

24X

Business Text Messaging

API Application Programmers Interface

*Version 1.00
June 2010*

For more information, please contact:

Technical Team

T: 01903 228100 / 0800 019 9310

E: sales@24Xemail.com

Contents

Overview	3
Quick Start Guide	3
Delivery Reports	4
Email to SMS.....	4
<i>Individual emails</i>	4
<i>Email To SMS Interface with replies</i>	4
Inbound – (long number)	5
Premium Rate / Reverse Billing SMS	5
<i>Using a Short Code</i>	5
Receiving MMS messages inbound.....	6
SMS Sending – Web Service	6
Parameters & Return Codes.....	7
Picture Messages - (MMS message with URL).....	8
Administration options	9
Sample Code/s.....	10
<i>ASP Code</i>	10
<i>VB.net Code</i>	11
<i>PHP Code</i>	12
Cold Fusion Code	13
Contact Us	14

Overview

API – Application Interface

Our API solution allows your systems to communication directly with our systems allowing for a seamless interaction.

To test any of our interfaces, obtain a free 24X username and password by visiting

www.24x.com/try

Your account details will be sent to your mobile phone and can be used in the http, web service, email to SMS interfaces as well as the web and desktop applications. Your trial account will have 10 credits to test with and more can easily be purchased via credit / debit card by going to www.24x.com/buy.

Quick Start Guide

Try inputting this sample into any web browser and instantly send a text within seconds!

[http://www.24x.com/sendsms/sendsms.aspx?user=xxxxx&password=xxxxx&smsto=xxxxx&smsfrom=24x&smsmsg= Hi from 24X. You have just successfully integrated. To automate this within your systems please see the rest of our integration document.&smstype=1](http://www.24x.com/sendsms/sendsms.aspx?user=xxxxx&password=xxxxx&smsto=xxxxx&smsfrom=24x&smsmsg=Hi%20from%2024X.%20You%20have%20just%20successfully%20integrated.%20To%20automate%20this%20within%20your%20systems%20please%20see%20the%20rest%20of%20our%20integration%20document.&smstype=1)

Don't forget to replace **xxxxx** with your user name, password and the mobile number!

(Automation details available within this document)

The following is an example of sending a standard message to multiple phones.

[http://www.24x.com/sendsms/sendsms.aspx?user=xxxxx&password=xxxxx&smsto=xxxxx,xxxxx,xxxxx,xxxxx,xxxxx,xxxxx,xxxxx&smsfrom=24x&smsmsg=Hi from 24X. You have just successfully integrated. To automate this within your systems please see the rest of our integration document.&smstype=1](http://www.24x.com/sendsms/sendsms.aspx?user=xxxxx&password=xxxxx&smsto=xxxxx,xxxxx,xxxxx,xxxxx,xxxxx,xxxxx,xxxxx&smsfrom=24x&smsmsg=Hi%20from%2024X.%20You%20have%20just%20successfully%20integrated.%20To%20automate%20this%20within%20your%20systems%20please%20see%20the%20rest%20of%20our%20integration%20document.&smstype=1)

Delivery Reports

If you create a page or script and email us the URL then we will post delivery reports to you via an HTTP POST. Contact us with the URL details

The fields passed are

id

status

statustime in the format DD/MM/YYYY HH:MM:SS (space between date and time).

The id is the 24x unique id given to you when you posted the message to us.

The status will be either DELIVERED or FAILED

The statustime is the time that the message was delivered or failed.

Note: Messages usually deliver in approximately 7 seconds BUT delivery reports may take from seconds to days to be passed back to us – This is not a reflection of the message delivery time, just the low priority that operators give to delivery reports.

Email to SMS

Email to SMS allows users to easily send text messages to customers, employees, suppliers or anyone else both nationally or globally from your preferred email program e.g. Outlook, Eureka Email, Google Mail, Yahoo etc. Emails are an integral part of modern communications and combining that technology with mobile technology allows for a much broader and more reliable form of communication.

Individual emails

These are sent to an email address in the following format:-

The **To** address should mobilenumber.uniqueID@24xgateway.com

Login in to 24X account. Click 'Setup Email to SMS' and follow the on screen instructions. This will generate your unique ID.

There are no setup charges; you only pay for message credits as per a normal SMS account.

Email To SMS Interface with replies

This system enables you to send an SMS via email and if the user responds, the reply is received back in your email inbox.

This service costs one credit for each reply received.

Inbound – (long number)

In order to receive inbound messages you need to set up a page or script on your server to receive four parameters (Number,Message,date,id - Note that these are case sensitive) in real time as they are received by us. The id is a unique message number that you should check to ensure that you are not receiving duplicate messages. Your page or script should return OK back to our system when we POST to it. Please refer to the variables by name (id, Number, Message, date) NOT by their position in the string.

The requirements are as follows:-

http://www.youURL.com/inbound.asp?id=123456&Number=4455667788&Message=Hello_World&date=11/6/2002 10:29:30

Premium Rate / Reverse Billing SMS

NOTE: It is important that your service is registered with PhonepayPlus, the organisation that regulates phone-paid services in the UK.

<http://www.phonepayplus.org.uk>

Reverse billing SMS is available on most networks (Vodafone, O2, Orange, T-Mobile, Virgin and 3 Network) on the following billed tariffs: 25p, 50p, £1.00, £1.50, £5.00.

Using a Short Code

In order to receive inbound messages you need to set up a page or script on your server to receive six parameters (id, mobile, shortcode, message, network, date, keyword) in real time as they are received by us.

We will POST the variables to your page so you need to extract the variables using request.form NOT request.querystring

The requirements are as follows:-

http://www.youURL.com/inbound.asp?id=35558965&mobile=4455667788&shortcode=88222&message=Hello_World&shortcode=87222&network=BTCELLNETUK&id=1122334455&date=11/6/2002 10:29:30&keyword=TEST

The possible values for network are BTCELLNETUK , VODAFONEUK , ORANGEUK , TMOBILEUK and 6 (6 is the 3 Network).

You must send an OK back to our system to acknowledge receipt of the posting. Also, you must check the id that we send you as it is unique. Ignore any repeat postings with the same id as this will be a duplicate however we STILL require an OK returned to us.

In order to setup a reverse billing system:-

You need to decide which tariff you will be using (25p, 50p, £1.00, £1.50) Tell us a keyword that you would like to use for inbound SMS.

You setup a script / page on your server that will accept 6 parameters – mobile number, date/time, message, ID, shortcode and network - we will post inbound SMS to this page in 'real time'.

If you are subscribing people through the web then you need to capture their mobile number and network.

We allocated you a username and password and you must bill the particular mobile number using the same http posting interface that is at the front of this document. The ONLY thing you need to do is to use a different username and password to the one used for standard messages.

We also allocate you a standard account for which you purchase standard credits in advance for delivery of the content.

Use the billing accounts for billing messages only and the standard account to deliver the content.

Receiving MMS messages inbound

Inbound MMS messages are delivered to an ftp area on your server. The following files could be transferred. They will ALL have the same filename with different extensions:-

Filename.txt	-	This is the message text within the message
Filename.jpg	-	This is a picture
Filename.3gpp	-	This is a 3 network video file

The format of the filename is mobilenumber_ddmmyyyy_hhmmss_uniquenumber
Please note that it does not have the extension type on it.

In order to receive inbound messages you need to set up both an ftp receiving area and tell us the username and password. At the end of the ftp transfer process we can call a page or script on your server which can then action any processing you require. Please let us know the URL to call.

SMS Sending – Web Service

A web service is also available if required, please call us for details.

Parameters & Return Codes

Note: If you want to receive inbound replies back to an email address, then see the optional 'email' parameter below.

Required Fields

User	The account username assigned by 24x
Password	The account password
Smsto	The mobile number to send the message to. UK numbers do not require international coding. If sending the same message to multiple mobiles this field will accept up to 100 numbers delimited with commas.
Smsfrom	The originator of the message. Will accept 11 alphanumeric characters or longer if just numeric.
Smsmsg	The message content. This will vary dependent on the type of message being sent.

Optional Fields

Smstype	<p>1 = Ordinary Text Message 2 = Nokia Ringtone ^ 3 = Nokia Group Logo * 4 = Nokia Picture Message * 5 = EMS Picture * 6 = Nokia Operator Logo * 7 = Flash Message 8 = Nokia WAP Bookmark (See instruction below) 9 = WAP Push (See instruction below) Default = 1</p> <p>^ Requires the smsmsg to be in a valid Nokia RTTTL format * Requires the smsmsg to be hex encoded image data</p>
smsdate	Messages can be scheduled up to 12 months in advance. The format of the date is yyyy-mm-dd hh:MM:ss . If the date supplied is not in the valid format or cannot be evaluated to a valid date then the message(s) will be sent immediately.
Smsoperator	Required for Nokia Operator Logos 1 = O2 (BTCellnet) 2 = Vodafone 3 = TMobile (One2One , Virgin) 4 = Orange
Userfield	Custom field for your use up to 50 characters.
Returnurl	You can specify a page to redirect to after sending the messages. This field will need to be a fully qualified URL e.g. http://www.24x.com
email	If an email address is passed in the posting, then the smsfrom field is replaced with a 24X response number. If the receiver replies to the text message, then 24X will route the reply back to the email address that was passed in the original posting to us. The smsfrom must still be posted to us.
long	If you pass the parameter long=Y then your message length can exceed 160 characters enabling long messages to be sent. Once you go over 160 the breakpoints are at 153 characters as the remaining spaces are required to join the message so credits are taken per 153 character length or part thereof ie. 306 = 2 credits (2 x 153).

Responses

00 - n	Success (n is the 24x assigned ID for the message. A comma delimited list of IDs will be sent if the smsTo contained more than one mobile number.)
01	Username or password incorrect.
02	smsTo missing.
03	Smsfrom missing.
04	Smsmsg missing.
05	Smstype invalid.
06	Send Date greater than one month in the future.
07	Invalid operator code.
08	Operator required for Nokia logo.
09	Insufficient credits.
10	More than 100 mobile numbers in then smsTo field
11	WAP Push combined field length greater than 90 characters

Picture Messages - (MMS message with URL)

User	The account username assigned by 24x
Password	The account password
smsto	The mobile number to send the message to. UK numbers do not require international coding. If sending the same message to multiple mobiles this field will accept up to 100 numbers delimited with commas.
Smsfrom	The originator of the message. Will accept 11 alphanumeric characters or longer if just numeric.
smstype	Must always be 9
smsmsg	This field will be the URL of the site to navigate to.

Example:

<http://www.24x.com/sendsms/sendsms.aspx?user=xxxx&password=xxxx&smsmsg=http://www.abc.com/xyz.jpg&smsto=447712123256&smsfrom=24x&smstype=9>

Administration options

Available through the following syntax:

<http://www.24x.com/sendsms/smsadmin.aspx>

Required Fields

User	The account username assigned by 24x
Password	The account password
Service	Valid entries Credits = Account balance. Time = 24x server time to allow for accurate scheduling. Deletequeued = Removes a message from the scheduled queue (requires the 24x unique message id) Reschedule = Change the sending date and time of a scheduled message (requires the 24x unique message id and a new date and time)

e.g. <http://www.24x.com/sendsms/SMSADMIN.aspx?user=xxx&password=xxxx&service=credits>

Optional Fields

id	The unique 24x message id
date	The new date and time for a scheduled message. Required when using the reschedule service

Responses

00 - n	Success for delete queued and reschedule services (n is the number of messages affected by the action).
01	Username or password incorrect.
02	Message ID Invalid
03	No scheduled messages to delete.
04	Send date > 1 month in advance.
05	Date not valid.
06	No scheduled messages to reschedule.

Sample Code/s

ASP Code

```
result = SendMessage ("24Xusername", "24Xpassword", "07123456789", "24xLtd", "Hello World")
Function SendMessage(sUserName, sPassword, sMobileNumber, sSenderNumberOrName,
sMessage)
Dim xmlhttp, sResponse, sUN , sPW, sTO, sFR , sMESS
sUN = URLEncode(sUserName)
sPW = URLEncode(sPassword)
sTO = URLEncode(sMobileNumber)
sFR = URLEncode(sSenderNumberOrName)
sMESS = URLEncode(sMessage)
Set xmlhttp = CreateObject("MSXML2.ServerXMLHTTP")
xmlhttp.Open "POST", "http://www.24x.com/sendsms/sendsms.aspx", False
xmlhttp.setRequestHeader "Content-Type", "application/x-www-form-urlencoded; charset=iso-8859-1"
xmlhttp.send "user=" & sUN & "&password=" & sPW & "&smsto=" & sTO & "&smsfrom=" & sFR &
"&smsmsg=" & sMESS
sResponse = xmlhttp.responseText
Set xmlhttp = Nothing
SendMessage = sResponse
End Function
Function URLEncode(strData)
Dim l, strTemp, strChar, strOut, intAsc
strTemp = Trim(strData)
For l = 1 To Len(strTemp)
strChar = Mid(strTemp, l, 1)
intAsc = Asc(strChar)
If (intAsc >= 48 And intAsc <= 57) Or _
(intAsc >= 97 And intAsc <= 122) Or _
(intAsc >= 65 And intAsc <= 90) Then
strOut = strOut & strChar
Else
strOut = strOut & "%" & Hex(intAsc)
End If
Next
URLEncode = strOut
End Function
```

VB.net Code

```
Imports System.Net
Imports System.IO
Imports System.Web
Function SendSMS(ByVal strUserName As String,ByVal strPassword As String, ByVal
strSMSTo As String, ByVal strSMSFrom As String, ByVal strSMSMsg As String) As String
Dim objResponse As WebResponse
Dim objRequest As WebRequest
Dim strURL As String
Dim strData As String
Dim strResult As String
strURL = "http://www.24x.com/sendsms/sendsms.aspx?"
strSMSMsg = HttpUtility.UrlEncode(strSMSMsg)
strSMSFrom = HttpUtility.UrlEncode(strSMSFrom)
strData = "user=" & strUserName & "&password=" & strPassword & "&smsto=" & strSMSTo
strData &= "&smsfrom=" & strSMSFrom & "&smsmsg=" & strSMSMsg
strURL = strURL & strData
objRequest = HttpWebRequest.Create(strURL)
objResponse = objRequest.GetResponse()
Dim objSR As New StreamReader(objResponse.GetResponseStream())
strResult = objSR.ReadToEnd().TrimEnd
Return strResult
End Function
```

PHP Code

```
<?php

$host = "www.24x.com";
$path = "/sendsms/sendsms.aspx";
$username = "xxxxx";
$password = "xxxxx";
$smsto = "447777777777";
$smsfrom = "24X";
$smsmsg = "testing " . date("d/m/Y H:i:s");

$data = 'user=' . urlencode($username);
$data .= '&password=' . urlencode($password);
$data .= '&smsto=' . urlencode($smsto);
$data .= '&smsfrom=' . urlencode($smsfrom);
$data .= '&smsmsg=' . urlencode($smsmsg);

echo sendTo24X($host,$path,$data);

function sendTo24X($host,$path,$data)
{

    $fp = fsockopen($host, 80);

    $header = "POST $path HTTP/1.1\r\n";
    $header .= "Host: $host\r\n";
    $header .= "Content-type: application/x-www-form-urlencoded; charset=iso-8859-1\r\n";
    $header .= "Content-length: " . strlen($data) . "\r\n";
    $header .= "Connection: close\r\n\r\n";

    fputs($fp,$header);

    fputs($fp,$data);

    while (!feof($fp))
    {
        $buf .= fgets($fp,1024);
    }

    fclose($fp);

    return $buf;
}
?>
```

Cold Fusion Code

```
<cfif isdefined("form.fieldnames")>
    <cfset MobileToSMS = Replace(form.MobileToSMS, " ", "", "all")>
    <cfhttp url="http://www.24x.com/sendsms/sendsms.aspx" method="post"
    resolveurl="no">
        <cfhttpparam type="formfield" name="user" value="#form.userId#">

        <cfhttpparam type="formfield" name="password"
    value="#form.password#">
        <cfhttpparam type="formfield" name="smsto"
    value="#MobileToSMS#">
        <cfhttpparam type="formfield" name="smsfrom"
    value="#form.from#">
        <cfhttpparam type="formfield" name="smsmsg"
    value="#Form.SMSMessage#">
    </cfhttp>
</cfif>
```

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<title>SMS Sender</title>
</head>
```

```
<body>
<form name="form1" method="post" action="">
    <table width="100%" border="0" cellpadding="5">
        <tr>
            <td>User Id </td>
            <td><input name="UserId" type="text" id="UserId"></td>
        </tr>
        <tr>
            <td>Password</td>
            <td><input name="Password" type="text" id="Password"></td>
        </tr>
        <tr>
            <td>From</td>
            <td><input name="from" type="text" id="from"></td>
        </tr>
        <tr>
            <td>Number</td>
            <td><input name="MobileToSMS" type="text" id="MobileToSMS"></td>
        </tr>
        <tr>
            <td>Message</td>
            <td><input name="SMSMessage" type="text" id="SMSMessage" size="160"
    maxlength="160"></td>
        </tr>
        <tr>
            <td><input type="submit" name="Submit" value="Submit"></td>
            <td>&nbsp;</td>
        </tr>
    </table>
</form>
```

```
<cfif isdefined("form.fieldnames")>
<h1>Message Sent</h1>
```



Business Text Messaging

</cif>

</body>

</html>

Contact Us

Please feel free to contact us if you have any questions or require any clarification on +44 (0) 1903 228 100