

Project Guide



	Project :	jhoroSMS-CP
	Project For :	Clients willing to start SMS/VAS related Services
	Project by :	
	Contact:	jhoroTEK Dhaka, Bangladesh Call: +8801714133069, +8801712147603 info@jhoroTEK.com , www.jhoroTEK.com

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Keywords:

CP: Content Provider (Who provides VAS services for Telcos).
VAS: Value Added Services (exp. SMS Push-Pull, Ring tones, WAP, etc.)
Telco/s: Mobile Operators (exp. GP, Blink, Aktel, Teletalk, Warid)
Short Code/ Hot Code: 4 digit Special number (ex. 1616, 5676 etc)

Introduction

This document is prepared to guide the interested client to setup their own SMS/IVR etc.VAS server/services.

A CP can provide SMS, IVR, EMS (ring tone, wall paper), WAP services (ring tone, wall papers, Themes etc) and Dial/Welcome Tune services.

The only service that is needed self system is SMS. But for other services like WAP content have to provided or uploaded to operator's Content Management System or Party. But to be a CP you have to have the SMS service. So we will be focusing only to SMS service based setup.

All the alternatives are being described step by step in the following sections.

Approaches

Option 1:

Installing/Setting up own CP Server:

Option 2:

Sharing Already Exists CP's plat-form:

- 2.1. Setup/Deploy the Applications in the sharing server.
- 2.2. Setup/Deploy the Applications in a remote computer/machine/server.
 - 2.2.1 Remotely connected with CP server using Real IP based internet.
 - 2.2.2. Remotely connected with CP server using intranet
- 2.3 Using Existing Hot code/short code
- 2.4 Hiring own short code/ Hot code

Physical/Hardware Requirements:

Please, check the document by Grameen Phone named "[How to be a content provider](#)" for a rough idea of the requirements. The Hardware list will also be found in the costing section.

Activities to Setup the VAS Service : CP (Option 1)

1 Steps / Activities Needed:

- 1.1 Agreement with the Telco/s
- 1.2 Short/Hot Code Registration.
Most of the time
- 1.3 Hardware Setup
 - 1.3.1 Server Computer (Any good Configured computer/machine).
 - 1.3.2 Connectivity with the Operators.
 - 1.3.2.1 VPN Networking with the Telco/s by **Telnet/MatroNet**, a networking solution providing company.
 - **GP**
 - **AKTEL**
 - **Teletalk**
 - **BanglaLink**
 - **CityCell**
 - **Warid**
- 1.4 **Software Installation (jhoroSMSep)**
 - SMPP and HTTP protocol based SMS Core Server Software
 - stand-alone software
 - Implements all the protocols and connectivity with all the Mobile operators serving in Bangladesh.
 - Easily Configurable and Module Pluggable.
 - Extendable Plug-ins modules for different kinds of Services and Applications in future.
 - Installation and Data Backup
 - All sorts of technical support for installation
 - Live Data Backup System Using RAID 1
 - Network Setup
 - Routing Connections
 - In Packages Plug-ins
 - Single Quiz based SMS Application
 - Chain Quiz Based Application
 - News Application
 - Voting/Poll/Rating type Application
 - Flash based Graphical View
 - Remotely viewable
 - Ringtones and EMS can be pluggable easily
 - Admin Tools
 - Dynamically addition of SMS service and application

- Reporting Tools
 - Filtering System (By date, time, keyword, quiz result)
 - Selected number of Lucky(random) sender(s) and Highest Sender(s)
 - Telco, Keyword (VC, Quiz) wise report
 - Overall report against a Keyword
 - Results can be exported to Excel sheet for further use

Platform:

- Java Based Application
 - mySQL Backend.
 - PHP based reporting system.
- So, Free from any license violation issue.**

2 Costing / Expenditure: (The Figures/Application are **approximate** figure and matter of changes in times)

Installing/Setting up own CP Server:

Hardware Cost:

Peripherals	Quantity	Unit Cost	Total Cost
Quad core server	2		2,00,000.00
Switch		2,400.00	
-KVM Switch 1:4	1		6,500.00
Laser Printer	1		11,000
Router			
- One Time Purchase	5	210,000	10,50,000
- Monthly Rent	5	10,000	50,000

2.1 Sign Up security Deposit: [Start-Up Cost]

Operator	Cost (taka)
Grameen Phone	2,00,000.00
Bangla Link	100,000.00
Citycell	50,000.00
TeleTalk	50,000.00
AKTEL	50,000.00
Warid	--
Total Signup	4,50,000.00

2.2 Short Code charge: [Monthly]

Operator	Cost (taka)/Monthly
Grameen Phone	10,000.00
Bangla Link	17,500.00
Citycell	7,500.00
TeleTalk	5,000.00
AKTEL	10,000.00
Warid	--
Monthly Total	50,000.00

2.3 Network Network related Cost.

price offers consists of 5 (Five) components:

1. One Time Connection Charge Taka 25,000/=.
2. Additional distance connection charge (if required, calculated from our nearest fiber distribution exchanges) Taka 100/= per meter for aerial cable pass.
3. Monthly rate for GUARANTEED FULL DUPLEX leased local IP Bandwidth:

64 Kbps = Taka	5,000/-
128 Kbps = Taka	6,000/-
256 Kbps = Taka	10,000/-
512 Kbps = Taka	15,000/-
- * Layer-3 connection.
* Each point required Routing Devices.
4. Govt. VAT, fees, Taxes and etc, are additional (if applicable).
5. Standard Subscription Signup, 2 (two) years.

Wish above information would give you and approximate idea for MetroNet's connection rates calculation (this rate may be changed without prior).

2.4 Software Costing:

- 2.4.1 Core Server Software (jhoroSMScp) : **3,00,000.00 Tk**
- 2.4.2 SMS Plug-Ins (on ad-hoc basis, Negotiable)
- 2.4.3 Free Consultancy for 3month after installation.
- 2.4.4 Free training of 7days.**
- 2.4.5 Free 3month of support and technical Help.**

** Iff inside Dhaka. Otherwise Conveyance bill will be submitted.

2.5 Some hidden cost.

- Electricity & BackUp Electricity (Generators/IPS/UPS)
- Air Conditioning
- Maintain cost.
- Etc.

Why to Setup own Server?

- Fully self controlled.
 - Can be used in as many programs as you want.
 - Unlimited Hot key.
- Own Short Code (Branding self short code).
- Total Revenue consumption from All VAS service (Revenue does not need to share with 3rd party).
 - SMS
 - IVR
 - WAP Content
 - MMS
- Etc

Sharing Existing CP's Plat-form (Option 2)

2.6 Sharing Existing CP's Plat-form: (**profit have to be shared with CP**)

2.6.1 Hosting In CP's server

2.6.1.1 No signup cost but agreement have to be signed

2.6.1.2 Sharing existing short code will not cost

- But if new Short code is hired / taken then **Section 2.2** will be applicable.

2.6.1.3 No more cost (2.1.3 to 2.1.6)

2.6.1.4 Installing the Application in CP's place. Will reduce the hardware cost but only if the concern CP aggresses.

2.6.2 Hosting in a Remote Computer

2.6.2.1 Connected with the CP through Internet.

- Internet costing to be bared
- Computer/Server, Internet Hub etc hardware needed to be maintained.
- **Remote connectivity managing Server Application have to be installed.**

- **At CP side to transfer the request to your server**

- Remote ended will be a web server or a server with real IP.

2.6.2.2 Renting a server from 3rd party Host.

- No hardware/setup based expenditure.
- Monthly rental system. but totally negotiable

Software Development cost:

- Free sample demo Application will be provided.
- Additional Remote ended plug-ins will be developed on request. And will be billed as per man hour needed
- Free Support for 1 month **

Profit Sharing:

Option 1: Own CP Server

Generally 50-50% (GP) or 60%-40% profit sharing with the Operator for all kind of VAS service.

For example: a VAS SMS cost the user.
is cut as VAT

Segments	Tk.
A VAS SMS Cost for user	2.40
Deduction for VAT	-0.40
Operator's Network Cost Charged	-0.40
So, Remaining =	1.60
50% shared by operator	0.80
50% share of the CP	0.80

Similarly for Ring tone or wall paper etc. 50-50% is shared.

Option 2: Sharing Existing CP's Plat-form

60%-40% profit sharing is the standard practice in the market.
60% kept by the CP the rest 40% will be given to you the sharer.
This profit is the one that is earned by the CP. That means in case of a SMS it's 0.80tk.
So, 40% of 0.80Tk (=0.32) will be given to the sharer.
Or vice-versa.

The payment of the service is made/ paid by the operator after each 3month.
So, in case of option 2, the sharer will have their payment on the each forth month.

Conclusion:

Finally in the conclusion it can be stated that coming up with such a brilliant notion is only possible by an entrepreneur like us. More over when the question of providing quality services to the valued clients arises, it is only jhotoTEK who ponders closely about the effectiveness and efficiency that its system would offer upon safe implementation.