AS THESE VALUES ARE HTML ENCODED  
>%
```

For sample codes in ASP/ASP.net/PHP, please write to us with your user name and we will send you the code. [Note: we give sample code to our customers who have taken paid service from Snowebs for Longcode]

“We hope this documentation would have helped you understand how Longcode service works and how to integrate this service with URL forwarding and troubleshooting the errors. If you still have some queries, please feel free to contact us.”

## Contact Us

We will be glad to hear from you. You may reach us at the below given modes:

SMS: Type LC and send it to **9711981981**, we will call you back.

Email: Pre-sales queries [sales@snowebs.co.in](mailto:sales@snowebs.co.in), Customer Care: [customer.care@snowebs.co.in](mailto:customer.care@snowebs.co.in)

Phone: +91.9810318906, +91.9899703703 [Monday - Saturday 10 AM - 6 PM]

If you are unable to reach us, please send us an SMS as described in SMS contact option.

Website: [www.snowebs.co.in](http://www.snowebs.co.in)



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