

Important Announcement for All SMS Users on 8x8

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Critical changes are taking place regarding 8x8's SMS/MMS messaging service via **Work for Desktop** and **Work for Mobile** applications in the US and Canada.

In order to control spam messages, U.S. wireless service providers now require that all SMS/MMS messages be managed as application-to-person (A2P) messages if they (1) originate from a business and (2) terminate to the U.S. wireless service providers' subscribers. To accommodate this change, 8x8 has announced the availability of a new Admin Console workflow which enables the one-time self-registration to The Campaign Registry, **which is required for all customers using the 8x8 SMS service in US and Canada.**

[Click here for step-by-step instructions for registering in the Admin Console.](#)

This new workflow provides a quick and easy way for customers, or partners on behalf of their customers, to complete the SMS service registration as required by U.S. wireless carriers, and in line with the industry requirements set out in the CTIA Messaging Principles and Best Practices. *A one-time registration fee of \$119 USD will show up as a billing adjustment for each customer account whose registration is completed within Admin Console.*

We urge all 8x8 customers using the SMS functionality to register before March 15, 2023. Effective March 31, 2023, all unregistered SMS traffic will be blocked by the underlying SMS carrier. IMPORTANT: Campaign verification may take up to a week after submission, as the underlying carrier will review your submission and approve it manually. Once the campaign is approved, you will be able to [assign phone numbers to the campaigns](#).

Enablement

Please refer to the following support articles to complete the registration process.

[SMS Campaign Registration: Admin Console Configuration](#)

[SMS Campaign Registration: How to assign an SMS Campaign to a phone number](#)

Below is step by step instructions on how to fill out the registration info.

What is the change?

U.S. wireless carriers now classify SMS/MMS messages sent from any business application to a U.S. mobile subscriber as application-to-person (A2P) messages. This will also include one-to-one conversational messages supported by your 8x8 service, previously viewed as person-to-person. To continue sending SMS/MMS using 8x8 Work without risking non-delivery, the company business entity must be registered in The Campaign Registry. For more information, refer to the support article: [10 DLC SMS Campaign Registration and Impact](#).

Instant Messaging (IM) vs SMS

8x8 Work has a built-in instant messaging (IM) feature designed to allow users of 8x8 Work on the same 8x8 service to chat directly with each other. Even though this IM feature uses the same Messages interface as SMS messages do in 8x8 Work, IM is not SMS. If you use IM internal to your company and do not send any SMS messages to any mobile phone subscribers, SMS campaign

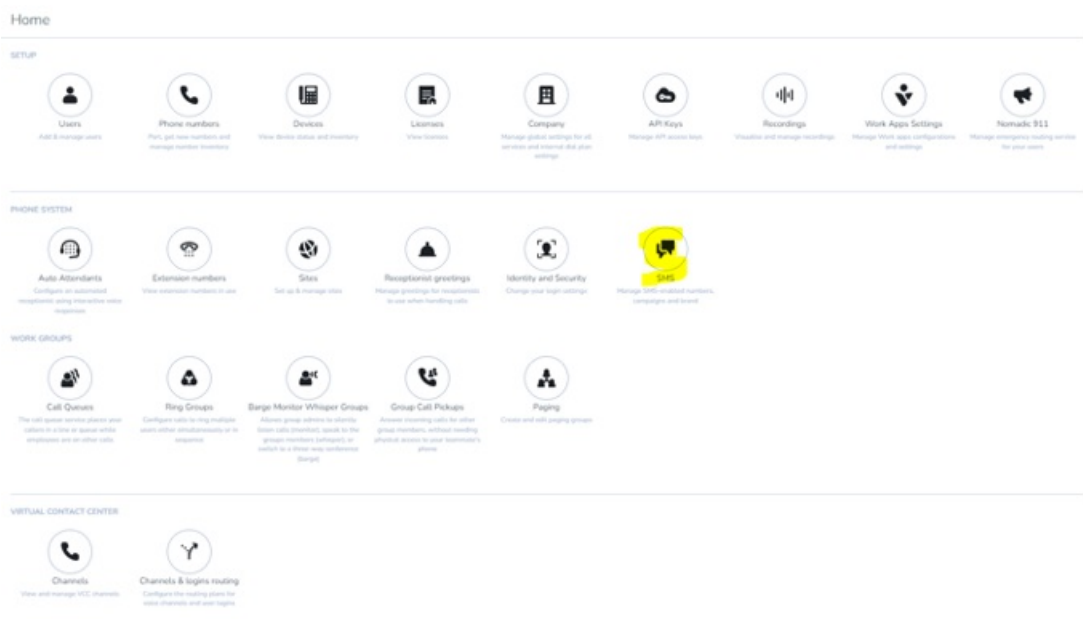
registration is not required in your case.

Need Help?

Please email service@vertical.com or call 877-Vertical Option 4 for Customer Service if you need assistance with the registration or you do not have access to the admin console.

Step-by-Step Instructions

- 1. Click on the new **SMS** button on the **Application** page of **Admin Console**.



- 2. Fill out your company information.

* Legal company name Placeholder text	
* DBA or Brand name, if different from legal name Placeholder text	* What type of legal form is the organisation? Select... ▼
* Tax Number/ID/EIN Placeholder text	Tax Number/ID/EIN Issuing Country Select... ▼
Alternative Business ID (DUNS, GIIN or LEI) Select... ▼	DUNS or GIIN or LEI Number Placeholder text
Stock Symbol Placeholder text	Stock Exchange Select... ▼
* Website Placeholder text	
Brand Address	
* Address / Street Placeholder text	* City Placeholder text
* State / Region Placeholder text	* Postal Code / ZIP Code Placeholder text
* Country Select... ▼	
Brand Contact Details	
* First Name Placeholder text	* Last Name Placeholder text
* Support Email Address Placeholder text	* Support Phone Number Placeholder text
<div>Cancel</div> <div>Save</div>	

- Once you hit **Save**, the system will verify your information and you will get a **Success** message.



- In the next section, fill out **Your Campaign**.
Here is a basic example of how to fill it out. There is more info on each section by clicking on the **Info** button. *PLEASE NOTE: Campaign Description must be 40 characters or more.*

Your Campaign

Define your campaigns

* Select a use case

UCAAS Low Volume

* Campaign Description

SMS Communication

* Call-to-action message ⓘ

Text "YES" to Receive Messages from Vertical Communications

Campaign and Content Attributes

☒ Subscriber Opt-In ⓘ

Opt-In keywords

YES x Add keywords

Opt-In message

Thanks for subscribing! Text "STOP" to stop

☒ Subscriber Opt-Out ⓘ

* Opt-Out keywords

STOP x Add keywords

* Opt-Out message

Text "STOP" to Opt out

☒ Subscriber Help ⓘ

* Help keywords

HELP x Add keywords

* Help message

Text "HELP" for Help

5. Once done, you will see a **Pending** status. This status will remain until the Carrier approves your registration. **This may take up to one week.**

Your Campaign

Define your campaigns

Campaign Status

PENDING CARRIER APPROVAL

Campaign ID

CTEYAHN

6. Once approved, you can enable SMS texting by assigning your SMS phone numbers to the "Campaign".

Your Campaign

Define your campaigns



Can't create campaigns until your brand is detailed above and verified.

Your SMS enabled phone numbers

Enable or disable SMS capabilities for your phone numbers, and assign them to your campaign



Search SMS enabled phone numbers



User	Phone Number	Assignment	
csr test2	(470) 275-1300 Ext. 60001	Unassigned	
csr test1	(240) 479-1976 Ext. 99951	Unassigned	
Jeremy Markey	(720) 792-0235 Ext. 88836	Unassigned	
Eric Caughenbaugh Sales Engineering	(614) 408-1381 Ext. 81381	Unassigned	
Craig Girona	(475) 223-1297 Ext. 86512	Unassigned	
Curtis Fuhrmannek	(678) 597-2916 Ext. 81382	Unassigned	
Billy Swartzel	(513) 973-4059 Ext. 88836	Unassigned	