AVAYA

Avaya OneCloud CPaaS

SMS Dedicated Short Code Information Guide

There are two types of **dedicated** short codes: **Random** and V**anity**.

A **Random** short code is one that is automatically generated by the carrier.
A **Vanity** short code is one that an organization can select as long it is available.
Both types of short codes support sending and receiving SMS messages

Advantages of a short code over long codes

- **Increased Reliability/Deliverability**
  - There is no content filtering enabled on short code traffic. This means greater flexibility in the content within the body of the message (i.e. multiple URLs) without risking having traffic flagged as false positive spam.
  - Content is still required to adhere to the Avaya OneCloud CPaaS SMS code of conduct.

- **Increased throughput rate**
  - Long codes typically have a throughput range of 1 – 5 messages per second. Short codes offer throughput rates up to 100 messages per second.

- **Increased Recipient Confidence**
  - Short codes can't be spoofed, at least not as easily as long codes. This enhances the trust your recipients will have with the messages they receive from your organization.

Disadvantages of a short code over long codes

- **Provisioning Time**
  - New short codes can take up to 6 weeks to provision, whereas SMS enabled long codes can be provisioned in minutes.
- **More Requirements to Provision**
  - Provisioning short codes require that a filled-out campaign brief and letter of authorization be provided. These are no requirements to provision long codes.

Getting Started

1. Contact cpaassales@avaya.com for pricing.

2. An initial purchase order is to be provided to your Avaya Business Partner for the setup fee (per short code).
   a. If you are transacting with Avaya Cloud Inc. directly, the purchase order can be submitted to your CPaaS Sales Specialist.

3. A dedicated short code campaign brief must be filled out per short code. This is the most important requirement. The campaign brief should be filled out completely for the provisioning process to begin.

4. A signed authorization letter on your organization's letterhead must be provided with the campaign brief per short code. Refer to appendix A for a sample.

5. The campaign brief and signed authorization letter should all be submitted with the purchase order.

Appendix A

[Your Organization's Letterhead]

Date: (must be dated within 30 days of submission)

RE: Letter of Authorization for short code [insert new vanity short code or existing short code being ported]

To Whom it May Concern:

[Your Organization's Name] approves the provisioning of [short code] via [Avaya Cloud Inc.] for [Campaign Name – i.e. "appointment reminders"].

Sincerely,

[Your Organization's Representative]
[Title]

Additional Considerations

- The Hosting / Leasing Fee + Usage Fees are billed monthly in arrears but will only be invoiced after the short code(s) are provisioned and go live.
- New short codes take up to 6 weeks to provision. Porting over existing short codes can take approximately 2 – 3 weeks.
- The process outlined under "Getting started" applies whether a new short code is being provisioned or an existing short code is being ported over.
- Support for Multimedia Messaging Service (MMS) on shortcodes varies by country. If MMS support is required for shortcodes, please contact your Avaya account manager for assistance.