

ENTERPRISE PLATFORM DOCUMENTATION

Bulk SMS Reseller & Gateway Platform

Complete End-User Manual & Technical REST API Integration Specification

Target Market: Burundi (+257) & International

Upstream Gateway: MSG91 International Gateway

Technology Stack: Laravel 12, MySQL, REST API

Document Version: 1.0 (Production Release)

1. System Overview & Quick Access

The **Bulk SMS Reseller & SMS Gateway Platform** is a centralized, high-throughput B2B messaging solution built for telecom resellers, core banking institutions, government ministries, schools, hospitals, and corporate businesses. It provides full prepaid wallet accounting, multi-tier pricing, variable template messaging, contacts management, and REST API dispatching.

Access URLs

Portal / Service	Primary URL	Local Apache URL
Public Website	<code>http://localhost:8000/</code>	<code>http://localhost/smsplatform/public/</code>
Authentication (Login)	<code>http://localhost:8000/login</code>	<code>http://localhost/smsplatform/public/login</code>
Customer Portal	<code>http://localhost:8000/customer/dashboard</code>	<code>http://localhost/smsplatform/public/customer/dashboard</code>
Super Admin Control Center	<code>http://localhost:8000/admin/dashboard</code>	<code>http://localhost/smsplatform/public/admin/dashboard</code>
REST API Base Endpoint	<code>http://localhost:8000/api/v1/</code>	<code>http://localhost/smsplatform/public/api/v1/</code>

Pre-Configured System Accounts

The platform comes seeded with standard user roles for immediate evaluation:

Account Type	Email	Password	Initial Balance	Description
Super Admin	<code>admin@smsplatform.com</code>	<code>password123</code>	Platform Owner	Wholesale carriers, rate cards, KYC approval, profit monitoring
Enterprise Client	<code>bank@bancobu.bi</code>	<code>password123</code>	\$250.00 USD	Banque Commerciale du Burundi (Live SMS dispatching)
Self-Registration	User defined	User defined	\$5.00 USD	Complimentary welcome balance upon public registration

Fast Access Tip: On the login screen (/login), simply click the "👑 **Admin: admin@smsplatform.com**" or "🏠 **Client: bank@bancobu.bi**" buttons to auto-fill credentials instantly.

2. Super Admin Manual (Platform Owner)

The Super Admin Control Center gives the platform operator complete control over telecom upstream providers, routing priorities, pricing margins, client onboarding, and accounting audits.

2.1 Real-Time Financial Economics Dashboard

Located at `/admin/dashboard` :

- **Gross Revenue (\$):** Total funds debited from customer wallets for SMS traffic.
- **Carrier Cost (\$):** Wholesale network cost payable to upstream carriers (e.g., MSG91).
- **Net Profit Margin (\$):** Real-time net gross profit (`Gross Revenue - Carrier Cost`).
- **Live Dispatch Feed:** Instant stream of all outgoing messages, destination country, recipient, and status.

2.2 Upstream Gateway Management (MSG91 Live Connection)

Located at `/admin/providers` :

1. **Active Gateway:** The platform is pre-configured with **MSG91 International Gateway** as Priority 1 (Active).
2. **Configured AuthKey:** `541935Apr05CecgC6a9a6a23P1` (labeled *BurundiSMSAPI* on MSG91).
3. **Carrier Route:** Dispatches directly via MSG91 International transactional route (`route: 4`) without mock fallback.
4. **Fallback Simulator:** The local mock provider is disabled (Priority 99) so all production traffic reaches the live telecom carrier.

2.3 Route Pricing & Profit Margins

Located at `/admin/pricing` . The system enforces double-entry margin pricing per destination and route type:

Destination Country	Route Type	Carrier Cost (USD)	Customer Price (USD)	Net Profit Margin
Burundi (+257)	Transactional / Alerts	\$0.0150	\$0.0250	+40.0% (\$0.0100/SMS)
Burundi (+257)	OTP / 2FA High Priority	\$0.0180	\$0.0280	+35.7% (\$0.0100/SMS)
Burundi (+257)	Promotional / Marketing	\$0.0120	\$0.0200	+40.0% (\$0.0080/SMS)
Global (+0)	International Route	\$0.0200	\$0.0350	+42.8% (\$0.0150/SMS)

Dynamic Landing Page Synchronization: All pricing cards, live tariffs, and margin calculators on the public landing page (/) and pricing portal (/pricing) are dynamically connected to this database matrix. Any modifications or new country tariffs saved by the Super Admin take effect immediately without requiring code or template changes.

2.4 Customer Account & KYC Management

Located at `/admin/customers` :

- Inspect registered business profiles, corporate tax IDs, and billing contacts.
- Click **Approve KYC** to transition clients from `pending` to `verified` .
- **Manual Balance Adjustment:** Credit or debit customer wallets directly with administrative audit reasons (e.g. Wire Transfer receipt, bank deposit).

3. Business Customer User Manual

Business organizations (Banks, Hospitals, Universities, Merchants) manage their bulk messaging through the dedicated customer console.

3.1 Sending Single SMS (OTP & Priority Alerts)

Located at `/customer/sms/single` :

1. **Sender ID:** Select your approved alphanumeric header (e.g. `BURSMS` or `BANCOBU`).
2. **Recipient Mobile:** Enter the number with country prefix (e.g., `+25779123456` for Burundi).
3. **Message Type:** Choose *Transactional*, *OTP*, or *Promotional*.
4. **Live Character & Encoding Counter:**
 - **Standard GSM 7-bit:** 160 characters per segment (multi-part: 153 chars/segment).
 - **Unicode (Accents / Kirundi / French / Emojis):** Automatically shifts to 70 characters per segment (multi-part: 67 chars/segment).
5. **Interactive Phone Simulator:** Watch your message render in real-time inside the live phone mockup.
6. Click **Send Message Now**. Credits are atomically deducted, and the message is submitted immediately to MSG91.

3.2 Sending Bulk SMS Campaigns

Located at `/customer/sms/bulk` :

1. **Campaign Title:** Enter a campaign reference (e.g., *September Salary Notifications*).
2. **Sender Header:** Choose your verified alphanumeric sender ID.
3. **Recipient Selection:**
 - **Contact Group:** Broadcast to saved audience groups.
 - **Paste Numbers:** Enter comma or newline separated mobile numbers.
 - **Upload CSV File:** Upload a spreadsheet containing recipient phone numbers and custom variables.
4. **Personalized Variables:** Use dynamic tags such as `{#name#}` , `{#otp#}` , `{#amount#}` to personalize each SMS.
5. Click **Calculate Cost & Review** → **Launch Campaign**.

3.3 Managing Sender IDs (Headers)

Located at `/customer/sender-ids` :

- Click + **Request New Sender ID**.
- Enter up to 6 uppercase alphanumeric characters (e.g., `MYBANK`).
- Specify route type and attach business justification. Once approved by the Super Admin, the header is immediately usable.

3.4 Delivery Reports & Audit Trails

Located at `/customer/reports` :

- Filter by Date Range, Sender ID, Recipient Mobile, and Status (`Delivered` , `Submitted` , `Failed`).
- View upstream carrier reference IDs (e.g. `36696472464c737a30705a38`) returned directly from MSG91.
- Click **Export CSV** to download raw audit logs for accounting reconciliation.

4. Developer & REST API v1 Specification

The platform provides a high-performance REST API v1 for direct integration into Core Banking systems, CRMs, ERPs, and automated workflows.

4.1 Authentication Protocol

Authenticate by passing your live API key as a Bearer token in the `Authorization` header:

```
Authorization: Bearer sms_live_9f83820a1b2c3d4e5f6a7b8c
Content-Type: application/json
Accept: application/json
```

4.2 Send Single SMS Endpoint

POST `/api/v1/sms/send`

Request Payload

```
{
  "sender_id": "BURSMS",
  "mobile": "+25779123456",
  "message": "Your Bancobu account 482910 has been credited with BIF 150,000. Ref: TX9402.",
  "type": "transactional"
}
```

Success Response (HTTP 200)

```
{
  "success": true,
  "data": {
    "message_id": 16,
    "provider_ref": "36696472464c737a30705a38",
    "status": "submitted",
    "mobile": "+25779123456",
    "sms_count": 1,
    "cost": 0.025,
    "remaining_balance": 249.975
  }
}
```

4.3 Send Bulk SMS Endpoint

POST `/api/v1/sms/bulk-send`

```
{
  "sender_id": "BURSMS",
  "message": "Dear {name}, your monthly utility bill of BIF {amount} is ready.",
  "type": "transactional",
  "recipients": [
    {
      "mobile": "+25779123456",
      "variables": { "name": "Jean Ndayishimiye", "amount": "45,000" }
    },
    {
      "mobile": "+25779234567",
      "variables": { "name": "Aline Hakizimana", "amount": "32,500" }
    }
  ]
}
```

```
]
}
```

4.4 Check Account Balance Endpoint

GET /api/v1/balance

```
{
  "success": true,
  "data": {
    "organization": "Banque Commerciale du Burundi (Bancobu)",
    "currency": "USD",
    "balance": 249.975,
    "status": "active"
  }
}
```

4.5 Inbound Delivery Webhooks (DLR Callbacks)

Register your webhook URL in /customer/api . When the telecom carrier reports a status change, the platform pushes a POST payload:

```
{
  "event": "sms.delivery_status",
  "message_id": 16,
  "provider_ref": "36696472464c737a30705a38",
  "mobile": "+25779123456",
  "status": "DELIVERED",
  "delivered_at": "2026-09-04 18:32:45"
}
```

5. Burundi (+257) & Regulatory Specifications

Burundi Mobile Network Operators

The platform is configured for all major telecom operators in Burundi:

Operator	Network Type	Number Prefixes
Econet Leo	GSM / 3G / 4G LTE	+257 79 , +257 71 , +257 76 , +257 72
Lumitel (Viettel Burundi)	GSM / 3G / 4G LTE	+257 68 , +257 69 , +257 61 , +257 62
Smart (Lacell SU)	GSM / 3G	+257 75 , +257 78

Indian DLT Exemption for Burundi & International Traffic

Regulatory Clarification: Indian DLT (Distributed Ledger Technology) registration is mandatory *only* for messages terminating within India (+91). For **Burundi (+257)** and all global routes, DLT registration is **NOT required**. The platform treats all DLT parameters as optional/nullable, allowing immediate dispatch without regulatory delays.

6. Troubleshooting & FAQ

1. What happens if a customer runs out of wallet balance?

The platform prevents dispatch with HTTP 402 / "Insufficient wallet balance". No partial charging occurs, and the client receives a prompt to deposit funds.

2. How is my MSG91 balance managed?

Your wholesale balance is maintained in your MSG91 prepaid account. When clients send messages on your platform, their platform wallets are debited according to your selling price, while MSG91 deducts your wholesale unit cost.

3. How can I confirm that my MSG91 connection is active?

Open **Delivery Reports** (/customer/reports). Every dispatched SMS displays a valid 24-character hexadecimal provider message ID (e.g. 36696472464c737a30705a38), which matches the entry in your MSG91 dashboard logs.