



Mobile Application Service Provider (MASP) Service Handbook



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1 **ABBREVIATIONS**

API	Application Program Interface
IDEA	Integrated Development Environment for Application
GW	Gate way
HTTP	Hypertext Transfer Protocol
MASP	Mobile application service provider
MMS	Multimedia Message Service
NOC	Network Operation Centre
SMPP	Short Message Peer-peer Protocol
UAT	Users Acceptance Test
USSD	Unstructured Supplementary Service Data
VAS	Value Added Service
VPN	Virtual Private Network
WAP	Wireless Application Protocol



2 ABOUT THIS DOCUMENT

The document outlines the approved model for third party application service providers utilizing Etisalat Nigeria's network infrastructure to deliver connectivity solutions to clients.

3 INTRODUCTION

Etisalat Nigeria intends to leverage its network infrastructure to allow MASPs to offer services either for their own purpose or to their clients. The framework described in this document is referred to as the Mobile Application Service Provider Model (MASPM) and the entities who offer such services are referred to as MASP.

For the purpose of this model, a MASP is any external party who wishes to, or is using the Etisalat network to offer content, product, or service to Etisalat subscribers either at a fee or at no charge. This document provides adequate information for MASPs wishing to connect to the Etisalat network.

The document details the **standard interfaces** and **service specifications, business rules and requirements** and **processes** that will be followed by MASPs who wish to connect to and use the Etisalat network infrastructure.

The handbook is only a framework for Etisalat Nigeria - MASP operation model and NOT to be construed as an outright agreement or offer of any sort from Etisalat Nigeria. Etisalat is not bound by the terms and conditions as stated in this document. All contractual issues shall be agreed, documented and signed by both MASP and Etisalat before it will be considered binding on Etisalat.

4 TYPES OF SERVICES

4.1 Branded Services

These are services that Etisalat Nigeria intends to brand and market as own services on the Etisalat network.

4.2 Unbranded Services

In this case the MASP simply uses the Etisalat network as a transport medium with which to offer content / services.

Etisalat will further be indemnified (as stated in the MASP Agreement to be duly executed before service commences) in the event that the MASP flouts any standard rules or regulations in its offering of the said product or service.

4.3 Roles and Responsibilities

4.3.1 Etisalat responsibilities

- Provide the network infrastructure and transport layer.
- Publish standard processes and procedures
- Publish standard interface specifications
- Bill subscribers for accessed content, product, or services.



4.3.2 MASP responsibilities

- Provide content, product, or service.
- Development, maintenance, support and market the content, product or services.
- Price content, product, or service.
- Maintain an information portal where subscribers can view and understand the modalities of the service.

5 HOSTING AND CONNECTIVITY

5.1 Content Providers / MASPs

Etisalat offers the following bearers commercially ready at the moment

- SMS
- USSD
- EDGE for data services (MMS, WAP and Internet)

5.2 Connectivity Specifications

The connection to Etisalat bearers shall either be a direct or indirect connection.

1. Direct connection: Available only on specially critical services, direct connection would involve hosting the 3rd party's hardware infrastructure within Etisalat DMZ. The MASP shall be responsible for their installation bearing in mind the following.
 - MASP will provide hardware that fits Etisalat specification.
 - MASP will provide on-site support for such platforms installed within Etisalat DMZ.
 - MASP will handle all patch management and anti-virus update relating to their platform.
2. Indirect connection: Indirect connection would involve third parties hosting the hardware infrastructure within their premise and connect to Etisalat network through a secured channel. The connectivity details are presented in 5.3 and 5.4.

5.3 **SMSC Bearer**

EMTS Short Message Service Centre is a store and forward platform that support both text and binary messages.

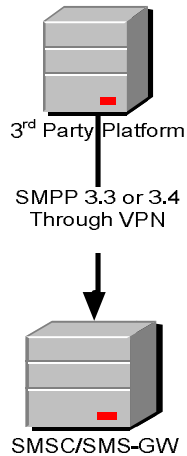


Fig II

5.3.1 **SMSC Interface**

The SMSC platform support both *SMPP 3.3* and *SMPP3.4*.

5.3.2 **SMPP Account Parameter**

Parameter required for SMPP account creation and will be made available to MASP includes the following:-

- (a) Account Name
- (b) Account Password
- (c) Port Number
- (d) Short code

5.3.3 **Charging**

Supported charging models include:-

1. Charging per request
2. Monthly based charge

5.4 **USSD bearer**

Unstructured supplementary service data is a text information switching service through which mobile station connects session with application server through USSD platform.

There are two (2) connection models to be supported as shown below;

5.4.1.1 USSD Connection Model I

With this model, the user can only receive response via SMS

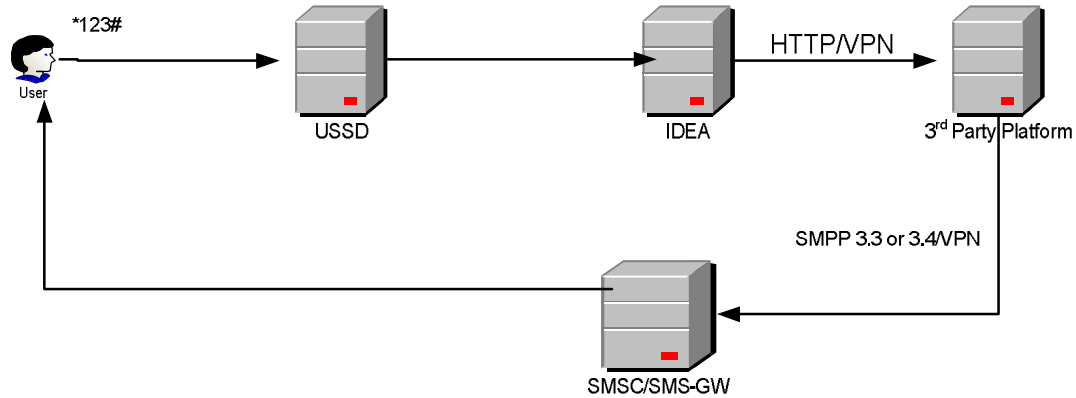


Fig III

5.4.1.1.1 **USSD Model I Interface**

The SMSC platform support both **SMPP 3.3** and **SMPP3.4**. The connection is to be provided through a virtual private network.

5.4.1.1.2 **SMPP Account Parameter**

Parameter required for SMPP account creation and to be provided to MASP includes the following:-

- (e) Account Name
- (f) Account Password
- (g) Port Number
- (h) Short code

5.4.1.1.3 **Charging**

Product and Services determine which charging policy to be implemented. This include:-

1. Charging per request
2. Monthly based charge



5.4.2 USSD Connection Model II

With this model, the user can receive response via USSD

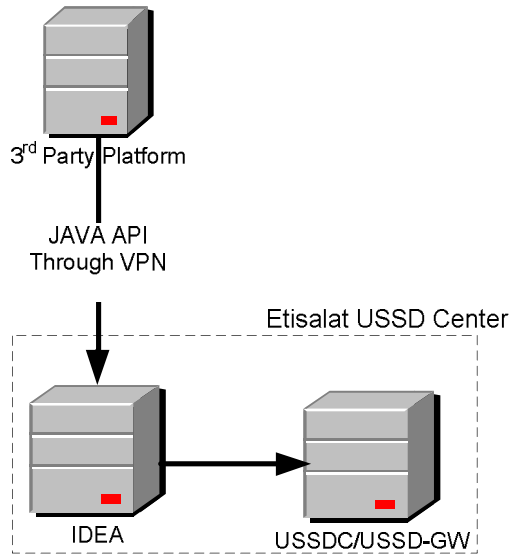


Fig IV

5.4.2.1 USSD Model II Interface

The USSDC platform support connection through Java API to be routed through a virtual private network (VPN).

5.4.2.2 Charging

The charging models supported include:-

1. Charging per request
2. Monthly based charge

5.5 MMS Bearer

EMTS Multimedia messaging centre is a platform that support sending of messages which include multimedia objects (images, audio, movies) etc.

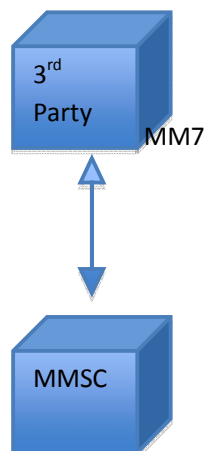


Fig II



5.5.1 MM7 Interface

The MM7 interface supports Simple Object Access Protocol (SOAP) version 1.1. The communication bearer protocol is HTTP/1.1.

5.5.2 MM7 Account Parameter

Parameter required for MM7 account creation and will be made available to MASP includes the following:-

- (a) Enterprise name
- (b) IP address
- (c) URL
- (d) Account name
- (e) Password

5.5.3 Charging

Supported charging models include:-

- 1. Charging per request.
- 2. Charge by Volume
- 3. Monthly based charge

6 GUIDELINES AND OPERATING POLICY

- a) MASP shall download application form on Etisalat corporate website. If MASP is okay with the terms and conditions as provided in this handbook, the MASP will be required to fill the form and send to the masp@etisalat.com.ng.
- b) All applicable fees cost and/or revenue share models are determined by the type and scope of the MASP request.
- c) This model currently applies to services offered to Etisalat subscribers only until such a time that additional information is made available to change the status.
- d) MASP will determine applicable service tariffs in conjunction with Etisalat according to approved tariff bands.
- e) The MASP is solely responsible for the development, maintenance, and administration of the service.
- f) Services are developed and offered on the Etisalat network by the MASP on the basis of standard rules and processes / procedures and agreements.
- g) Etisalat Customer Care unit will offer support in the management of MASP offers as follows:
 - Etisalat will offer 1st level support for services branded by Etisalat.



- MASP will offer 1st level support for services branded by the MASP. This means subscribers/customers will be prompted to call MASP directly.

6.1 Business Rules

The business rules below shall apply

- For each proposed Value Added Services (VAS) offering, MASPs must provide evidence of rights to use copyright material from the relevant copyright organization or body.
- MASPs must meet the technical requirements as defined in this handbook, for connection to the network, via the relevant bearer.
- Service request form shall be made available on the corporate website. The form completed by the MASP should be sent by email to masp@etisalat.com.ng.
- MASP must be fully registered with Etisalat as a business partner.
- After being certified by Etisalat, an agreement shall be drawn and signed between the MASP and Etisalat Nigeria. The agreement would detail service levels required by the MASP.
- MASPs would be required to make payment to Etisalat Nigeria for use of the network.
 - One-off connection fee of N100,000 (One Hundred Thousand Naira Only)*Any application that requires extra development effort outside the standard connectivity configuration outlined by Etisalat Nigeria may require an additional service fee.*
- MASPs will be expected to generate a minimum amount of subscriber traffic monthly, from their services; otherwise a monthly fee as stated below will apply:

Subscriber traffic per Bearer	Monthly Fee
0 – 2000	N10,000
2001 – 4,999	N5,000
5000 and above	NO

There will be a 6 month moratorium upon MASP service commencement; after which payment of these fees will be applied. Etisalat Nigeria reserves the right to review this.

7 REVENUE SHARE

The standard revenue share model is:

Service type	Revenue share to Etisalat	Revenue share to MASP
SMS	50%	50%
USSD	60%	40%
Data (MMS, WAP, Internet)	N/A	N/A

Note:

Etisalat Nigeria reserves the right to review the revenue share model, and notify the MASP accordingly.

8 RECONCILIATION PROCESS

The Etisalat MASP Model provides a standardized process of providing MASPs with access to the Etisalat network infrastructure.

8.2 Process flow

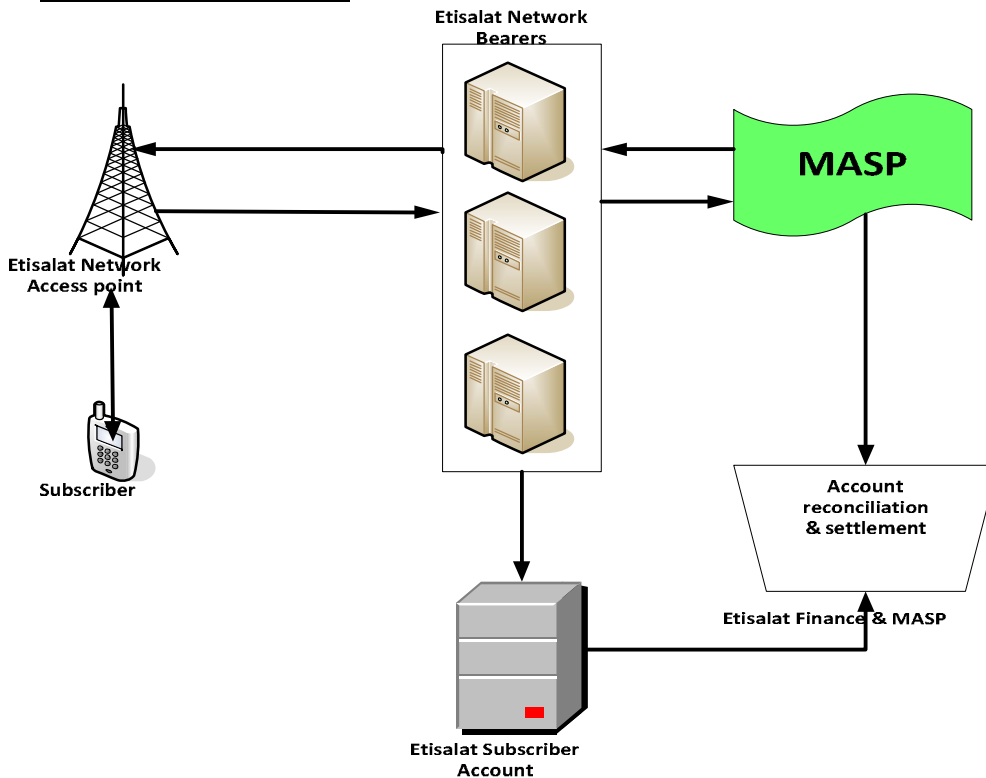


Fig i

8.3 Process Description

- Subscriber contacts MASP via Etisalat network to request content or participate in a marketing campaign as the case may be.
- The request is routed through Etisalat network to the MASP infrastructure for fulfilment
- The subscriber’s account is debited with the value of the premium rated service
- MASP provides the content, or confirmation of transaction, to the subscriber via Etisalat network.
- At the end of the agreed billing cycle Etisalat Finance pays to the MASP the agreed revenue due.



8.4 Return messages

- The charging model to be adopted will therefore allow a maximum of 2 free MT Messages per subscriber i.e. MO:MT SMS ratio of 1:2. Each subsequent MT return message will be charged at N4 to the MASP.
- The cost of MT SMSs sent out of the SMSC by the MASP over the 1:2 ratio would be deducted from the revenue payable to the MASP during reconciliation, by Finance.