

SOFT COMMERCIAL ELECTRONIC MESSAGE MANAGEMENT PLATFORM (SOFTE-MESSAGE)

Within the scope of the Law No.6563 “Regulation of Electronic Commerce” and the “Directive on Commercial Communication and Commercial Electronic Messages”, it has been stated that commercial messages sent by service providers to the recipients cannot be sent without the consent of the recipient, except for the exceptions determined by the regulation, and that the recipients should be allowed to refuse messages sent within the scope of permission.

In accordance with the Regulation the company İYS A.Ş. was established as a subsidiary of The Union of Chambers and Commodity Exchanges of Turkey to establish a national commercial electronic message management system.

The Message Management System (MMS), developed by the İYS A.Ş. is a national database system where all service providers record their up-to-date commercial electronic message approvals. Recipients (citizens) can give approval as well as use their refusal rights on the MMS for their current approval.

With the MMS, the permissions that the service providers must obtain before the commercial electronic messages to be sent to the recipients will be stored in a secure environment, the recipients will be able to make their approval and rejection notifications, as well as the right to complain. The government will be able to fulfill its inspection duty quickly and completely.

Telecom companies, banks and companies that process large-scale electronic messages can integrate directly into the MMS system. Other companies are required to work with a İYS Business Partner. SOFT Business Solutions serves as an approved İYS MMS Business Partner.

SOFTE-MESSAGE is a software platform developed for the management of electronic messages in accordance with the Law No. 6563 and the relevant Regulation and works in integration with the Message Management System of İYS A.Ş. With the modules within the scope of this platform, system management and integration between SOFT Application Software and MMS is provided.

Software companies that cannot integrate their applications directly with MMS can be easily integrate their applications that sends electronic messages with SOFT E-MESSAGE Platform by being a SOFT Business Partner to ensure that their customers using their software fulfill their legal obligations.

Commercial companies that send electronic messages to buyers with their own software can fulfill their legal obligations by using the SOFTE-MESSAGE Platform for all group companies and brands as a Service Provider, with or without integration between their software and SOFTE-MESSAGE.

SOFTE-MESSAGE Platform is developed with Microsoft.NET technologies and user interfaces are written with Asp.Net. It can work with different relational database management systems such as Progress, Oracle or SQL Server.

The SOFTE-MESSAGE Platform can be installed in the user company environment or used as a Software as a Service (SaaS) over the SOFT Data Center. In case companies that are not users of SOFT Software want to use the platform in their own environment, they must also purchase the SOFT Next Generation Document Management System Application.

SOFTE-MESSAGE Platform consists of the following modules:

SOFT Commercial Electronic Message Management System Portal (SOFTE-MESSAGE Portal)

SOFT – İYS MMS System Integration (SOFT Customers)

SOFT – İYS MMS Partner Integration (Partner Customers and Service Providers)

Appropriate hardware, system software and communication infrastructure are required. It may be necessary to sign contracts and pay subscription and usage fees for integration with İYS MMS and other third parties and organizations.

SOFTE-MESSAGE PORTAL

SOFT E-Message Portal is a mandatory application providing system management and portal infrastructure for applications in SOFT E-MESSAGE Platform. It hosts a database for keeping system data and communication permissions, a Web Portal, SOFT Next Generation Document Management System integration services and Web services for those who want to integrate their own systems instead of a portal for background services for data synchronization with the IYS MMS system. The portal includes the following functions and features:

Portal Infrastructure

- Defining company / application
- User entry
- User definition / role definition
- User authorizations
- Menu system

Definitions and services

- Definition of service providers and brands that will work with the SOFT Business Partner
- Partner dealer definition
- Dealer and brand permissions
- Uploading batch recipient permission list in CSV format for service provider
- Adding, removing and querying portal pages for business partners, service providers, brands and dealers.
- Receiving and processing refusal by citizens from the IYS MMS System
- Web services for integration with partner, service provider and reseller systems
- Customized service provider, brand, dealer portal and dashboard
- Web services for querying and downloading reconciliation transactions on the basis of the service provider brand

System Journal (Log) Subsystem

- Log archive
- Reporting

SOFT – IYS MMS SYSTEM INTEGRATION (SOFT CUSTOMERS)

This module is used to provide integration between SOFTTRANS® and SOFT Message Management System Portal in companies using SOFT Software. Before sending an e-mail or SMS from SOFT WebCRM and SOFTTRANS® Applications individually or as a group, the communication permissions for the contact address of the relevant person are checked through the SOFTE-MESSAGE System, and the transmission is made or blocked.

- Defining the web service addresses, business partners, service providers and brand codes required for integration to the SOFTE-MESSAGE Portal
- Communication permission queries can be sent individually or as a batch to SOFTE-MESSAGE System from SOFT WebCRM.
- Preventing the rejection transactions made by the buyers in the IYS MMS system by automatically taking them into the SOFT WebCRM from the SOFTE-MESSAGE Portal.
- Excel file output for the first upload
- Uploading collective permissions with web services

SOFT – IYS MMS PARTNER INTEGRATION (PARTNER CUSTOMERS AND SERVICE PROVIDERS)

This module includes integration web services with SOFTE-MESSAGE System for customers of SOFT Business Partners who want to use the SOFTE-MESSAGE System in integration with their own data processing systems, or for SOFT customer Service Providers using their own software. Business partners can also query their transactions on the portal, if permission is given.

- Brand definition of SOFT Business Partner customers or SOFT customer Service Providers
- Batch and single permission upload with web services
- Query of the rejection responses entered by the recipients for the uploaded permissions
- Query of partner customer brand reconciliations

APPLICATION OPERATING ENVIRONMENTS AND TECHNICAL FEATURES

SOFTE-MESSAGE Platform Applications have been developed with Microsoft.NET Technologies, and the user interfaces have been developed with Asp.Net. The applications can operate with different relational data base management systems such as Progress, Oracle or SQL Server. The customer must provide the infrastructure elements such as appropriate web server hardware and system software and SSL certificate to install the applications in own environment. Administrative and legal processes with İYS A.Ş. must also be completed by the CUSTOMER. In case companies that are not users of SOFT Software want to use the platform in their own environment, they must also purchase the SOFT Next Generation Document Management System Application.

SOFT BUSINESS SOLUTIONS, INC

Esentepe Mahallesi, Müselles Sokak, Onur İş Merkezi No: 1/18 34394 Şişli – İstanbul / TURKEY
Telephone: +90 212 212 79 20 Telefax: (212) 212 79 28 E-Mail: soft@soft.com.tr

