

myLINK Engage. WebSMS as is. Discovery. Commercial

## Migrating platforms

1. **Turnpike**- Message Central. Message Central is a web solution where customers mainly upload excel lists and send SMS to the groups created. See information on customers and pricings here:

### SharePoint Online Document

Due to technical reasons this SharePoint content is not available in its original form.

1. Next
2. Fenix
3. Intouch
4. Engage
5. Silver Bullet
6. Vianet (customers not using Premium SMS nor API)
7. **myLINK1- confirm** @Fredrik Kjeldsen

## Sales presentations

 Find presentation here: [webSMS R1. as is in the NE markets](#)

- present high level plan on the launch  
then join the sales meeting of the NE, to present it for 5 minutes  
Then do a training 1 month later  
(myLINK Connect inspiration:

### SharePoint Online Document

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- What are the USP
- How do teams sell the product?
  - Ppt from webSMS DACH region sales teams: [LINK-Mobility-all in one Prasentation - DRAFT.pptx](#)
- Are we selling on SSU , what implication this has on the selling process

- Do we need a presentation for migration of customer specifically?
  - What would be the best selling strategy? Markets, timings, channels, feedbacks
    - Inspiration: [https://app.productplan.com/pr/ePSIIPe-MVr\\_X0yERt-PmhrYrpQaNRCX](https://app.productplan.com/pr/ePSIIPe-MVr_X0yERt-PmhrYrpQaNRCX)
    - Questions:
      - Training:
        - Sales teams:
          - pitch, guidance, documents they need (like ppts or product on a page), → product sheet, high level ppt (screenshot interface, high level functionality, ) → support slides for sales ppt
          - time they need for training, when can we start? what capacity? do we want to start only norway and then move to others?
            - Team is Familiar with this type of products. they need help on the limitations + demo One- two sessions max.
- Questionnaire on the product to verify that teams understood the product (for all trainings, customer care too)
- salesforce process training
  - include the service order in the training + pricing
- Delivery - Ole Martin with Jukka and Fredrik Drægebø
  - guidance, documents they need (like ppts or product on a page),

#### SharePoint Online Document

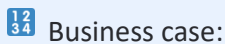
Due to technical reasons this SharePoint content is not available in its original form.

link net page + who is owning the process  
 Elliot would validate the quality of document  
 process of the delivery, who is owning what  
 all countries in NE (Silver BULLET sunset in end of Q1)

- time they need for training, when can we start? what capacity? do we want to start only norway and then move to others?
  - Specific details, in MO , identify accounts, one tech SMS account, details. What can they do or not in support in NE
- delivery process training
  - How to documentation to share with customer in English - not a blocker but add in second phase
- KPIs
  - Board to track the leads, conversions...

- Pricing
- Feedback loops
  - Explain how to send feedback of product

## Pricing and bss model

 Business case:

[https://linkmobile.sharepoint.com/:x:/s/ProductHouse/EeU7vyiwFttPvjh\\_vfYylyMBG4uq4C\\_dGAc9OA-lcBPeMw?e=chX2r9](https://linkmobile.sharepoint.com/:x:/s/ProductHouse/EeU7vyiwFttPvjh_vfYylyMBG4uq4C_dGAc9OA-lcBPeMw?e=chX2r9)

### Migration customers pricing:

Migration customers already has a price. We may need to sign a new contract considering they will have a new product. Unless existing contract deviates a lot from the prices below, i.e. because of a very old existing contract, I believe they can continue with the prices they already have.

List of customers that are going to migrate + what they pay now + what features they have.

See: [myLINK Engage Business case model for Product and IT 1.0.xlsx](#)

- We could change the name on column 6 from "legacy features" to Category. Then local countries fill in 1, 2 or 3 on this for each customer.

So what we want them to fill in is Name of customer, Legacy Platform, comment (if anything special), legacy pricing (monthly fee), SF REF (in order to identify customer in Salesforce)

Example from customers that is already in the file - line 3, customer Danica. In comment I say 2-way, but that could be written in column 6 instead, Category, and either 2 or 3, based on what type of 2-way they have.

I think I should update this confluence page if so, because it could be room for misunderstandings when setting categories

#### New NE pricing:

Profit we generate from current similar product in NE (revenue - cost) + market pricing + cost of webSMS solution now

- we Asked to group product if NE has already some benchmark on pricing for similar products to websms → no benchmark
- Waiting for finance and PM to give us input on this
- Get feedback from Ole Martin, Christian W and Stian on pricing suggestion

VF\_ Pricing page:

#### SharePoint Online Document

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#### Plan Basic: MT

1. Set up fee: **1990 NOK**
2. Monthly fee: **490 NOK**

#### Plan Standard: MO → for future release

1. Set up fee: **2990 NOK**
2. Monthly fee: **690 NOK**

#### Add on

1. Templates monthly fee: **340 NOK** (includes **20** templates)
  - a. Additional templates fee: **48NOK**
2. Short URL: **90 NOK**

#### Transactional fee:

1. Follow local transaction fee as usual. Pending Roald's new fees on SMS (it would include pricing on keyword, numbers...)

[https://linkmobile.sharepoint.com/:x:/s/CommonRouting/EWKCFR6ROMtFraEPiOgBdHYBjgpVq\\_ky](https://linkmobile.sharepoint.com/:x:/s/CommonRouting/EWKCFR6ROMtFraEPiOgBdHYBjgpVq_ky)

User:

Both plans include **10** amount of users.

Additional users would have this pricing: **48 NOK**

Discounts:

Discounts would be done on transaction level following LINK current pricing policy. Discounts on monthly and set up fees would not be allowed in this stage.

Currency:

Pricing is represented in NOK. For other currencies BSS IT would share the solution.

**Swedish Corona:**

Plan Basic: MT

1. Set up fee: **1990 Corona**
2. Monthly fee: **490 Corona**

Plan Standard: MO → for future release

1. Set up fee: **2985 Corona**
2. Monthly fee: **690 Corona**

Add on

1. Templates monthly fee: **340 Corona** (includes **20** templates)
  - a. Additional templates fee: **48 SEK**
2. Short URL: **88 SEK**
3. **xx**

User:

Both plans include **10** amount of users.

**Danish Corona:**

Plan Basic: MT

1. Set up fee: **1300 Corona**
2. Monthly fee: **320 Corona**

Plan Standard: MO → for future release

1. Set up fee: **1950 Corona**
2. Monthly fee: **450 Corona**

Add on

1. Templates monthly fee: **225 Corona** (includes **20** templates)
  - a. Additional templates fee: **30 DKK**
2. Short URL: **58 DKK**
3. **xx**

User:

Both plans include **10** amount of users.

**Finland Euro:**

Plan Basic: MT

1. Set up fee: **175€**
2. Monthly fee: **45€**

Plan Standard: MO → for future release

1. Set up fee: **265 €**
2. Monthly fee: **60 €**

Add on

1. Templates monthly fee: **30€** (includes **20** templates)
  - a. Additional templates fee: **4€**
2. Short URL: **8€**
3. **xx**

User:

Both plans include **10** amount of users.

Additional users would have this pricing: 48 SEK

Additional users would have this pricing: 30 DKK

Additional users would have this pricing: 4€

#### WebSMS current pricing:

Pricing is available in the web page. If we want to have NE customers with another pricing plan, then we need to make sure DACH pricings in the web do not interfere. It has been discussed with Sandra → we might need to create a NE site. Alternative: change the logo of web SMS to myLINK Engage logo. Get rid of any connection customer can do to websms so they never look for websms product in google

Pricing in webSMS are based on number of transactions (national and international) per month. See [web sms: Unsere Preise für Österreich](#). The PM, Sandra, is working on releasing a new pricing.

## Contract

#### Migration customer contract:

Should it be anything specific? Legal answer pending

#### New NE customers contract:

- Inspiration:

#### SharePoint Online Document

Due to technical reasons this SharePoint content is not available in its original form.

[SMS API service order](#) + other [SaaS Service orders](#) (last [draft](#) of xenioo) + legacy [order](#)

#### SharePoint Online Document

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“The purchased product will use LINK Mobility's Messaging APIs to send messages to the customer through the product. With the signing of this service order, the customer will have SMS available as a channel in the

product. “

• **Draft:**

**SharePoint Online Document**

Due to technical reasons this SharePoint content is not available in its original form.

**SharePoint Online Document**

Due to technical reasons this SharePoint content is not available in its original form.

- **Validate legal. Legal answered pending**

**WebSMS current service order:**

It is in the web page:

[https://a.storyblok.com/f/92782/x/6e1a492b3e/auftragsverarbeitungsvereinbarung\\_link-mobility\\_2022-04-26.pdf](https://a.storyblok.com/f/92782/x/6e1a492b3e/auftragsverarbeitungsvereinbarung_link-mobility_2022-04-26.pdf)

It would remain the same (until integrated with myLINK2 ¿?).

## **Provisioning**

**All NE customers (new and migration):**

Target process: **MyLINK Portal - SMS API - Delivery & Provisioning**

**1. Phase 1. Manual Process NE combined with DACH team.**

- **Diagram:** <https://miro.com/app/board/uXjVNOS5M30=?moveToWidget=3458764570132655308&cot=14> **Connect your Miro account**
- **Written document:** **myLINK Engage. WebSMS as is. Delivery. Commercial**
- **Pending:** Priyanka for the tech process required for webSMS to follow the same provisioning as other group products (aka MP). But it should not include the provisioning of myLINK2 yet: **BSS-890: Update c**  
**onfluence with a provisioning (waysayer+SF) documentation** **BACKLOG**

**SharePoint Online Document**




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**2. Phase 2. To be determined**

## Support:

Target process:  [Legacy]Service Fulfilment




All NE customers (new and migration):

 <https://miro.com/app/board/uXjVNOS5M30=?moveToWidget=3458764570137984362&cot=14>  Connect your Miro account 

Set the training plan for NE support with Austrian team's training process they have already

## Billing:

All NE customers (new and migration):

Pending: Validate with Priyanka,  <https://miro.com/app/board/uXjVNOS5M30=?moveToWidget=3458764570612380452&cot=14>  Connect your Miro account 

[Yesterday 11:32 AM] Priyanka Priyadarshini

**Patricia Bulto**

Hi Priyanka, hope you had a good weekend 😊 Did you had a chance to look at this last week?

Yes had a word with andrey too

heart 1

[Yesterday 11:33 AM] Priyanka Priyadarshini

He is creating a theme card for this un delivery roadmap where the major deliverable will be only on the BSS side and then rest of the requirements will be accomodated

heart 1

[Yesterday 11:33 AM] Priyanka Priyadarshini

So i am waiting for him to do that

[Yesterday 11:35 AM] Priyanka Priyadarshini

Lars-henrik has also reviewed the requirements parallely but he needs some more clarifications about which i ll get in touch with you shortly

## Functionalities:

1. Migrating customers.

### ScoopSuper:

Language in Norwegian- ultimatum

### DNB needs:


#### SharePoint Online Document

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### Volvo:

Recording of Volvo meeting: <https://courteous-prunes-y9mw.dovetailapp.com/projects/4u6DQyg54Y8h3nHuA61VuO/v/7Fg7aWBv5LchmzOzGVI5Fv> [Connect your Dovetail account](#)

Highlights based on the recording: <https://courteous-prunes-y9mw.dovetailapp.com/projects/4u6DQyg54Y8h3nHuA61VuO/v/4JQkkJF8MRRodt9jrRJS5t> [Connect your Dovetail account](#)

Miro board with requirements and WEBSMS comments: [https://miro.com/app/board/uXjVPm\\_S67M=?share\\_link\\_id=171019051523](https://miro.com/app/board/uXjVPm_S67M=?share_link_id=171019051523) [Connect your Miro account](#) 

### Other:

[Done - Pilot WebSMS in Northern Europe | Roadmap Items](#)

### Summary:

Account Hierarchy + permission

Template improvements


Dashboard improvements












Shortcodes


### Meeting with Sandra on grooming tasks- January 3rd





1. Most important topics in the roadmap (phase 1 musts):

- a. Support chat in the site for NE
  - b. Add on page solution
  - c. CGI connector
2. Phase 2:
- a. Opt in
  - b. Subnumber
  - c. Template
3. TBD:
- a. Account hierarchy needs, to be determined the priority in the FUP meeting
4. Future:
- a. XX

 Group roadmap of myLINK Engage: [https://app.productplan.com/pr/ML-KufVrU\\_JgHpTALXxiVeewQ7dAC-1Q](https://app.productplan.com/pr/ML-KufVrU_JgHpTALXxiVeewQ7dAC-1Q)

Type	Key	Summary	Priority	Status	Updated	Due date	Epic Link
	WEBAPP-3738	Translations for Messaging Portal	↓	RAW	Jan 4, 2024, 17:24		WEBAPP-3731
	WEBAPP-3737	Translations for Emails	↓	RAW	Jan 4, 2024, 17:24		WEBAPP-3731
	WEBAPP-3736	Translations for Registration & Login	↓	RAW	Jan 4, 2024, 17:24		WEBAPP-3731
	WEBAPP-3735	Don't show addon page	↑	APPROVED	Jan 5, 2024, 14:09		WEBAPP-3730
	WEBAPP-3753	Send emails to nordics support from webapp	↓	RAW	Jan 5, 2024, 14:03		
	WEBAPP-3752	Optin to a group via keyword	↓	APPROVED	Jan 5, 2024, 14:08		
	WEBAPP-3750	Extend Template Functionality	↓	APPROVED	Jan 5, 2024, 14:08		
	WEBAPP-3733	Own Site for Norway	↓	APPROVED	Jan 5, 2024, 16:25		
	WEBAPP-3732	Send messages over CGI	↑	APPROVED	Jan 5, 2024, 14:12		
	WEBAPP-3731	Translations for Norwegian	↓	APPROVED	Jan 4, 2024, 17:26		
	WEBAPP-3730	Extend Rights to show / not show menu entries	↑	APPROVED	Jan 5, 2024, 14:10		

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Type	Key	Summary	Priority	Status	Updated	Due date	Epic Link
	WEBAPP-5486	ENG   Licenses for Global Sales	↓ Normal	BOARDING	14 Feb 2025, 08:41		WEBAPP-3731
	WEBAPP-4517	ENG   Site based Routing	⇓ Low	BOARDING	13 Feb 2025, 09:45		WEBAPP-3731
	WEBAPP-4516	ENG   Setup email templates for nordic sites. - Part 2	⇓ Important	DONE	13 Feb 2025, 09:43		WEBAPP-3731
	WEBAPP-4505	ENG   Check Reports if problem exists due to missing navis...	↓ Normal	WON'T DO	2 Aug 2024, 10:30		WEBAPP-3731

Type	Key	Summary	Priority	Status	Updated	Due date	Epic Link
	<a href="#">WEBAPP-4472</a>	ENG   Template   Account notification	Normal	<span style="background-color: #c8e6c9;">DONE</span>	22 Jul 2024, 10:08		WEBAPP-375
	<a href="#">WEBAPP-4464</a>	ENG   Use Link Engage Logo	Normal	<span style="background-color: #c8e6c9;">DONE</span>	23 Sept 2024, 15:06		WEBAPP-375
	<a href="#">WEBAPP-4463</a>	ENG   Introduce english product names	Low	<span style="background-color: #ffcdd2;">BOARDING</span>	23 Sept 2025, 11:53		WEBAPP-375
	<a href="#">WEBAPP-4379</a>	ENG   Messaging Form   Showing template category and t...	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4378</a>	ENG   Template   Respect SITE config to not show voice te...	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4358</a>	ENG   Message Type in Create Template	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4352</a>	Portal   Template icon	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4351</a>	Portal   Template   information that section has been mov...	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4344</a>	ENG   Template   Auto search	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4343</a>	ENG   Template Selecting in messaging section   Search re...	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4315</a>	ENG   Template   Search hint	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4313</a>	ENG   Longer Template Names	Normal	<span style="background-color: #c8e6c9;">DONE</span>	23 Jul 2024, 06:26		WEBAPP-375
	<a href="#">WEBAPP-4312</a>	ENG   Template Category   Empty state screen	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4195</a>	ENG   Licenses for Nordics - sms	Normal	<span style="background-color: #c8e6c9;">DONE</span>	13 Feb 2025, 09:47		WEBAPP-375
	<a href="#">WEBAPP-4194</a>	ENG   Setup Nordics Sites	Normal	<span style="background-color: #c8e6c9;">DONE</span>	13 Feb 2025, 09:21		WEBAPP-375
	<a href="#">WEBAPP-4187</a>	ENG   Empty state screens for template management	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4145</a>	ENG   SMS Counter Component for angular material	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4144</a>	ENG   Super Fast Choose Template in messaging section	Normal	<span style="background-color: #c8e6c9;">DONE</span>	30 Sept 2024, 13:53		WEBAPP-375
	<a href="#">WEBAPP-4136</a>	ENG   Show category in the templates List	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4131</a>	ENG   Assigning a category when creating or editing templa...	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4126</a>	ENG   Template Actions - Pin on top	Normal	<span style="background-color: #c8e6c9;">DONE</span>	23 Jul 2024, 06:26		WEBAPP-375
	<a href="#">WEBAPP-4125</a>	ENG   Backend - Create Categories for Templates	Normal	<span style="background-color: #c8e6c9;">DONE</span>	21 Aug 2024, 13:15		WEBAPP-413
	<a href="#">WEBAPP-4118</a>	ENG   Manage template categories	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4117</a>	ENG   Choose Template in messaging section	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4116</a>	ENG   Template Navigation with categories for users	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-413
	<a href="#">WEBAPP-4115</a>	ENG   Choose template for sending from the template sec...	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4114</a>	ENG   Create / Edit Template without category	Normal	<span style="background-color: #c8e6c9;">DONE</span>	10 Jul 2024, 07:44		WEBAPP-375
	<a href="#">WEBAPP-4070</a>	ENG   Assign / unassign templates to a category - Category...	Normal	<span style="background-color: #ffcdd2;">WON'T DO</span>	21 Jun 2024, 11:59		WEBAPP-413
	<a href="#">WEBAPP-4069</a>	ENG   Own Menu Templates	Normal	<span style="background-color: #c8e6c9;">DONE</span>	19 Feb 2025, 08:32		WEBAPP-375
	<a href="#">WEBAPP-3631</a>	ENG   Add English email templates - Part 1	Important	<span style="background-color: #c8e6c9;">DONE</span>	13 Feb 2025, 09:21		WEBAPP-375
	<a href="#">WEBAPP-3521</a>	Automated synch of contact information through API	Normal	<span style="background-color: #ffcdd2;">WON'T DO</span>	12 Jan 2024, 10:51		WEBAPP-328
	<a href="#">WEBAPP-3475</a>	Own Customer Category for Nordics	Normal	<span style="background-color: #ffcdd2;">WON'T DO</span>	12 Jan 2024, 10:41		WEBAPP-328

Type	Key	Summary	Priority	Status	Updated	Due date	Epic Link
	<a href="#">WEBAPP-3093</a>	Potential LINK Norway Customer: SMS Template Managem...	Normal	WON'T DO	10 Apr 2024, 18:03		<a href="#">WEBAPP-375</a>
	<a href="#">WEBAPP-4138</a>	Introduce Template Categories and Management of Categ...	Normal	DONE	26 Aug 2024, 09:27	2 Jul 2024	
	<a href="#">WEBAPP-3750</a>	Extend Template Functionality without category	Normal	DONE	26 Aug 2024, 09:27	2 Jul 2024	
	<a href="#">WEBAPP-3733</a>	ENG   Own Site for Nordics	Normal	DONE	26 Aug 2024, 09:27	31 Jul 2024	
	<a href="#">WEBAPP-3282</a>	Additional topics	Normal	EVALUATION	12 Jan 2024, 10:52		

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## 2. New customers

**Basic:** MT = All the features available BUT when user clicks on "inbox" or in the stats in "incoming" service or in the service assistance they would see those features blank/empty. Features include template, which means template would not be an add on in the first phase

**Standard:** MO = All the features available + service assistance

Users would see those as empty, because the accounts would not have SAM configured and they will have only non answerable numbers set up. So no development would be needed.

### Feedback loop process:

- Sandra does the roadmap with MD in Austria
- NE gathers feedback and needs from NE customers. Patricia and Fredrik
- Every two weeks there is a grooming meeting with Sandra, where the tasks are discussed and prioritized.
- Tasks would be in the Austrian board and stakeholders: Patricia and Fredrik would have access to this board to track progress.
- Patricia and Fredrik would keep other NE stakeholders informed on progress of these tasks.