

myLINK Engage. MyLINK Portal Integration

- [Team Leads](#)
- [High-level Product Checklist](#)
- [A. Initial Context](#)
 - [What is it](#)
 - [Product Manager Discoveries.](#)
 - [Product Architecture](#)
- [B. KPI\(s\) and How to measure](#)
- [C. Acronyms and Definitions](#)
- [D. Product Requirements](#)
- [Functional Requirements](#)
- [Non-Functional Requirements](#)

Team Leads

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High-level Product Checklist

Task	Accountable	Status	Signed off
Requirements defined	@patricia.bult D	IN PROGRESS	
Operational Readiness Onboarding, Support, Monitoring, Billing...			
Legal/Contractual compliance			
Data Privacy			
Security			
Marketing			
Product Structure in place, Salesforce, Pricing Model, Feedback routine...			
Documentation / User Guide			

A. Initial Context

What is it

MyLink Engage is a standalone, interface-only product (SaaS) from the LINK Product portfolio, that allows customers to engage with their audiences by sending bulk messages. It uses APIs already available in the LINK Mobility ecosystem; CGI API. The **MyLink Portal** is the platform through which customers access and manage their LINK products.

This initiative aims to integrate **MyLink Engage** into the **MyLink Portal** in a visible, functional, and non-invasive way — ensuring cross-navigation, visibility of statistics, and a path to upsell, without requiring full SSO integration (phase MVP).

Goal.

Seamless access from Portal to MyLink Engage, and integration of MyLINK Engage usage data into the Portal's statistics view.

From MyLINK Portal perspective:

- “MyLink Engage” is always visible in the navigation of MyLINK POrtal.
- If not provisioned, a teaser/upsell screen appears.
- If provisioned, users are redirected to MyLINK Engage (new tab).

From MyLINK Engage:

- Clicking “SMS stats” inside Engage redirects to Portal statistics. **Note: we focus on SMS for the purpose of simplifying the documentation. However, for any other channel that MyLINK Engage and Portal use the same API, the solution applies equally.**
- Engage statistics visible in Dashboard and Logs in Portal.
- No new billing, terms, or SSO required.
- GTM- provisioning process must be reviewed

Product Manager Discoveries.

Component	Description
MyLink Portal	Central interface with navigation, statistics, and product access
MyLink Engage	UI-only product on a separate domain
Salesforce	Provisioning system (two tools, one per product)
Statistics API	Shared data source for both Portal and Engage

1. MyLINK Engage uses:
 - a. CGI API for SMS messages
 - b. LMCL for WA messages
 - c. Google for RCS messages

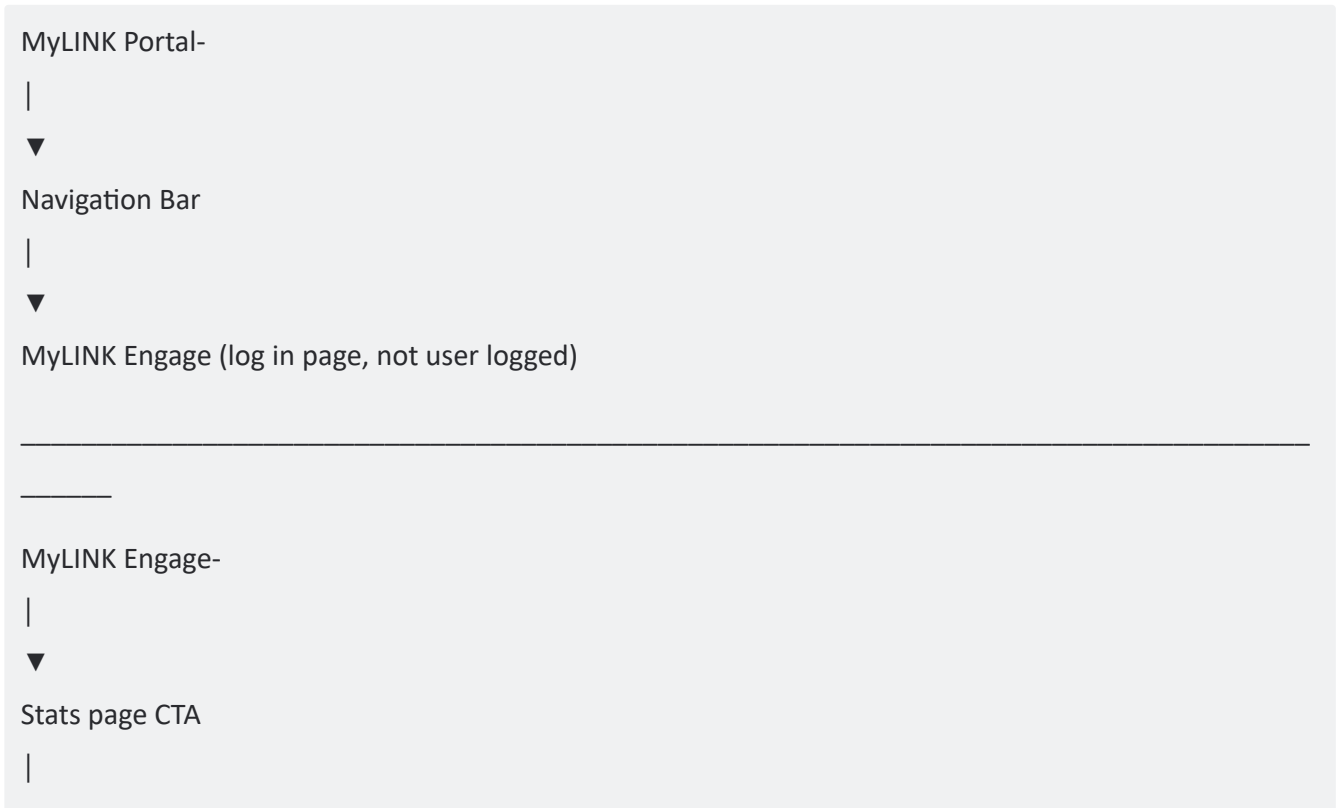
It is planned to use Cpaas APIs once these are ready.

1. Customers of MyLINK Engage are provisioned, invoiced and support; through Salesforce following the process published in LINKnet. (also check [myLINK Engage. WebSMS as is.](#))
2. Different domains, no shared session.

3. Independent SSO implementations (not unified in MVP).
4. Shared statistics data source — no duplication.
5. Manual provisioning sync via Salesforce.
6. Engage redirects back to Portal for statistics.
7. Personas:
 - a. Customers that have bought MYLINK Engage + another MyLINK Product. → connection between the product as in MVP description.
 - i. Cpaas SMS API → solution and product display following Portal guidelines (in production already)
 - ii. CGI API → solution and product display following Portal guidelines (in production already)
 - iii. LMCL API → solution and product display following Portal guidelines (in production already)
 - iv. Cpaas WhatsApp API → → solution and product display following Portal guidelines (in production already)
 - v. RCS API → not in the Portal
 - b. Customers that have purchased only MyLINK Engage → Up to them if they would like access to the Portal too. Benefit: see more stats than in MyLINK Engage.
 - c. Customers that have purchased another product and NOT MyLINK Engage → teaser solution

Product Architecture

Phase 1- MVP :





MyLINK Portal (log in page)

Phase 2 Flow:

MyLINK Portal-



Navigation Bar



MyLINK Engage (user logged in correct account)

MyLINK Engage-



Stats page



MyLINK Portal (user logged in the correct account)

D. Product Requirements

Functional Requirements

ID	Domain	User Story	Impact	Effort	Prio	Jira
FR01	Navigation & Access	“MyLink Engage” is always visible in the Portal navigation				
FR02	Navigation & Access	Clicking the item opens a new tab to MyLINK Engage login				

FR03	Navigation & Access	If not purchased, show a teaser/upsell screen				
FR04	Navigation & Access	If purchased, redirect directly to Engage login page				
FR05	Statistics Integration	SMS stats inside Engage redirect to Portal's statistics page				
FR06	Statistics Integration	Portal's Dashboard & Logs show "MyLink Engage" as product filter				
FR07	Statistics Integration	Only MyLINK Engage-related data shown when filtered				
FR08	Statistics Integration	Stats URL must support pre-applied filters (e.g., <code>?product=MyLinkEngage</code>)				
FR09	Provisioning	Provisioning handled via existing Salesforce tools (one per product)				
FR10	Provisioning	No additional user data or syncing needed for MVP				
FR11	Permissions	All users treated as admins (no viewer logic for MVP)				
FR12	Permissions	Viewer logic may be introduced later (not part of MVP)				
NFR1		No shared session or SSO between Portal and Engage				
NFR2		No billing changes required				
NFR3		Terms of use remain unchanged				
NFR4		Teaser/upsell screen must follow LINK brand guidelines				
NFR5		Performance must match Portal UX expectations				