

Commercial release 2

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Key Highlights

This release introduces several key improvements and new features:

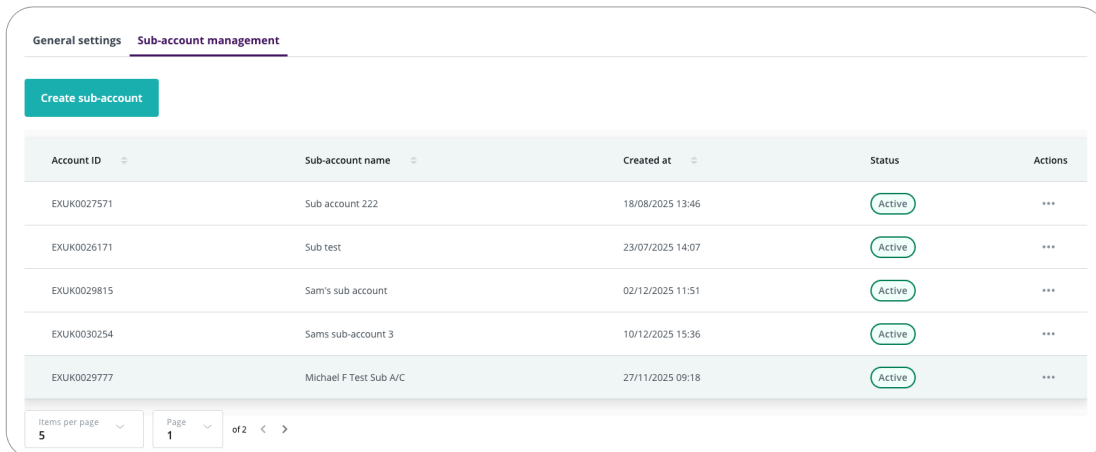
- **Esendex SCP:** Introducing new features to the platform
 - Shop
 - Sub accounts
 - Email to SMS
- **Esendex SCP:** New features have been added to existing products:
 - Throttling to the Message centre
 - Forwarding rules to Auto responses
 - Adding Delivery Rates to Insights operations
 - Increased functionality to Contacts & Groups

1 | Single Customer Portal

Sub account management

Product Feature

- Admin users can now use Sub-account management to efficiently handle multiple entities within their organisation. This new functionality supports the creation of sub-accounts for both post-pay and pre-pay account types.



The screenshot shows the 'Sub-account management' section of the interface. It includes a 'Create sub-account' button and a table listing existing sub-accounts. The table has the following data:

Account ID	Sub-account name	Created at	Status	Actions
EXUK0027571	Sub account 222	18/08/2025 13:46	Active	...
EXUK0026171	Sub test	23/07/2025 14:07	Active	...
EXUK0029815	Sam's sub account	02/12/2025 11:51	Active	...
EXUK0030254	Sams sub-account 3	10/12/2025 15:36	Active	...
EXUK0029777	Michael F Test Sub A/C	27/11/2025 09:18	Active	...

At the bottom of the table, there is a pagination control showing 'Items per page 5', 'Page 1 of 2', and navigation arrows.

- Admin users have full control over sub-accounts, which helps maintain central oversight and consistent standards across the organisation.
- This allows your admin to set necessary permissions and settings and assign access to specific features, enabling each sub-account to operate independently.
- Once you have created your Sub account you will be able to assign, monthly limits, sender IDs, SMS settings, message templates and settings.

Feature Benefits




- Empower individual departments, teams, and clients while maintaining universal oversight and standards across your organisation.
- Sub-accounts offer enhanced control over your budget distribution. You can achieve this by setting spending limits, as well as defining permissions for message sending limits and the hours during which messages can be sent.
- Ensuring your brand's message content is consistent and adheres to its established guidelines.
- Each sub-account maintains a clear separation for contact lists, messages, and templates, allowing for effective data isolation.


Throttling


Product Feature

- The message throttling feature allows users to precisely manage the sending process, including setting the start and finish times for the send duration, as well as controlling the transmission speed (e.g., 'X' messages per hour).
- Message throttling allows users to better manage the anticipated level of inbound activity of the responses that they will receive from recipients after sending a bulk message. This feature provides a greater degree of control over this response volume.
- Users can also manage the speed of an ongoing send, allowing them to accelerate or decelerate the throttling as needed.


Date & time


Start date*  25/03/2026 **Between** From*  10:00 To*  15:00

Day of week*
 Monday, Tuesday, Wednesday, Thurs... 

Throttling variable 

Messages per hour End date

Rate
 Messages per hour*
 250 

Estimate End date
 End date*
 25/03/2026 

Feature Benefits

- Maximise customer engagement through scheduling the throttle start time & period for when
- Scheduling the throttle period gives you the ability Scheduling the throttle period gives you the ability to precisely control when and for how long messages sent through the system are intentionally slowed down or limited.
- Important for managing system load, adhering to external carrier or platform limits, and ensuring a steady, manageable flow of outbound communications.

Email to SMS (outbound)

Product Feature

- This Feature converts emails into SMS messages, making it easy to communicate via text without needing a dedicated mobile app. Email-to-SMS enables users to send and receive text messages using their existing email service. This service conveniently converts emails into SMS, facilitating text communication without the need for a specific mobile application.



- The system allows for messages to be transmitted to either one recipient or to several recipients simultaneously in a single operation.

Feature Benefits

- Once setup is complete, you can use your familiar email platform for convenience, eliminating the need to log into extra software.
- Track all your sent messages and their replies directly within your email application.
- Enable swift, convenient two-way communication with your customers or employees using SMS, a channel they can quickly access and respond to.

Contracts & Groups (Phase 2)

Product Feature

- We have introduced a new feature allowing you to send messages directly from the Contacts & Groups page. To use it, locate the desired contact or group, click the three-dot menu, and select "Send Message." This action will redirect you to the message centre where you can compose your message.
- Conversations with a contact will show all stored information and metadata in the chat layout.
- At contact creation, you will have the option to add the contact to one or multiple groups.
- Sending to groups is now possible from the add contact page when creating a message.
- Additional updates to limits and customisations in Contacts & Groups:
 - The maximum number of contacts allowed in a single group has increased to 10,000, helping support large campaigns.
 - Maximum recipients per send matches the maximum contacts of 10,000.
 - Group names now support a wider range of special characters, making it easier to match customer naming conventions.

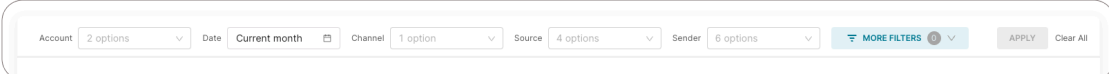
Feature Benefits

- Quicker workflow, sending a message straight from the contacts and groups page.
- Ease of access to add new contacts to groups during the creation process.
- More special characters align with existing customer naming conventions, improving consistency and reducing friction when setting up or managing groups.
- Being able to add 10,000 contacts to a group and send 10,000 messages allows users to manage and message significantly larger groups of contacts within a single group, improving efficiency for large-scale communications.

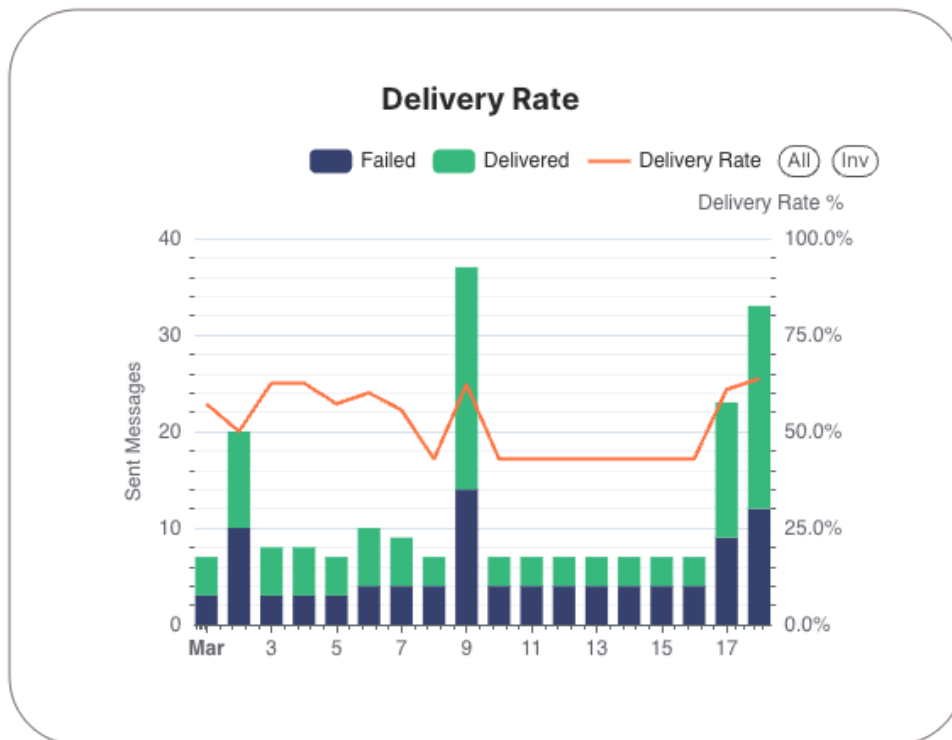
Additional SMS insights

Product Feature

- SMS Insights offers a centralised dashboard for reporting and viewing data across multiple accounts, which is ideal for organisations that manage various brands or business units. This feature simplifies oversight and reporting by allowing users to seamlessly switch between accounts to view consolidated or account-specific data.



- For eligible customers, Delivery Rates are now available as a key performance indicator (KPI).



- The new subaccount hierarchy feature in SMS Insights streamlines the management of multiple accounts.

Feature Benefits

- Sub accounts hierarchy allows users to gain comprehensive oversight from a single dashboard, simplifying reporting and viewing across all accounts. For improved clarity and efficiency,
- Delivery rates offer a clearer insight into the effectiveness of SMS campaigns by showing the percentage of messages that were successfully delivered.

Shop

Product Feature

- The Esendex 'Shop' provides an easy way to explore, choose, and buy a full array of products, services, and features for any customer account under your management.
- Products, services, and features are available for purchase either as a single transaction or through a subscription. In certain cases, an item might be subject to

both an initial, one-off charge (such as a set-up fee) and ongoing subscription charges.

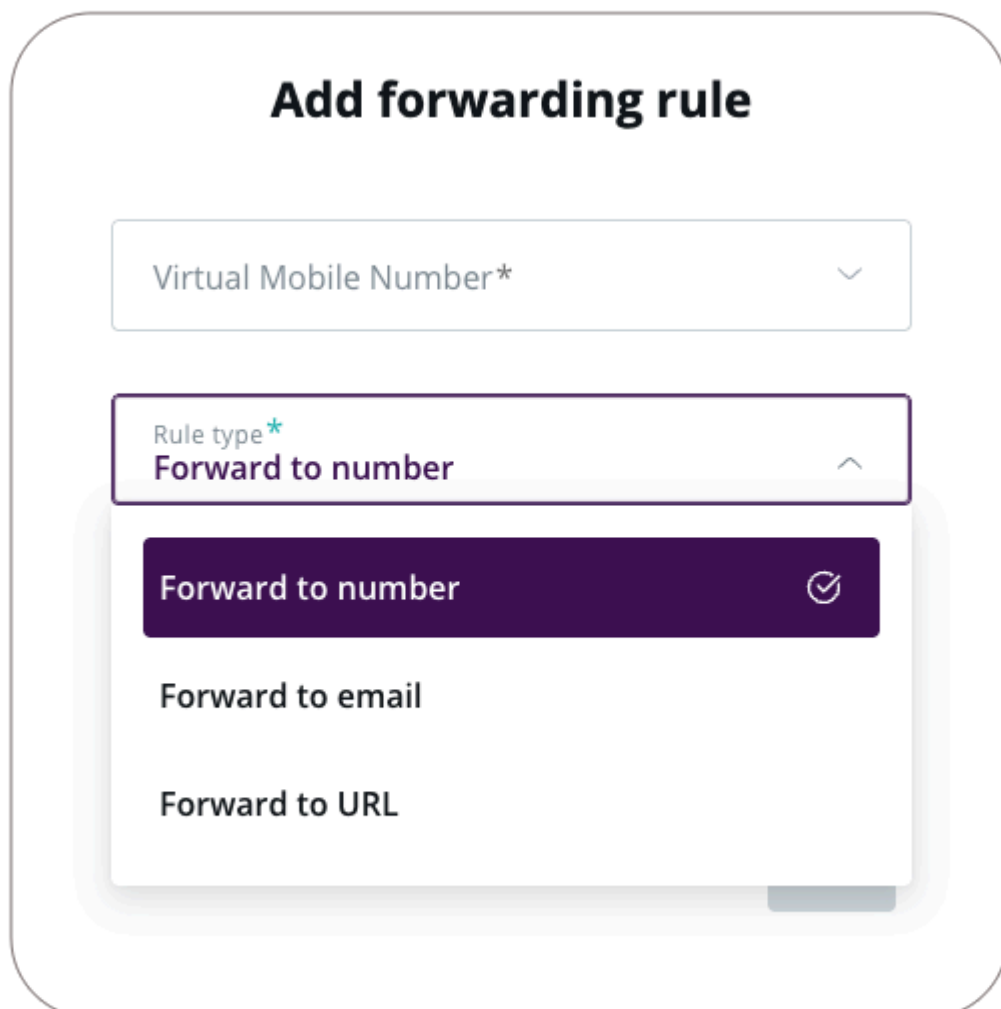
Feature Benefits

- The shop is designed to facilitate a streamlined and entirely self-service customer onboarding process. This feature empowers new customers to independently purchase our products

Inbound rules/Forwarding rules

Product Feature

- Forwarding rules provide an effective way to automatically redirect incoming customer messages to a Virtual Mobile Number (VMN) or an email inbox.



Add forwarding rule

Virtual Mobile Number*

Rule type*
Forward to number

Forward to number ✓

Forward to email

Forward to URL

- This feature helps your teams respond quickly, whether for after-hours support or sending important alerts. This improves your responsiveness and customer service.

Feature Benefits

- Automatically forward inbound customer messages to a mobile(s) or VMN(s).
- Ensures that available agents and operational personnel can see and respond to a query, preventing messages from being siloed on one person's device.
- Messages sent to VMNs and shortcodes set up to handle critical or time-sensitive issues can bypass standard queues and be forwarded immediately to the appropriate team or personnel.
- Automatically forward incoming messages to a group of mobile numbers held by a team, such as an emergency maintenance, medical, IT, or security team.

Bug Fixes 23/03/2026

- **AccountsApi - Missing CorrelationId from logs** - correlation id now logged under @Properties.CorrelationId for AccountsApi.
- **Optout by weblink longURL domain incorrect for Esendex UK** - now redirects to the opt out page in Esendex UK, starting with app.esendex.co.uk.
- **Dynamic messages are not supported error is thrown for historic schedule sends** - Account now upgrades without any errors, and valid schedule sends should be processed.
- **Notification Service - Fix internal review notifications to work with Mailjet template** - Email is now received with the account reference and link to the account.
- **Endless loading when logging in to the portal or after “hard refresh”** - Users are now able to log in successfully to the portal.
- **Postpay subscription creation fails for dedicated inbound numbers — X-Useridentifier is missing in call P&S** - The subscription is created successfully with requiring a keyword.
- **Journaling: Error due to DB field** - This is resolved, and Journaling is now successful.
- **Account migration: Migrate to Postpay fails due to the wrong NetSuite ID selection when creating the tariff** - Account no migrates to POSTPAY type.
- **Account: accounts have no parent, are billable, but invoiceable is false** - Issue is resolved, and no account will have the original issue.
- **Postpay subscription creation fails for dedicated inbound numbers — X-Useridentifier is missing in call P&S** - Subscriptions on dedicated numbers do not require a keyword; keywords are only needed for shared numbers.
- **Postpay EOM invoice generation fails - @Modifying query returns Long instead of int** - The method now atomically increments and returns the new invoice sequence counter value, ensuring successful invoice ID generation.
- **Amigo: sending balance is disabled for billable accounts** - Billable is enabled and no longer disabled on billable accounts.
- **AccountsApi : API calls without correlation ID and no auth header** - Issue is resolved, 401 response code now appears.

- **VAT field in the request** verification form is not marked as required - Issue is now fixed. There is an error saying the field is mandatory, and the ""
- **Amigo: Email address validator issues** - Now resolved, and valid email addresses are now accepted.
- **Scheduler: API calls without correlation ID** - This has been resolved, and you now get the Missing X-Correlation-Id error
- **Throttling: Issue with contacts and outside business hours for throttled schedules** - The throttled schedule now fails with a proper error message and error code
- **Delete registration by filter is not removing registrations** - Registrations are removed when deleted.
- **ETL for messages does not update Originator** - Fallback SMS shows the updated Originator, not the original one.
- **Messages are not read in the corresponding language** - The created message now articulates in the language that corresponds to the recipient's phone number.
- **Connect - SemVersioning does not increment version** - Minor version increments automatically; use semver commands (minor/major/patch) in a commit message to override.
- **Connect - TRC Core semversioning does not increment version** - Minor version increments automatically; use semver commands (minor/major/patch) in a commit message to override.
- **MessageBuilder: Unable to add numbers without "+" in the prefix** - Esendex DE - The phone number library correctly recognises the prefix, and will add a plus to it.
- **Prepay subscription invoices are not issued** - Invoice is created on Netsuite
- **December NetSuite consumptions have not been collected** - The collection task considers only the data of the previous month. This has now been resolved.
- **Inbound number: Multiple RESERVED entries for the same number, same account:** Prevent orphan `inbound_activity` records on subscription creation failure and enforce unique entries for number and account combinations.
- **ConfirmSend | Apply the empty destination replacement as for validateAndReserve** - Billing confirmSend no longer throws an exception.