

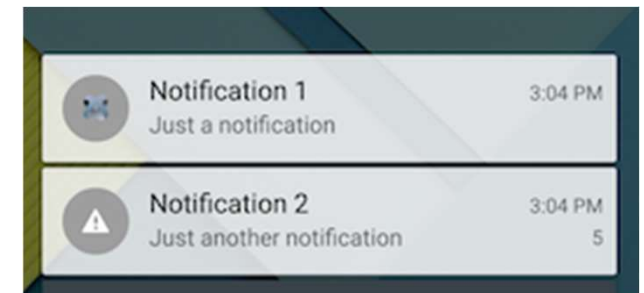
Zentity Push Server

Advanced messaging for mobile applications

Zentity Push Server Road to mobile communication



- Message gateway sending Push messages to mobile applications
 - Delivers and tracks every message
- Multiple push message types
- Push Server modules
 - Message tracking database
 - Recipient (user) management
 - Localization support
 - Administration and reporting interface
 - Mobile application SDK

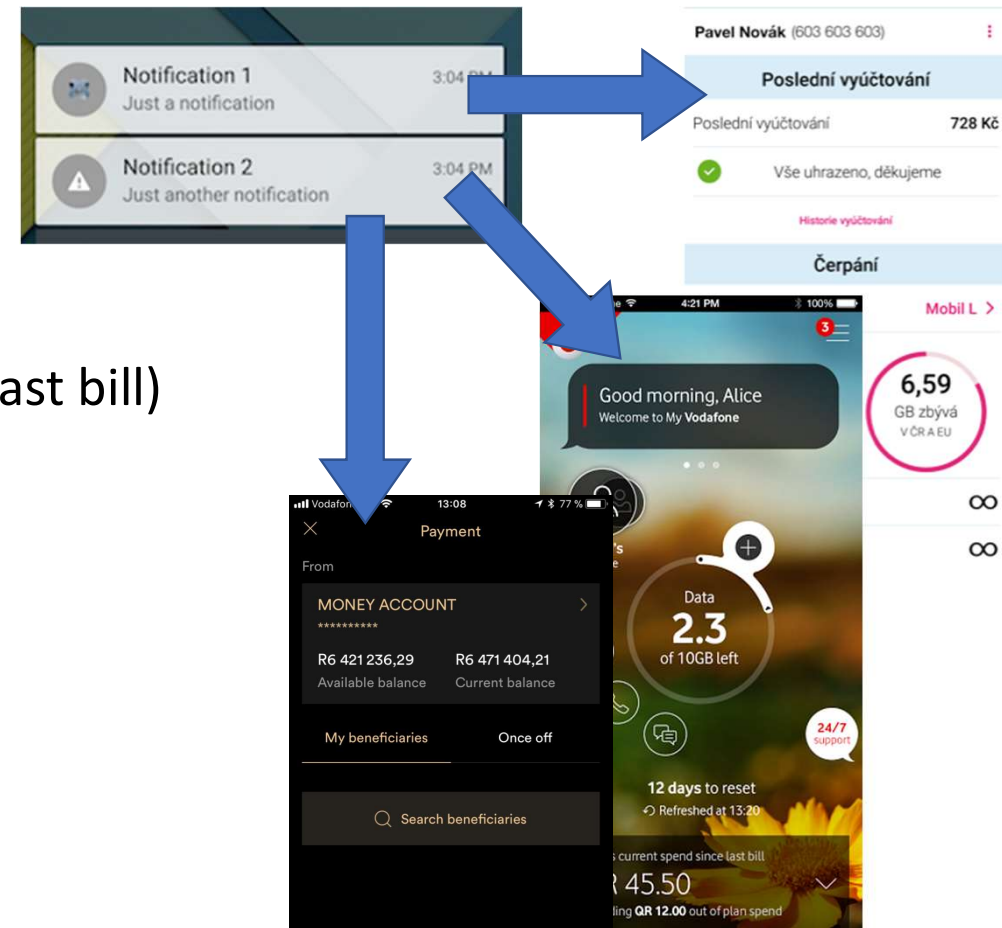


Zenty Push Server

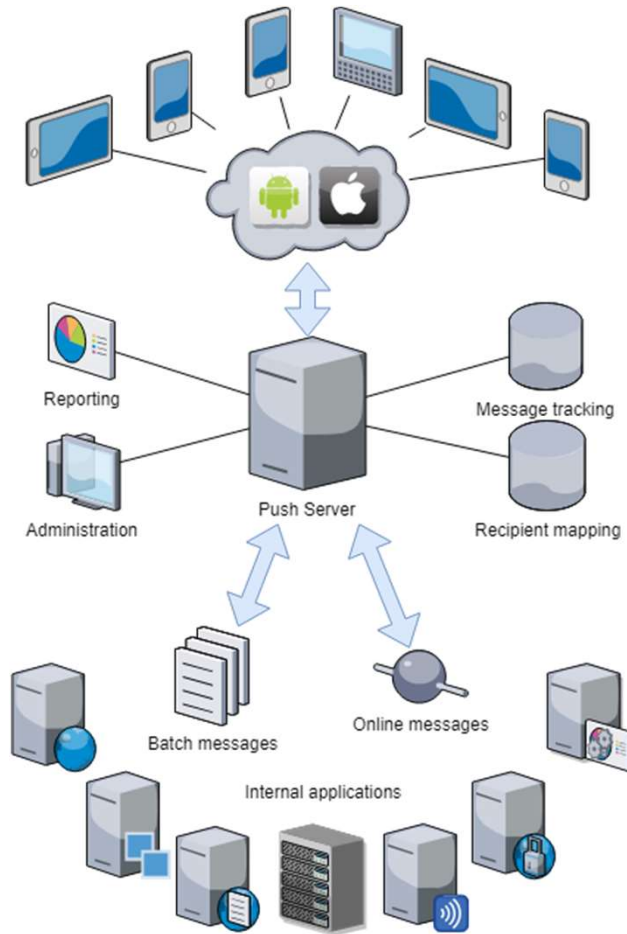
Push message types



- Simple/long text messages
- Rich media messages
 - Images, video – any media
- Deeplink messages
 - Opens specific application screen (e.g. last bill)
- Custom data
 - Anything your application need
- Additional message properties
 - Priority, Security level, Scheduling, Language (multilingual support)



Zenty Push Server Architecture



- Leverages smartphone cloud services
 - iOS APNs, Android FCM, Windows MPNS/WNS
- Message tracking database
 - Store-and-forward message model
- Recipient mapping database
 - Translates users to mobile applications
 - Manages message audiences
- Administration and reporting GUI
- Interfaces for internal systems
 - Batch and online sending and status notifications

Zentity Push Server Message tracking database



- Message scheduling and throttling
 - Planned sent on set time
 - Business hours support („Night time“)
- Message tracking
 - Stores all message states
 - Access to message payload
 - GUI and API access (for CRM integration)
 - Secure messages protected
- Reporting - statistics

Timing information

Started at	19/07/2018 13:45:31
Scheduled at	14/02/2018 20:00:00
Expiration set to	19/07/2018 13:50:31

Tracing definition

Message ID	pm_mG0LgMvQI07-AcvAiN66V7p90dYgSnZUcKi0Ndsn
Reference ID	1427
Trace ID	19b6522b-3589-4598-88bb-7f353791b9f3

Changelog

State	↓ ↑	Date & Time of change	!
DELIVERED		19/07/2018 13:45:35.254	
PROCESSING		19/07/2018 13:45:31.897	
QUEUED		19/07/2018 13:45:31.848	

Payload definition

Predefined payload

Custom payload

• currency

Payload value

modules.push.detail.label.payload.custom.description

Key: currency

Values

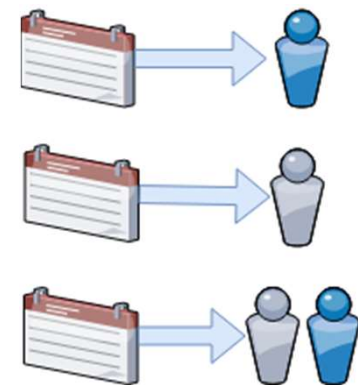
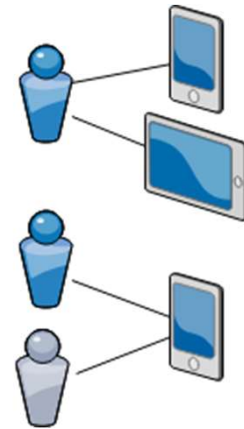
🇬🇧 (English) → string

🇨🇪 (Čeština) → CZK

Zenty Push Server Recipient mapping



- Translates Users to Devices (application instances)
 - Supports multi-device and shared-device models
 - Single message sent to multiple devices
- User profile
 - Custom night hours
 - Security settings
- Recipient grouping
 - Audience groups for better message targeting
 - Campaign Management System support
- Integrated with Digital Server user management



Zentity Push Server Message interfaces



- File-based batch interface
 - CSV input and output (message state changes)
 - Statistics per campaign Id
- Online interface
 - Realtime message sending
 - REST/JSON, SOAP/HTTP APIs
- GUI – Admin console
 - Any message, any recipient/audience
 - Includes STOP button
- Delivery notifications available over any API
 - Feedback on message delivery

Zentity Push Server Runtime platform



- Zentity Push Server = Spring web application
 - Java 8, Spring 5.x
 - Tomcat, Apache, JBoss, Jetty containers
 - OS: Linux, Windows
 - OpenJDK, Oracle/SUN JDK
- Open database support
 - MS SQL Server, Oracle, MySQL, Postgres SQL
 - Uses Spring data JPA, Hibernate
- Cloud support (Docker)
 - Public and private, container or virtual servers