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General

What is a short code?

A short code is a 5 or 6-digit number that can send and receive SMS messages with mobile phones. This is the recommended method of sending Bulk SMS. You can choose from two types of dedicated short codes: vanity and random. A vanity short code is a specific number that you choose when you lease your short code. A random short code is one that is assigned to you when you lease it, and cannot be reviewed or exchanged.

Do you offer shared short codes?

CDYNE does offer shared short codes for the U.S. and Canada. If you would like to get started [click here](#).

What is the difference between a shared short code and a dedicated short code?

Shared short codes are 5 or 6-digit numbers that are shared between CDYNE customers. Shared short codes are less expensive than a dedicated short code. All short code users are educated on current carrier policies, even as they change. Dedicated short codes have more time to complete changes to their messaging if required by carriers. Shared short codes are required to make changes faster, CDYNE reserves the right eliminate short code access to any client not following carrier rules so other users are not affected. All mobile originated (MO) message must come in using a keyword with shared short codes. A dedicated short code is owned by your company and designed for your use case only. You do not need an MO message to come in with a short code.

Why would I want a short code instead of sending SMS from a regular phone number?

CDYNE short codes enable your application to send SMS at 35 messages per second versus a phone number which can send 1 message per every 2 seconds. This high-throughput is great for time sensitive messages. Also phone numbers have a daily limit of 500 messages per day per phone number. Short codes do not have a daily limit. Additionally, based on the type of messages you are sending, a short code may be the only type of number that can support your use case. Examples of use cases that require a short code are: large volume messaging, one-way notifications to users, and SMS marketing messages.

Where do short codes come from?

There is a registry that was created by the U.S. mobile carriers to administer short codes. The registry is www.usshortcodes.com. CDYNE will lease a short code on your behalf or you can visit the registry and lease the short code on your own.

What countries are supported with CDYNE's short codes?

CDYNE currently offers short codes in the U.S. and Canada.

What is the CTIA?

CTIA – The Wireless Association is an industry trade group that represents a wide variety of interests on behalf of the international wireless telecommunications industry. Its members include international cellular, personal communication services and enhanced specialized mobile radio providers and suppliers, and providers and manufacturers of wireless data services and products. The CTIA is the association that audits the short codes and maintains the rules and regulations set by the carriers, the Federal Communications Commission's (FCC), and The Telephone Consumer Protection Act (TCPA).

Application Process

How do I get a shared or dedicated short code with CDYNE?

You can contact CDYNE by [clicking here](#). CDYNE will assign you a short code manager to help you through the process from start to finish.

What happens during the application process?

A CDYNE account representative will review the program brief with you. A program brief is the document you fill out that outlines and defines the use of the newly leased short code. This is a required step for carrier approval. The account representative and you will go over basic business information, the program details, and the message flow.

CDYNE is here to help you understand the rules and regulations defined by the CTIA and the carriers that need to be followed when sending text messages from a short code. This step can take some time in going back and forth getting the program brief perfect to send to the carriers for approval.

What happens during the carrier approval process?

CDYNE sends the program brief to be looked at by the carriers. During this process the carriers may require corrections to the brief. Your account representative will work hand in hand with the carriers and you to implement these corrections. Please note that some carriers take longer than others to provision the short code on their network.

For example, One of the major carriers takes 6–8 weeks to provision a code on their network once the program is accepted. If they come back with any corrections the waiting process of 6–8 weeks starts over again upon resubmission. This is why the application process and program brief is the most important step to make sure these delays do not occur.

How long does the carrier approval process take?

CDYNE sets the expectation of 8–12 weeks for the carrier approval process.

For example, one of the major carriers takes 6–8 weeks to provision a code on their network once the program is accepted. If they come back with any corrections the waiting process of 6–8 weeks starts over again upon resubmission. This is why the application process and program brief is the most important step to make sure these delays do not occur.

Can I use the short code during the carrier approval process?

No, during the carrier approval process you are unable to send or receive messages on your short code. CDYNE offers use of our API using a shared short code and or phone numbers (DIDs) during the entire process of setting up your dedicated short code. Once your short code is live the switch from shared short code or phone numbers to dedicated short code will be immediate upon your approval.

What does a compliant “opt-in” message look like?

Keyword Opt-in or Mobile originated (MO) Opt-in do not require a double opt-in but does require a “welcome message”.

Example: Text INFO to 85760 (INFO would be the keyword prompt)

An example welcome message would be:

“Welcome to CDYNE INFO ALERTS: Reply HELP for help, STOP to cancel. Msg&Data Rates May Apply. Msg Freq 5 per day. Contact 888XXXXXX”

Please note that the welcome message should be limited to 160 characters.

When using other forms of opt-in such as using a website, written or verbal a double opt-in is required. When your customers opt-in this way, the application should send a pin confirmation.

For example: **“CDYNE INFO Alerts: Reply YES to Confirm, HELP for help, STOP to cancel. Msg&Data Rates May Apply. Msg Freq 5 per day Contact 888XXXXXX”**

You may not send a text message to that customer until the confirmation text message is received.

What does a compliant HELP and STOP message look like?

Help Response: **“CDYNE INFO Alerts: Reply STOP to cancel. Msg&Data Rates may apply. Msg Freq 5 per day Contact 888XXXXXX”**

Stop Response: **“CDYNE INFO Alerts: You have opted out and will no longer receive messages from this service. Reply RESUME to subscribe Contact 888XXXXXX”**

What are the short code Terms and Conditions page and Privacy Policy? Do they require specific information?

Terms and Conditions page is a webpage that displays the rules which one must agree to abide by in order to use a service.

Privacy Policy is a statement or a legal document (privacy law) that discloses some or all of the ways a party gathers, uses, discloses and manages a customer or client's data.

Terms and Conditions must be displayed clearly and legibly under the call-to-action. Terms and Conditions must be accessible using the primary browser scroll bar. Nested scroll boxes or frames that obscure any part of the terms and conditions are prohibited. Terms and Conditions must be hosted on a static website to which a user may return.

Terms and Conditions for standard rate programs must include, at a minimum, the following disclosures:

- Product description and quantity
- Program name
- Customer care contact information
- Opt-out instructions (must be displayed in bold typeface)
- Message and data rates may apply
- Links to Privacy Policy (must be labeled with the word "privacy")

Please visit for a terms and conditions example:

<http://www.cdyne.com/shortcode/us/toc.aspx?shortcode=85760>

Features

How many messages can I send per minute?

You can send up to 2,100 text messages per minute on your own dedicated short code.

What is a long code back up?

CDYNE has a feature called long code back up. We can add phone numbers to your account so if a message cannot be delivered for any reason from the short code the API will send the message out using the phone numbers. For reasons the messages may not be delivered [click here](#).

What is a delivery receipt?

Delivery Receipts (DR) indicate message status throughout the delivery process. You may receive one to multiple DRs per outgoing message. DRs are sent through the network with low priority. You may receive them out of order. Not all carriers support handset DRs. You may or may not receive a DR indicating delivery to cell phone. However, you should receive a DR indicating delivery to the carrier.

What carriers are supported on CDYNE's short codes?

U.S. and Canadian Major Wireless Carriers

AT&T, Sprint, Nextel, Boost, Verizon Wireless, U.S. Cellular®, T-Mobile®, nTelos, Alltel, and Virgin Mobile USA

Regional U.S. Carriers

ACS Alaska	Immix (Keystone)
Alaska DigiTel (GCI)	Inland
Appalachian Wireless (EKN)	MetroPCS
Bluegrass	Nex Tech Wireless
CableVision USA	Northwest Missouri Cellular
Carolina West US	Panhandle
Cell1 East CentIL (ECIT)	Pioneer Wireless US
Cellcom	Plateau US
Cellular One Dobson	PocketCom USA
Cellular South	Revol
Centennial US	Simmetry US
Chat	South Canaan (NEPA)
Cincinnati Bell	Thumb Cellular US
Cingular (AT&T)	Tracphone (on AT&T)
Cricket	Unicel
Cross Wireless	Union Wireless USA
Golden State US	Viaero Wireless US
Illinois Valley (IVC)	West Central WCC

Canadian Regional Canadian Carriers

BELL Solo Mobile	NorthernTel Virgin Mobile
fido Telebec	ROGERS WiND
Koodo Telus	SaskTel
MTS VIDEOTRON	

What API does the short code use?

[SMS Notify!](#) is a secure two-way SMS Gateway that facilitates your business communications with a developer-friendly API.

Can I start to build and test my application during the carrier approval process?

Yes, CDYNE offers use of our API using a shared short code and or phone numbers (DIDs) during the entire process of setting up your dedicated short code. Once your short code is live the switch from shared short code or phone numbers to dedicated short code will be immediate upon your approval.

Can I send or receive MMS with my short code?

CDYNE short codes do not support sending or receiving MMS.

Do CDYNE short codes support premium SMS on short codes?

CDYNE short codes do not support premium SMS for short codes.

Can I migrate my short code to CDYNE from another gateway?

Yes, you can migrate a short code to CDYNE.

Can I port my short code away from CDYNE to another gateway?

Yes, you can port a short code away from CDYNE.

Billing & Pricing

How much does a shared and dedicated short code cost?

SMS Notify! API	Dedicated Short Code (U.S. or Canada)	Shared Short Code (U.S. or Canada)
Example		
SMS Number	11111	11111
Pricing		
Provision Fee	\$3,000	\$300
Application Fee	\$200	\$100
Keyword Fee	\$0	5 Free
Per Message Starting at	\$0.01	\$0.01
Monthly Fee	\$600	\$100

Short code leasing is required through:

US: <http://www.usshortcodes.com>

Canada: <http://www.txt.ca>

(\$600 per month for a random short code and \$1,100 per month for a vanity number.)

CDYNE will take care of this process on your behalf for no additional charge or can guide you through the process. If you choose to handle the lease yourself, the monthly fee is reduced to \$100.

How does CDYNE bill for short codes?

Shared short codes: The upfront costs are due before the account is released and then are billed monthly.

Dedicated short codes: The upfront costs are due before the short code is leased from U.S. short codes then the leasing fee is billed quarterly and the messaging costs are billed monthly.

What does CDYNE charge me for short code messages?

CDYNE charges \$0.01 for every 160 characters sent or received.

International

Can I send messages from a short code to phone numbers in other countries outside the U.S. and Canada?

No, short codes are country specific.

Can a short code receive messages from phone numbers in a country outside the U.S. and Canada?

No, short codes are country specific.